



TOPLINE & METHODOLOGY

Ipsos Swing State Poll

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the general population (ages 18+) of 2024 swing states
Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin
 Interview dates: September 24 - October 1, 2024

Number of interviews, adults: 2,009
 Number of interviews, registered voters: 1,817
 Number of interviews, likely voters: 1,598

Margin of error for the total sample: +/- 2.9 percentage points at the 95% confidence level
 Margin of error for registered voters: +/- 3.0 percentage points at the 95% confidence level
 Margin of error for likely voters: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

1_3. Which of the following topics are the most important issues facing the country? (Select up to three)

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Inflation or increasing costs	52%	39%	43%	68%	49%	52%
Immigration	33%	10%	17%	59%	30%	32%
Political extremism or polarization	22%	30%	17%	14%	24%	24%
Crime or gun violence	21%	28%	23%	14%	23%	21%
Healthcare	19%	24%	22%	13%	18%	18%
Housing cost or availability	18%	21%	18%	15%	18%	17%
Abortion	16%	26%	8%	6%	12%	13%
Government budget and debt	15%	5%	11%	25%	15%	14%
Climate change	12%	23%	6%	2%	15%	17%
Economic inequality	11%	17%	11%	4%	10%	11%
Election security or fraud	10%	4%	3%	17%	10%	10%
Taxes	10%	6%	19%	14%	8%	8%
Foreign conflicts or terrorism	9%	5%	13%	13%	9%	10%
Race and racism	8%	14%	6%	1%	10%	10%
Opioid or drug addiction	7%	7%	12%	6%	9%	8%
Education	6%	9%	3%	4%	7%	7%
Unemployment	4%	4%	6%	4%	5%	3%
COVID-19/coronavirus	1%	2%	1%	0%	1%	1%
Natural disasters	1%	2%	4%	0%	1%	1%
Other	2%	3%	5%	1%	2%	2%
None of these	2%	2%	8%	1%	1%	1%





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12_3. And which one issue is the most important to you at this time? (Select one)

	All-Sept	Dem	Indep/Otr	Repub	All-Aug
Inflation or increasing costs	33%	21%	32%	46%	32%
Political extremism or polarization	10%	16%	11%	5%	11%
Immigration	10%	2%	7%	19%	10%
Abortion	6%	10%	3%	2%	5%
Crime or gun violence	6%	9%	5%	3%	5%
Housing cost or availability	5%	8%	2%	3%	5%
Climate change	4%	8%	5%	0%	5%
Healthcare	3%	5%	1%	2%	4%
Election security or fraud	3%	2%	1%	5%	4%
Economic inequality	3%	6%	3%	1%	3%
Government budget and debt	3%	1%	5%	4%	3%
Taxes	2%	1%	2%	3%	2%
Foreign conflicts or terrorism	2%	1%	2%	2%	1%
Unemployment	1%	1%	0%	0%	1%
Education	1%	2%	3%	1%	2%
Race and racism	1%	3%	0%	0%	2%
Opioid or drug addiction	1%	1%	0%	1%	1%
COVID-19/coronavirus	0%	0%	0%	0%	0%
Natural disasters	0%	0%	0%	0%	0%
Other	2%	2%	6%	1%	1%
None of these	2%	2%	11%	1%	1%
Skipped	0%	1%	1%	0%	1%





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2_3. In the past month, which of these topics have you seen a lot of in the news? (Select all that apply)

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Inflation or increasing costs	62%	59%	52%	67%	56%	57%
Unemployment	13%	14%	8%	13%	10%	11%
Immigration	61%	60%	44%	65%	51%	55%
Abortion	56%	62%	48%	51%	36%	45%
Crime or gun violence	52%	54%	39%	51%	42%	46%
Foreign conflicts or terrorism	46%	44%	37%	49%	46%	47%
Political extremism or polarization	46%	51%	26%	44%	44%	51%
Election security or fraud	36%	37%	24%	37%	29%	29%
Housing costs or availability	36%	37%	22%	36%	30%	33%
Government budget and debt	28%	22%	20%	34%	24%	23%
Race and racism	26%	32%	16%	21%	25%	32%
Natural disasters	24%	27%	30%	21%	26%	24%
Climate change	23%	26%	30%	19%	25%	30%
Healthcare	22%	25%	20%	19%	17%	18%
Taxes	22%	20%	21%	23%	11%	14%
Opioid or drug addiction	18%	16%	24%	20%	20%	20%
Economic inequality	16%	20%	17%	12%	13%	17%
Education	11%	15%	12%	8%	10%	10%
COVID-19/coronavirus	11%	12%	18%	9%	7%	8%
Other	2%	2%	2%	1%	3%	1%
None of these	8%	6%	18%	7%	9%	8%

3_3. Are you currently registered to vote at your current address?

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
No	15%	14%	57%	10%	16%	12%
No, but I plan to register before the election	3%	4%	5%	2%	5%	4%
Yes	82%	81%	37%	89%	79%	83%
Skipped	0%	0%	0%	0%	0%	0%





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4_3. 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	Dem	Indep/Otr	Repub	All-June	All-Aug
1 - definitely will not vote	16%	15%	59%	10%	15%	12%
2	1%	0%	0%	1%	2%	1%
3	1%	1%	0%	0%	2%	1%
4	1%	1%	0%	1%	1%	1%
5	4%	5%	0%	3%	5%	4%
6	2%	3%	0%	2%	2%	2%
7	2%	2%	0%	2%	3%	2%
8	4%	3%	5%	4%	3%	3%
9	4%	3%	6%	4%	4%	5%
10 - certain to vote	66%	67%	28%	71%	62%	69%
Skipped	0%	0%	2%	0%	0%	0%

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?

Kamala Harris

	All-Sept	Dem	Indep/Otr	Repub
1 - definitely will not vote	50%	15%	66%	84%
2	1%	1%	1%	1%
3	1%	0%	0%	2%
4	1%	1%	0%	1%
5	4%	3%	7%	4%
6	3%	4%	3%	2%
7	2%	3%	2%	1%
8	2%	4%	0%	1%
9	3%	5%	0%	1%
10 - certain to vote	31%	62%	9%	3%
Skipped	2%	1%	12%	1%





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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? *(Continued...)*

Donald Trump

	All-Sept	Dem	Indep/Otr	Repub
1 - definitely will not vote	50%	84%	69%	12%
2	1%	2%	0%	1%
3	1%	1%	3%	1%
4	1%	1%	0%	0%
5	4%	3%	2%	5%
6	2%	1%	1%	3%
7	3%	1%	0%	5%
8	3%	0%	7%	6%
9	3%	1%	0%	5%
10 - certain to vote	29%	3%	4%	60%
Skipped	3%	3%	13%	1%

Robert F. Kennedy, Jr.

	All-Sept	Dem	Indep/Otr	Repub
1 - definitely will not vote	75%	83%	64%	70%
2	3%	2%	2%	4%
3	2%	2%	1%	3%
4	1%	1%	1%	1%
5	6%	5%	6%	8%
6	2%	1%	2%	3%
7	2%	2%	4%	3%
8	2%	1%	4%	2%
9	1%	1%	0%	1%
10 - certain to vote	2%	1%	2%	3%
Skipped	3%	2%	14%	2%





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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? (Continued...)

Democrats in other races

	All-Sept	Dem	Indep/Otr	Repub
1 - definitely will not vote	44%	17%	56%	69%
2	3%	1%	2%	4%
3	2%	1%	0%	4%
4	2%	1%	2%	3%
5	10%	8%	17%	10%
6	3%	4%	0%	3%
7	3%	6%	2%	1%
8	4%	8%	1%	1%
9	3%	7%	0%	0%
10 - certain to vote	21%	44%	5%	1%
Skipped	4%	3%	14%	3%

Republicans in other races

	All-Sept	Dem	Indep/Otr	Repub
1 - definitely will not vote	38%	63%	55%	10%
2	5%	9%	1%	1%
3	4%	6%	2%	2%
4	4%	5%	3%	2%
5	10%	8%	15%	12%
6	4%	3%	8%	4%
7	5%	2%	1%	9%
8	3%	0%	0%	7%
9	3%	1%	0%	7%
10 - certain to vote	21%	1%	1%	44%
Skipped	3%	2%	14%	1%





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BASE: REGISTERED VOTERS

6_3. If you do vote in the 2024 presidential election in November, and these are the candidates, how would you vote?*

	All-Sept	Likely Voter Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Kamala Harris*	40%	47%	77%	14%	6%	36%*	42%
Donald Trump	40%	48%	5%	10%	81%	37%	40%
Other candidate	1%	1%	1%	3%	1%	4%	2%
Would not vote	7%	0%	7%	16%	5%	4%	2%
Don't know	7%	3%	7%	6%	6%	14%	9%
Skipped	5%	1%	2%	52%	1%	0%	0%

June survey: Joe Biden

*RFK Jr. previously included in August and June surveys

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

7_3. If you had to choose between the following, how would you vote?

	All-Sept	Likely Voters	Dem	Indep/Otr	Repub	All-June	All-Aug
Donald Trump	41%	50%	26%	18%	80%	47%	45%
Kamala Harris*	37%	33%	66%	19%	15%	43%	44%
Skipped	21%	17%	8%	63%	5%	10%	10%

June survey: Joe Biden

8_3. If the election for Congress were held today, would you vote for the [RANDOMLY ROTATE ORDER OF 'Democratic' and 'Republican'] Democratic candidate or the Republican candidate for the U.S. House of Representatives in your district?

	All-Sept	Likely Voters	Dem	Indep/Otr	Repub	All-June	All-Aug
Democratic candidate	37%	44%	75%	8%	3%	39%	42%
Republican candidate	38%	46%	3%	6%	79%	41%	41%
Some other candidate	2%	1%	3%	3%	1%	3%	1%
I wouldn't vote	11%	0%	9%	52%	6%	4%	3%
Don't know	11%	8%	10%	25%	11%	14%	12%
Skipped	1%	0%	0%	7%	0%	0%	0%



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9_3. Overall, do you [randomly rotate the order of “approve” and “disapprove”] approve or disapprove of the way Joe Biden is handling his job as president?

10_3. If you had to choose, do you lean more towards approve or disapprove?

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Strongly approve	12%	25%	4%	0%	12%	15%
Somewhat approve	24%	44%	9%	5%	21%	23%
Lean approve	1%	2%	3%	0%	1%	1%
Not sure/skipped	8%	8%	46%	1%	7%	7%
Lean disapprove	1%	1%	1%	0%	1%	1%
Somewhat disapprove	12%	10%	6%	15%	15%	12%
Strongly disapprove	42%	9%	31%	78%	43%	42%
Total approve	37%	71%	16%	5%	34%	39%
Total disapprove	55%	21%	38%	93%	59%	55%

Base: All respondents

BFB9 [S, Grid]

11_3. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? Select one per row.

Healthcare

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Kamala Harris*	41%	75%	13%	9%	35%	39%
Donald Trump	30%	4%	4%	60%	28%	30%
Other	2%	1%	6%	2%	3%	2%
None	12%	7%	27%	14%	14%	9%
Don't know	15%	12%	39%	15%	19%	19%
Skipped	1%	1%	11%	0%	1%	1%

June survey: Joe Biden

Immigration

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Kamala Harris*	33%	65%	7%	3%	26%	31%
Donald Trump	45%	9%	15%	88%	44%	45%
Other	1%	1%	4%	0%	2%	2%
None	10%	12%	31%	4%	14%	8%
Don't know	10%	12%	33%	5%	12%	13%
Skipped	1%	0%	10%	1%	1%	1%

June survey: Joe Biden





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11_3. 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 or threats to democracy

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Kamala Harris*	37%	69%	16%	8%	30%	35%
Donald Trump	33%	7%	6%	64%	33%	35%
Other	2%	2%	2%	1%	4%	3%
None	14%	8%	34%	16%	16%	11%
Don't know	13%	12%	31%	11%	16%	15%
Skipped	1%	0%	11%	0%	1%	1%

June survey: Joe Biden

Economy, unemployment, and jobs

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Kamala Harris*	37%	71%	13%	5%	31%	35%
Donald Trump	43%	8%	12%	85%	44%	42%
Other	1%	1%	5%	0%	2%	2%
None	7%	7%	24%	4%	10%	7%
Don't know	11%	13%	36%	5%	12%	13%
Skipped	1%	0%	9%	0%	1%	1%

June survey: Joe Biden

War, foreign conflicts, or terrorism

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Kamala Harris*	32%	62%	11%	4%	28%	33%
Donald Trump	42%	7%	13%	82%	40%	42%
Other	1%	2%	4%	1%	3%	2%
None	10%	12%	26%	6%	13%	7%
Don't know	13%	16%	36%	6%	14%	15%
Skipped	1%	1%	10%	0%	1%	1%

June survey: Joe Biden





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11_3. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? Select one per row. (Continued...)

Crime or corruption

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Kamala Harris*	36%	70%	11%	4%	28%	34%
Donald Trump	39%	6%	7%	78%	37%	39%
Other	1%	1%	4%	1%	3%	1%
None	10%	9%	33%	8%	15%	8%
Don't know	13%	13%	35%	9%	16%	16%
Skipped	1%	1%	10%	0%	1%	1%

June survey: Joe Biden

22_3. 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	Dem	Indep/Otr	Repub
Donald Trump	16%	14%	2%	20%
Kamala Harris	35%	29%	16%	43%
Both	16%	20%	14%	12%
Neither	13%	16%	23%	8%
Don't know	19%	19%	35%	16%
Skipped	2%	1%	10%	1%

Represents a new way of doing things

	All-Sept	Dem	Indep/Otr	Repub
Donald Trump	27%	4%	6%	54%
Kamala Harris	33%	63%	8%	6%
Both	2%	3%	0%	2%
Neither	27%	20%	38%	31%
Don't know	10%	10%	37%	6%
Skipped	1%	1%	10%	0%





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22_3. In your opinion, which presidential candidate is better described by each of the following?
Select one per row. (Continued...)

Has the advantage of presidential experience

	All-Sept	Dem	Indep/Otr	Repub
Donald Trump	47%	16%	16%	83%
Kamala Harris	21%	41%	3%	2%
Both	8%	11%	5%	4%
Neither	16%	23%	31%	6%
Don't know	8%	9%	31%	3%
Skipped	1%	1%	13%	0%

Is a person you can relate to

	All-Sept	Dem	Indep/Otr	Repub
Donald Trump	25%	4%	3%	51%
Kamala Harris	34%	67%	13%	4%
Both	1%	0%	0%	1%
Neither	29%	19%	42%	38%
Don't know	8%	9%	30%	5%
Skipped	2%	1%	12%	1%

Is the right person at the right time

	All-Sept	Dem	Indep/Otr	Repub
Donald Trump	33%	2%	6%	69%
Kamala Harris	36%	71%	14%	4%
Both	1%	1%	0%	0%
Neither	19%	14%	37%	20%
Don't know	10%	10%	33%	6%
Skipped	2%	2%	10%	0%

C1_3. In the last month, have you...

Seen an ad for an individual political candidate

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Yes	84%	83%	54%	89%	66%	83%
No	10%	9%	27%	8%	26%	12%
Don't know	5%	7%	11%	2%	7%	4%
Skipped	1%	1%	7%	0%	1%	1%





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C1_3. In the last month, have you... (Continued...)

Seen an ad for an issue or organization

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Yes	72%	72%	54%	75%	53%	69%
No	17%	17%	30%	16%	33%	20%
Don't know	9%	10%	9%	8%	13%	10%
Skipped	1%	1%	7%	1%	1%	1%

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

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Yes	34%	35%	17%	36%	19%	28%
No	54%	52%	57%	56%	72%	62%
Don't know	10%	12%	18%	7%	9%	9%
Skipped	1%	1%	7%	1%	0%	1%

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

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Yes	62%	64%	37%	64%	42%	60%
No	32%	30%	41%	32%	52%	35%
Don't know	5%	5%	14%	4%	5%	5%
Skipped	1%	1%	7%	1%	0%	1%

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

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Yes	51%	54%	29%	52%	36%	48%
No	40%	36%	47%	43%	57%	46%
Don't know	7%	8%	15%	4%	6%	5%
Skipped	2%	2%	9%	0%	0%	1%

Donated money to a political campaign or issue organization

	All-Sept	Dem	Indep/Otr	Repub	All-June	All-Aug
Yes	11%	15%	2%	9%	8%	10%
No	84%	78%	83%	89%	87%	86%
Don't know	4%	6%	6%	1%	4%	3%
Skipped	1%	1%	9%	1%	0%	1%





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C9_3. In the last three months, have you...

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

	All-Sept	Dem	Indep/Otr	Repub	All-Aug
Yes	12%	15%	8%	10%	14%
No	84%	79%	83%	88%	83%
Don't know	3%	4%	6%	1%	2%
Skipped	1%	2%	4%	1%	1%

Seen grocery or gasoline costs go down

	All-Sept	Dem	Indep/Otr	Repub	All-Aug
Yes	34%	48%	22%	22%	20%
No	58%	42%	61%	75%	74%
Don't know	7%	9%	13%	3%	6%
Skipped	1%	1%	4%	0%	1%

Been unable to pay a bill on time

	All-Sept	Dem	Indep/Otr	Repub	All-Aug
Yes	23%	19%	26%	26%	24%
No	74%	77%	68%	73%	74%
Don't know	2%	3%	5%	1%	1%
Skipped	1%	1%	2%	0%	1%

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

	All-Sept	Dem	Indep/Otr	Repub	All-Aug
Yes	22%	16%	22%	27%	22%
No	75%	79%	71%	71%	75%
Don't know	2%	3%	5%	1%	2%
Skipped	1%	1%	3%	0%	1%

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

	All-Sept	Dem	Indep/Otr	Repub	All-Aug
Yes	39%	33%	37%	45%	41%
No	58%	62%	54%	53%	57%
Don't know	2%	3%	5%	1%	2%
Skipped	1%	1%	4%	1%	1%





TOPLINE & METHODOLOGY

About the Study

This Ipsos poll was conducted September 24 to October 1, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 2,009 adults age 18 or older from Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin. That includes 1,817 registered voters and 1,598 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 2.9 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 1.77. For registered voters, the margin of sampling error is 3.0 percentage points at the 95% confidence level, and the design effect is 1.53. For likely voters, the margin of sampling error is 3.3 percentage points at the 95% confidence level, and the design effect is 1.46. 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.





TOPLINE & METHODOLOGY

The study was conducted in both English and Spanish. The data were weighted to adjust for age by gender, race/ethnicity, education, metropolitan status, household income, party identification, and 2020 presidential vote choice. The demographic benchmarks came from 2024 March Supplement of the Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from the Pew NPORS 2024 study for the selected states, and the 2020 presidential vote choice benchmarks came from the Federal Election Commission. The weighting categories were as follows:

- State (AZ, GA, MI, NC, NV, PA, WI) by Age (18-39, 40-64, 65+) by Gender (Male, Female)
- State (AZ, GA, MI, NC, NV, PA, WI) by Race/Ethnicity (White only, non-Hispanic, non-White)
- State (AZ, GA, MI, NC, NV, PA, WI) by Education (Some college or less, Bachelor or Higher)
- State (AZ, GA, MI, NC, NV, PA, WI) by Metro Status (Metro, non-Metro)
- State (AZ, GA, MI, NC, NV, PA, WI) by Household income (Less than \$50,000, \$50,000 to <\$100,000 , \$100,000 or higher)
- Party ID (Republican, Lean Republican, Independent/None/Other/Did not vote, Lean Democrat, Democrat)
- State (AZ, GA, MI, NC, NV, PA, WI) by 2020 Presidential Vote Choice (Joe Biden, Donald Trump, Another Candidate/Did not vote)

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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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