



# TOPLINE & METHODOLOGY

## Ipsos National Election Poll

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

*Interview dates: September 25-30, 2024*

*Number of interviews, adults: 1,597*

*Number of interviews, registered voters: 1,340*

*Number of interviews, likely voters: 1,313*

*Margin of error for the total sample: +/- 2.6 percentage points at the 95% confidence level*

*Margin of error for registered voters: +/- 2.8 percentage points at the 95% confidence level*

*Margin of error for likely voters: +/- 2.9 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 - Sept	Conservative media	Mainstream media (MSM)	Digital	Local	Social / Other / None	All - May	All - Aug
Inflation or increasing costs	51%	65%	40%	53%	54%	55%	46%	50%
Immigration	35%	77%	24%	33%	39%	33%	31%	33%
Political extremism or polarization	23%	14%	31%	32%	16%	17%	24%	24%
Crime or gun violence	23%	13%	30%	20%	31%	18%	24%	22%
Housing cost or availability	19%	9%	20%	19%	14%	24%	18%	17%
Healthcare	18%	8%	19%	22%	21%	18%	17%	17%
Government budget and debt	15%	32%	10%	19%	20%	12%	18%	16%
Abortion	15%	3%	24%	11%	14%	11%	15%	13%
Climate change	14%	3%	20%	17%	11%	10%	15%	16%
Foreign conflicts or terrorism	10%	10%	13%	12%	11%	7%	12%	10%
Economic inequality	10%	0%	14%	16%	6%	9%	9%	11%
Taxes	9%	5%	7%	8%	15%	11%	8%	9%
Election security or fraud	8%	27%	4%	8%	4%	8%	7%	8%
Race and racism	7%	2%	10%	6%	7%	6%	9%	8%
Education	6%	4%	6%	6%	4%	7%	8%	6%
Opioid or drug addiction	6%	3%	6%	5%	10%	5%	9%	8%
Unemployment	3%	2%	2%	1%	1%	6%	5%	4%
Natural disasters	2%	2%	2%	1%	1%	2%	2%	2%
COVID-19/coronavirus	1%	1%	2%	1%	0%	2%	1%	1%
Other	1%	3%	1%	2%	1%	1%	1%	2%
None of these	2%	1%	1%	1%	0%	5%	2%	2%

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Inflation or increasing costs	31%	36%	26%	29%	34%	34%	30%
Immigration	11%	35%	8%	13%	7%	8%	11%
Political extremism or polarization	10%	1%	14%	15%	10%	6%	10%
Crime or gun violence	6%	2%	8%	3%	9%	7%	5%
Abortion	6%	1%	9%	4%	7%	4%	6%
Healthcare	5%	1%	5%	6%	7%	5%	4%
Climate change	5%	0%	7%	4%	3%	5%	6%
Housing cost or availability	5%	1%	5%	4%	4%	7%	6%
Government budget and debt	3%	3%	3%	5%	3%	1%	3%
Economic inequality	2%	0%	3%	4%	1%	2%	2%
Election security or fraud	2%	9%	1%	2%	2%	2%	3%
Taxes	2%	2%	1%	2%	5%	2%	2%
Education	2%	1%	1%	1%	3%	3%	2%
Foreign conflicts or terrorism	2%	0%	2%	3%	2%	1%	1%
Race and racism	2%	0%	2%	1%	1%	2%	2%
Unemployment	1%	2%	1%	1%	1%	2%	1%
Natural disasters	1%	1%	0%	0%	0%	1%	1%
Opioid or drug addiction	1%	0%	1%	0%	0%	0%	1%
COVID-19/coronavirus	0%	0%	1%	0%	0%	0%	0%
Other	1%	3%	0%	1%	0%	3%	1%
None of these	3%	2%	2%	1%	3%	5%	2%
Skipped	0%	1%	0%	0%	0%	1%	1%



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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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Immigration	60%	77%	67%	66%	63%	45%	54%	54%
Inflation or increasing costs	58%	75%	63%	62%	58%	47%	52%	56%
Crime or gun violence	53%	58%	60%	55%	61%	39%	46%	45%
Foreign conflicts or terrorism	51%	63%	57%	58%	54%	36%	50%	47%
Abortion	50%	48%	62%	55%	54%	35%	41%	40%
Political extremism or polarization	47%	50%	52%	57%	52%	34%	39%	48%
Housing cost or availability	35%	50%	41%	39%	30%	25%	29%	30%
Election security or fraud	34%	45%	37%	40%	32%	26%	23%	28%
Natural disasters	30%	25%	36%	34%	37%	21%	26%	27%
Government budget and debt	27%	43%	26%	32%	35%	19%	27%	21%
Race and racism	26%	23%	28%	28%	27%	24%	26%	33%
Climate change	26%	24%	34%	30%	28%	15%	26%	29%
Taxes	20%	30%	22%	19%	18%	16%	13%	15%
Opioid or drug addiction	20%	34%	23%	20%	22%	10%	21%	20%
Healthcare	20%	22%	24%	21%	21%	14%	16%	16%
Economic inequality	16%	11%	18%	20%	17%	12%	11%	15%
COVID-19/coronavirus	11%	9%	13%	13%	12%	7%	5%	9%
Education	10%	10%	11%	9%	12%	9%	12%	10%
Unemployment	10%	12%	11%	7%	11%	8%	10%	13%
Other	1%	0%	0%	2%	0%	2%	3%	1%
None of these	7%	1%	3%	3%	1%	18%	8%	8%

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Yes	80%	90%	84%	84%	85%	70%	76%	80%
No	15%	6%	12%	13%	11%	24%	19%	16%
No, but I plan to register before the election	4%	3%	4%	3%	3%	5%	5%	4%
Skipped	0%	0%	0%	0%	0%	1%	1%	0%





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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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
1=Definitely will not vote	14%	3%	10%	10%	10%	23%	17%	14%
2	2%	0%	2%	1%	3%	2%	2%	1%
3	1%	1%	1%	2%	3%	1%	2%	2%
4	1%	1%	1%	1%	2%	2%	2%	2%
5	4%	1%	2%	6%	3%	5%	5%	6%
6	2%	1%	2%	1%	2%	4%	3%	2%
7	3%	0%	3%	2%	1%	5%	3%	3%
8	3%	3%	4%	3%	1%	4%	3%	4%
9	4%	2%	3%	4%	3%	5%	4%	4%
10=Certain to vote	66%	87%	74%	69%	73%	47%	58%	63%
Skipped	1%	1%	0%	0%	0%	2%	0%	1%

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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
1=Definitely will not vote	47%	87%	24%	44%	47%	57%	51%	48%
2	3%	1%	3%	2%	4%	3%	2%	3%
3	1%	1%	0%	1%	1%	1%	2%	2%
4	1%	0%	2%	1%	0%	1%	2%	2%
5	4%	2%	4%	8%	6%	3%	5%	5%
6	2%	2%	1%	2%	2%	2%	3%	2%
7	2%	0%	3%	4%	1%	3%	3%	2%
8	3%	1%	3%	2%	3%	3%	3%	3%
9	2%	1%	2%	2%	3%	1%	3%	3%
10=Certain to vote	34%	4%	58%	34%	31%	22%	23%	30%
Skipped	1%	2%	1%	1%	1%	3%	2%	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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
1=Definitely will not vote	52%	7%	70%	54%	52%	48%	53%	51%
2	2%	1%	2%	0%	3%	3%	2%	2%
3	1%	0%	2%	1%	0%	1%	2%	1%
4	1%	1%	1%	0%	2%	1%	2%	2%
5	4%	1%	2%	7%	6%	6%	6%	5%
6	2%	1%	1%	2%	2%	3%	2%	2%
7	4%	1%	3%	5%	2%	5%	4%	3%
8	3%	3%	3%	2%	3%	3%	4%	3%
9	2%	2%	1%	2%	3%	2%	3%	3%
10=Certain to vote	28%	83%	13%	27%	26%	25%	22%	26%
Skipped	2%	0%	1%	1%	0%	3%	2%	3%

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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
1=Definitely will not vote	74%	73%	81%	77%	74%	65%	56%	63%
2	4%	5%	4%	3%	5%	4%	4%	5%
3	2%	2%	2%	0%	1%	3%	4%	5%
4	2%	2%	2%	2%	2%	2%	4%	4%
5	7%	5%	3%	7%	6%	11%	14%	10%
6	3%	5%	2%	2%	4%	4%	5%	4%
7	2%	3%	1%	3%	0%	2%	4%	3%
8	1%	1%	1%	0%	4%	1%	2%	2%
9	1%	1%	0%	0%	0%	1%	1%	1%
10=Certain to vote	2%	2%	2%	2%	2%	2%	3%	2%
Skipped	3%	1%	2%	2%	3%	4%	3%	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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
1=Definitely will not vote	41%	76%	22%	38%	34%	53%	39%	41%
2	3%	4%	2%	3%	3%	3%	4%	4%
3	3%	4%	1%	5%	3%	4%	4%	4%
4	3%	2%	2%	3%	5%	2%	4%	2%
5	10%	4%	9%	15%	13%	9%	10%	10%
6	3%	2%	5%	3%	5%	2%	3%	4%
7	3%	1%	4%	1%	4%	4%	4%	4%
8	5%	1%	8%	5%	5%	5%	6%	4%
9	4%	0%	5%	5%	6%	3%	3%	3%
10=Certain to vote	21%	3%	38%	19%	18%	11%	19%	20%
Skipped	3%	4%	3%	2%	4%	4%	4%	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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
1=Definitely will not vote	38%	7%	48%	36%	35%	40%	40%	39%
2	7%	0%	11%	7%	7%	5%	5%	6%
3	4%	2%	5%	5%	6%	4%	5%	4%
4	4%	1%	5%	3%	3%	4%	2%	4%
5	10%	3%	7%	12%	15%	11%	11%	11%
6	5%	7%	3%	6%	5%	5%	4%	4%
7	5%	6%	3%	5%	6%	5%	4%	5%
8	5%	6%	4%	6%	5%	6%	6%	6%
9	3%	4%	3%	4%	3%	3%	3%	2%
10=Certain to vote	18%	64%	10%	15%	14%	12%	17%	17%
Skipped	2%	1%	1%	1%	1%	4%	3%	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 - Sept	Likely voter	Cons. media	MSM	Digital	Local	Social / Other / None	All - May*	All - Aug*
Kamala Harris*	46%	48%	4%	65%	47%	43%	30%	37%	42%
Donald Trump	40%	44%	90%	22%	36%	37%	37%	35%	37%
Other candidate	2%	1%	1%	1%	2%	2%	1%	4%	2%
Would not vote	2%	0%	2%	3%	6%	4%	10%	3%	3%
Don't know	7%	5%	2%	5%	5%	6%	10%	17%	10%
Skipped	4%	2%	1%	5%	4%	7%	11%	0%	1%

\*RFK Jr. was included on the ballot in May and August

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

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

	All - Sept	Likely voter	Cons. Media*	MSM*	Digital*	Local*	Social / Other / None	All - May	All - Aug
Kamala Harris*	31%	33%	-	-	-	-	26%	39%	35%
Donald Trump	47%	53%	-	-	-	-	43%	46%	49%
Skipped	22%	15%	-	-	-	-	31%	15%	17%

\*Base sizes are too small to report for Conservative media, mainstream media, digital and local news





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8\_1. If the election for Congress were held today, would you vote for Democratic candidate or the Republican candidate for the U.S. House of Representatives in your district?

	All - Sept	Registered Voters	Likely Voters	Cons. media	MSM	Digital	Local	Social / Other / None
Democratic candidate	38%	42%	44%	4%	61%	40%	38%	26%
Republican candidate	36%	40%	43%	88%	22%	38%	33%	33%
Some other candidate	2%	1%	1%	2%	1%	1%	1%	3%
I wouldn't vote	10%	3%	1%	3%	7%	8%	8%	16%
Don't know	14%	13%	11%	4%	9%	13%	20%	20%
Skipped	1%	0%	0%	0%	0%	0%	0%	1%

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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Almost entirely favorable	10%	19%	12%	7%	10%	5%	10%	8%
More favorable than unfavorable	17%	16%	21%	16%	19%	11%	16%	16%
About a 50 / 50 mix	21%	11%	27%	22%	18%	19%	24%	19%
More unfavorable than favorable	14%	11%	15%	18%	10%	11%	14%	18%
Almost entirely unfavorable	17%	27%	9%	13%	19%	21%	19%	24%
Did not see any news about them	13%	12%	10%	16%	13%	16%	6%	5%
Don't know	7%	3%	3%	7%	9%	13%	9%	8%
More favorable	26%	35%	33%	24%	29%	16%	26%	24%
More unfavorable	30%	38%	25%	31%	30%	33%	33%	42%
Skipped	2%	1%	2%	1%	1%	3%	2%	2%

Donald Trump

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Almost entirely favorable	8%	21%	5%	7%	4%	10%	8%	11%
More favorable than unfavorable	7%	8%	7%	5%	8%	7%	8%	10%
About a 50 / 50 mix	16%	9%	18%	17%	19%	15%	15%	15%
More unfavorable than favorable	20%	18%	24%	21%	25%	16%	19%	21%
Almost entirely unfavorable	36%	42%	39%	40%	34%	28%	35%	31%
Did not see any news about them	5%	0%	2%	6%	3%	10%	6%	4%
Don't know	6%	2%	3%	3%	6%	11%	9%	7%
More favorable	15%	29%	12%	11%	12%	16%	16%	20%
More unfavorable	56%	60%	63%	62%	59%	44%	54%	52%
Skipped	2%	0%	1%	1%	1%	4%	1%	2%







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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?  
(Continued)

Robert F. Kennedy, Jr.

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Almost entirely favorable	2%	5%	2%	1%	0%	1%	2%	1%
More favorable than unfavorable	6%	14%	2%	7%	7%	7%	6%	5%
About a 50 / 50 mix	14%	21%	12%	8%	16%	17%	20%	16%
More unfavorable than favorable	16%	22%	18%	20%	14%	9%	13%	13%
Almost entirely unfavorable	19%	15%	30%	16%	12%	12%	12%	11%
Did not see any news about them	26%	13%	22%	33%	28%	29%	27%	34%
Don't know	16%	9%	12%	14%	22%	22%	20%	19%
More favorable	8%	19%	4%	7%	7%	8%	8%	6%
More unfavorable	34%	37%	48%	37%	26%	21%	25%	23%
Skipped	2%	0%	1%	1%	0%	4%	1%	2%

Democrats in general

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Almost entirely favorable	15%	35%	14%	13%	15%	9%	11%	13%
More favorable than unfavorable	23%	22%	30%	24%	28%	14%	18%	22%
About a 50 / 50 mix	26%	9%	34%	26%	28%	23%	26%	25%
More unfavorable than favorable	9%	9%	8%	11%	9%	8%	13%	11%
Almost entirely unfavorable	10%	21%	5%	7%	6%	14%	11%	11%
Did not see any news about them	7%	2%	3%	10%	3%	12%	8%	6%
Don't know	9%	3%	5%	8%	10%	16%	13%	10%
More favorable	37%	57%	44%	37%	43%	23%	29%	35%
More unfavorable	19%	30%	12%	18%	15%	23%	24%	22%
Skipped	2%	0%	2%	2%	0%	4%	2%	2%





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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?  
(Continued)

Republicans in general

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Almost entirely favorable	4%	11%	3%	1%	3%	5%	4%	5%
More favorable than unfavorable	9%	15%	8%	9%	9%	9%	9%	9%
About a 50 / 50 mix	22%	12%	25%	25%	31%	18%	24%	25%
More unfavorable than favorable	26%	27%	30%	32%	27%	19%	23%	24%
Almost entirely unfavorable	20%	27%	22%	16%	16%	17%	18%	18%
Did not see any news about them	7%	2%	4%	8%	4%	13%	7%	6%
Don't know	10%	4%	7%	7%	8%	16%	13%	12%
More favorable	14%	25%	12%	10%	12%	14%	13%	14%
More unfavorable	46%	55%	52%	49%	43%	36%	42%	42%
Skipped	2%	1%	1%	1%	1%	4%	2%	2%

Kamala Harris

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Almost entirely favorable	23%	41%	25%	20%	28%	16%	24%
More favorable than unfavorable	25%	17%	34%	31%	23%	16%	22%
About a 50 / 50 mix	17%	5%	20%	20%	20%	17%	16%
More unfavorable than favorable	6%	8%	5%	7%	6%	7%	9%
Almost entirely unfavorable	14%	25%	9%	11%	14%	18%	15%
Did not see any news about them	5%	0%	2%	6%	2%	10%	4%
Don't know	7%	3%	2%	4%	7%	13%	7%
More favorable	49%	59%	60%	52%	51%	32%	47%
More unfavorable	21%	33%	15%	18%	21%	24%	25%
Skipped	2%	0%	2%	1%	0%	3%	2%





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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?  
(Continued)

J.D. Vance

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Almost entirely favorable	5%	15%	3%	5%	3%	5%	5%
More favorable than unfavorable	5%	11%	5%	3%	4%	5%	6%
About a 50 / 50 mix	13%	14%	14%	10%	14%	12%	14%
More unfavorable than favorable	19%	15%	22%	21%	30%	14%	21%
Almost entirely unfavorable	31%	34%	40%	33%	26%	21%	25%
Did not see any news about them	12%	5%	8%	15%	9%	19%	11%
Don't know	13%	5%	8%	11%	13%	21%	16%
More favorable	10%	26%	7%	8%	7%	10%	11%
More unfavorable	50%	49%	62%	54%	56%	35%	46%
Skipped	2%	0%	2%	1%	0%	4%	2%

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

Immigration and border security

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Very closely	23%	63%	20%	20%	24%	14%	21%	23%
Somewhat closely	34%	26%	44%	37%	39%	22%	31%	32%
Not too closely	23%	7%	25%	28%	24%	23%	25%	24%
Not closely at all	14%	2%	8%	11%	11%	27%	17%	16%
Don't know	5%	1%	2%	2%	2%	11%	6%	5%
Total closely	57%	89%	65%	58%	63%	36%	52%	55%
Total not closely	37%	9%	33%	39%	35%	50%	42%	44%
Skipped	1%	0%	0%	1%	0%	3%	1%	1%



## TOPLINE & METHODOLOGY

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

The economy, inflation, and jobs

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Very closely	30%	65%	33%	28%	29%	17%	27%	29%
Somewhat closely	39%	26%	43%	44%	47%	33%	38%	39%
Not too closely	16%	7%	16%	20%	17%	15%	18%	16%
Not closely at all	10%	2%	6%	5%	5%	21%	11%	10%
Don't know	5%	0%	2%	1%	2%	11%	5%	5%
Total closely	69%	91%	76%	72%	76%	50%	65%	68%
Total not closely	26%	8%	22%	25%	22%	36%	29%	31%
Skipped	1%	0%	0%	1%	0%	3%	1%	1%

Political extremism, polarization, and election legitimacy

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Very closely	20%	36%	27%	20%	16%	9%	21%	20%
Somewhat closely	31%	41%	34%	37%	33%	20%	28%	33%
Not too closely	24%	15%	22%	27%	31%	26%	23%	23%
Not closely at all	17%	7%	13%	13%	14%	29%	20%	17%
Don't know	6%	1%	3%	2%	5%	13%	7%	6%
Total closely	51%	77%	61%	57%	50%	29%	49%	53%
Total not closely	42%	22%	35%	40%	45%	55%	43%	46%
Skipped	1%	0%	1%	1%	0%	3%	1%	1%

Abortion and contraception

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Very closely	20%	14%	31%	17%	21%	13%	18%	17%
Somewhat closely	29%	32%	35%	34%	35%	17%	28%	28%
Not too closely	24%	31%	18%	25%	25%	26%	25%	25%
Not closely at all	21%	23%	12%	21%	18%	30%	22%	23%
Don't know	5%	0%	3%	2%	2%	12%	6%	5%
Total closely	49%	45%	66%	51%	55%	30%	46%	46%
Total not closely	45%	54%	31%	46%	43%	56%	47%	53%
Skipped	1%	1%	0%	1%	0%	2%	1%	1%





## TOPLINE & METHODOLOGY

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

War, foreign conflicts, or terrorism

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Very closely	23%	45%	27%	22%	23%	13%	20%
Somewhat closely	36%	38%	42%	44%	43%	24%	39%
Not too closely	21%	12%	19%	22%	23%	25%	21%
Not closely at all	14%	3%	9%	10%	9%	25%	15%
Don't know	5%	1%	3%	1%	2%	12%	5%
Total closely	59%	83%	69%	65%	66%	37%	59%
Total not closely	35%	16%	28%	32%	32%	50%	40%
Skipped	1%	0%	1%	1%	0%	2%	1%

Healthcare

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Very closely	16%	19%	23%	14%	16%	8%	15%
Somewhat closely	35%	35%	44%	36%	40%	24%	34%
Not too closely	27%	34%	21%	33%	32%	27%	29%
Not closely at all	15%	10%	9%	15%	9%	26%	16%
Don't know	5%	0%	2%	1%	2%	12%	6%
Total closely	51%	54%	68%	50%	57%	32%	48%
Total not closely	43%	44%	30%	48%	40%	53%	51%
Skipped	1%	1%	0%	1%	1%	3%	1%

Court cases involving Donald Trump

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Very closely	17%	28%	25%	18%	15%	7%	16%	18%
Somewhat closely	26%	32%	30%	27%	24%	19%	26%	30%
Not too closely	28%	25%	27%	32%	38%	25%	27%	26%
Not closely at all	23%	15%	15%	21%	20%	36%	24%	21%
Don't know	4%	0%	2%	1%	2%	10%	6%	5%
Total closely	43%	60%	55%	45%	39%	26%	42%	48%
Total not closely	51%	40%	42%	53%	58%	61%	58%	51%
Skipped	1%	0%	0%	1%	1%	3%	1%	1%





## TOPLINE & METHODOLOGY

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

Supreme Court decisions and issues around the Court

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Very closely	19%	29%	29%	16%	16%	7%	21%
Somewhat closely	30%	39%	35%	34%	32%	20%	31%
Not too closely	26%	23%	22%	31%	30%	26%	24%
Not closely at all	18%	6%	12%	16%	17%	30%	18%
Don't know	6%	2%	3%	3%	6%	13%	6%
Total closely	49%	69%	63%	50%	48%	27%	51%
Total not closely	44%	29%	33%	46%	46%	57%	48%
Skipped	1%	0%	0%	1%	0%	3%	1%

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 - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	30%	3%	50%	31%	27%	18%	27%
Donald Trump	44%	92%	27%	48%	51%	41%	44%
Other	1%	1%	1%	0%	1%	1%	1%
None	8%	1%	8%	9%	7%	10%	7%
Don't know	16%	1%	13%	11%	14%	27%	19%
Skipped	2%	1%	1%	1%	0%	3%	1%

The economy, inflation, and jobs

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	35%	5%	59%	34%	38%	22%	32%
Donald Trump	41%	88%	24%	41%	45%	40%	41%
Other	1%	1%	2%	1%	0%	1%	1%
None	7%	1%	6%	10%	6%	9%	5%
Don't know	14%	3%	9%	13%	11%	25%	20%
Skipped	2%	2%	1%	1%	0%	3%	2%



## TOPLINE & METHODOLOGY

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

### Political extremism, polarization, and election legitimacy

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	37%	5%	60%	40%	38%	24%	35%
Donald Trump	27%	79%	14%	23%	25%	25%	27%
Other	1%	1%	2%	1%	0%	2%	2%
None	14%	4%	11%	19%	15%	17%	11%
Don't know	19%	9%	12%	17%	21%	28%	24%
Skipped	2%	3%	1%	1%	0%	4%	2%

### Abortion and contraception

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	45%	8%	68%	49%	46%	31%	42%
Donald Trump	27%	75%	12%	24%	30%	28%	27%
Other	2%	4%	2%	1%	0%	1%	2%
None	8%	4%	7%	7%	10%	12%	7%
Don't know	16%	8%	11%	18%	13%	25%	21%
Skipped	2%	2%	1%	1%	1%	3%	2%

### War, foreign conflicts, or terrorism

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	32%	4%	55%	34%	28%	17%	29%
Donald Trump	38%	89%	21%	40%	41%	37%	38%
Other	1%	1%	2%	1%	0%	2%	2%
None	9%	1%	7%	12%	9%	13%	7%
Don't know	18%	3%	14%	12%	22%	28%	22%
Skipped	2%	2%	1%	1%	0%	3%	2%



## TOPLINE & METHODOLOGY

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

### Healthcare

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	39%	5%	63%	43%	40%	26%	35%
Donald Trump	27%	73%	13%	23%	29%	27%	27%
Other	2%	3%	2%	1%	0%	3%	2%
None	9%	2%	6%	13%	11%	12%	8%
Don't know	21%	13%	15%	19%	20%	29%	26%
Skipped	2%	3%	1%	1%	0%	3%	2%

### Supreme Court decisions and issues around the Court

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	35%	7%	57%	36%	34%	22%	32%
Donald Trump	30%	81%	16%	27%	31%	28%	31%
Other	2%	1%	2%	1%	1%	3%	2%
None	10%	1%	8%	15%	14%	13%	8%
Don't know	22%	8%	18%	21%	21%	32%	26%
Skipped	1%	2%	1%	1%	0%	3%	1%

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

### Intelligent

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	41%	7%	64%	44%	40%	27%	38%
Donald Trump	28%	74%	14%	25%	27%	28%	30%
Both	10%	9%	9%	12%	16%	9%	10%
Neither	10%	5%	6%	9%	11%	16%	11%
Don't know	9%	2%	5%	8%	5%	17%	10%
Skipped	2%	2%	1%	2%	1%	3%	2%



## TOPLINE & METHODOLOGY

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

### Brave

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	30%	4%	51%	31%	31%	18%	28%
Donald Trump	34%	87%	18%	32%	34%	35%	36%
Both	6%	5%	6%	10%	9%	4%	7%
Neither	16%	1%	15%	16%	19%	20%	16%
Don't know	11%	1%	10%	9%	7%	19%	13%
Skipped	2%	2%	1%	2%	0%	3%	2%

### Moral

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	41%	6%	64%	42%	44%	27%	38%
Donald Trump	19%	57%	7%	16%	17%	20%	19%
Both	3%	3%	3%	2%	3%	3%	3%
Neither	24%	23%	16%	28%	29%	29%	25%
Don't know	11%	8%	8%	9%	7%	18%	14%
Skipped	2%	4%	1%	3%	0%	3%	2%

### Lazy

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	22%	67%	8%	18%	22%	23%	24%
Donald Trump	31%	7%	50%	32%	27%	20%	27%
Both	5%	2%	4%	6%	2%	7%	3%
Neither	28%	18%	29%	32%	41%	26%	29%
Don't know	12%	3%	9%	9%	7%	20%	15%
Skipped	2%	3%	1%	3%	0%	3%	2%

### Earned their position

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	38%	5%	61%	42%	38%	24%	35%
Donald Trump	31%	84%	15%	29%	32%	31%	32%
Both	5%	2%	5%	8%	4%	6%	6%
Neither	13%	4%	9%	14%	22%	17%	13%
Don't know	10%	4%	8%	5%	4%	19%	13%
Skipped	2%	2%	1%	2%	0%	3%	2%



## TOPLINE & METHODOLOGY

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

Cares about people like you

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	38%	4%	63%	39%	43%	23%	35%
Donald Trump	27%	84%	11%	20%	29%	26%	29%
Both	4%	2%	3%	3%	4%	4%	3%
Neither	20%	7%	15%	26%	17%	27%	19%
Don't know	10%	2%	7%	8%	7%	16%	12%
Skipped	2%	1%	1%	3%	1%	3%	2%

Weird

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	23%	68%	9%	19%	24%	25%	25%
Donald Trump	42%	10%	65%	44%	44%	28%	39%
Both	13%	7%	9%	15%	13%	16%	12%
Neither	12%	11%	11%	12%	18%	12%	11%
Don't know	8%	3%	4%	7%	1%	16%	10%
Skipped	2%	1%	1%	2%	0%	3%	2%

Patriot

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Kamala Harris	28%	4%	50%	29%	24%	15%	26%
Donald Trump	36%	88%	20%	36%	38%	36%	38%
Both	8%	3%	9%	10%	13%	6%	7%
Neither	13%	1%	11%	14%	17%	17%	13%
Don't know	13%	2%	9%	9%	8%	24%	15%
Skipped	2%	1%	2%	2%	0%	3%	2%





## TOPLINE & METHODOLOGY

Q15\_2. In your opinion, which presidential candidate is better described by each of the following?  
Select one per row.

Is part of the establishment

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None
Donald Trump	14%	17%	14%	16%	13%	12%
Kamala Harris	35%	67%	30%	40%	34%	28%
Both	15%	4%	19%	19%	15%	13%
Neither	12%	3%	17%	8%	17%	12%
Don't know	21%	7%	19%	15%	19%	32%
Skipped	2%	3%	1%	2%	1%	3%

Represents a new way of doing things

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None
Donald Trump	26%	65%	13%	24%	28%	27%
Kamala Harris	32%	7%	52%	35%	34%	19%
Both	3%	3%	3%	2%	6%	3%
Neither	25%	16%	24%	30%	24%	29%
Don't know	11%	6%	8%	7%	8%	19%
Skipped	2%	3%	1%	2%	1%	3%

Has the advantage of presidential experience

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None
Donald Trump	47%	87%	30%	49%	57%	46%
Kamala Harris	18%	4%	32%	14%	15%	12%
Both	7%	1%	11%	10%	4%	5%
Neither	17%	2%	20%	18%	17%	17%
Don't know	9%	2%	6%	6%	7%	17%
Skipped	2%	3%	2%	2%	0%	3%



## TOPLINE & METHODOLOGY

Q15\_2. In your opinion, which presidential candidate is better described by each of the following?  
Select one per row. (Continued)

Is a person you can relate to

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None
Donald Trump	24%	80%	11%	20%	26%	21%
Kamala Harris	35%	5%	59%	35%	35%	22%
Both	1%	0%	2%	1%	0%	2%
Neither	29%	10%	23%	36%	34%	37%
Don't know	8%	3%	5%	7%	5%	15%
Skipped	2%	3%	1%	2%	0%	3%

Is the right person at the right time

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None
Donald Trump	32%	86%	16%	30%	33%	31%
Kamala Harris	36%	4%	61%	38%	38%	22%
Both	1%	1%	2%	0%	1%	1%
Neither	18%	4%	13%	20%	21%	26%
Don't know	10%	3%	7%	10%	7%	17%
Skipped	2%	2%	1%	2%	0%	3%

C1\_2. In the last month, have you...

Seen an ad for an individual political candidate

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Yes	75%	86%	83%	82%	86%	56%	58%	67%
No	19%	11%	15%	13%	12%	30%	33%	26%
Don't know	5%	2%	2%	4%	2%	11%	8%	6%
Skipped	1%	1%	0%	1%	0%	3%	1%	1%

Seen an ad for an issue or organization

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Yes	63%	74%	71%	72%	67%	45%	55%	55%
No	26%	15%	22%	20%	23%	37%	32%	32%
Don't know	10%	10%	6%	7%	9%	15%	12%	12%
Skipped	1%	1%	0%	1%	1%	3%	1%	1%



## TOPLINE & METHODOLOGY

C1\_2. In the last month, have you... (Continued)

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Yes	24%	33%	28%	24%	22%	18%	22%	19%
No	66%	60%	66%	67%	74%	65%	69%	73%
Don't know	9%	6%	6%	8%	4%	14%	8%	7%
Skipped	1%	1%	0%	1%	0%	3%	1%	1%

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Yes	51%	64%	57%	58%	53%	36%	37%	43%
No	43%	33%	39%	37%	46%	50%	56%	52%
Don't know	5%	2%	3%	3%	1%	11%	6%	5%
Skipped	1%	1%	0%	1%	0%	3%	1%	1%

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Yes	45%	68%	53%	47%	43%	30%	36%	39%
No	47%	29%	43%	46%	54%	55%	56%	54%
Don't know	7%	2%	5%	6%	3%	12%	7%	6%
Skipped	1%	1%	0%	1%	0%	3%	1%	1%

Donated money to a political campaign or issue organization

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - May	All - Aug
Yes	12%	23%	17%	11%	11%	4%	7%	11%
No	83%	73%	81%	85%	89%	85%	87%	85%
Don't know	4%	2%	2%	3%	0%	8%	5%	4%
Skipped	1%	1%	0%	1%	0%	3%	1%	1%



## TOPLINE & METHODOLOGY

C9\_2. In the last three months, have you...

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Yes	12%	9%	14%	15%	12%	11%	15%
No	82%	87%	82%	81%	86%	80%	81%
Don't know	4%	1%	3%	2%	3%	7%	3%
Skipped	1%	2%	1%	2%	0%	2%	1%

Seen grocery or gasoline costs go down

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Yes	32%	17%	47%	36%	35%	20%	16%
No	59%	81%	46%	56%	62%	67%	75%
Don't know	7%	1%	7%	7%	3%	11%	8%
Skipped	1%	1%	1%	1%	0%	2%	1%

Been unable to pay a bill on time

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Yes	22%	23%	19%	18%	19%	28%	22%
No	73%	74%	78%	78%	80%	63%	74%
Don't know	3%	1%	2%	2%	1%	7%	3%
Skipped	1%	1%	1%	1%	0%	2%	1%

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Yes	18%	25%	16%	17%	19%	19%	21%
No	77%	72%	82%	79%	81%	73%	74%
Don't know	3%	2%	2%	2%	0%	6%	4%
Skipped	1%	2%	1%	1%	0%	2%	1%



## TOPLINE & METHODOLOGY

C9\_2. In the last three months, have you... (Continued)

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

	All - Sept	Cons. media	MSM	Digital	Local	Social / Other / None	All - Aug
Yes	39%	41%	33%	34%	34%	47%	42%
No	56%	57%	64%	61%	64%	44%	53%
Don't know	4%	1%	2%	3%	1%	7%	4%
Skipped	1%	1%	1%	2%	1%	2%	1%





## TOPLINE & METHODOLOGY

### About the Study

This Ipsos poll was conducted September 25-30, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,597 adults age 18 or older. This sample includes 1,340 registered voters and 1,313 likely voters.

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 2.6 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. For registered voters, the margin of sampling error is 2.8 percentage points at the 95% confidence level, and the design effect is 1.14. For likely voters, the margin of sampling error is 2.9 percentage points at the 95% confidence level, and the design effect is 1.14. 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, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic and 2+ Races/Non-Hispanic, Hispanic)







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- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School graduate or equivalent, Some College, Bachelor, Master or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- Party ID (Republican, Lean Republican, Independent/Something else, Lean Democrat, Democrat)

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## 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. 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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