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Reuters/Ipsos October Large Sample Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 16-21, 2024
Number of interviews: 4,129

Margin of error: +/- 1.6 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=4,129)	Registered Voter (RV) (N=3,481)	Republican (RV) (N=1,235)	Democrat (RV) (N=1,188)	Independent (RV) (N=884)
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=4,129)	Registered Voter (RV) (N=3,481)	Republican (RV) (N=1,235)	Democrat (RV) (N=1,188)	Independent (RV) (N=884)
Completely certain I will NOT vote	15%	3%	2%	1%	4%
Not certain I will vote	7%	4%	3%	3%	5%
Mostly certain I will vote	10%	11%	10%	8%	14%
Completely certain I will vote	64%	79%	84%	87%	73%
Don't know	4%	2%	1%	1%	3%
Skipped	0%	0%	0%	-	-





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BFB2. In your opinion, what is the most important problem facing the U.S. today?

	Total (N=4,129)	Registered Voter (RV) (N=3,481)	Republican (RV) (N=1,235)	Democrat (RV) (N=1,188)	Independent (RV) (N=884)
Economy, unemployment, and jobs	27%	27%	36%	17%	26%
War and foreign conflicts	3%	3%	3%	2%	4%
Immigration	14%	16%	30%	3%	15%
Terrorism and extremism	1%	1%	1%	1%	1%
Healthcare system	4%	4%	2%	5%	5%
Public health, disease, and illness	1%	1%	1%	1%	1%
Energy issues	0%	0%	0%	0%	0%
Morality	3%	3%	5%	1%	2%
Education	1%	1%	1%	1%	1%
Crime or corruption	4%	4%	4%	4%	3%
Environment and climate	4%	4%	0%	7%	5%
Inequality and discrimination	2%	2%	0%	4%	1%
Abortion issues	4%	4%	2%	8%	3%
Political extremism or threats to democracy	19%	22%	8%	38%	23%
Other	5%	5%	5%	4%	6%
Don't know	6%	3%	2%	3%	3%
Skipped	0%	0%	0%	0%	-

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=4,129)	Registered Voter (RV) (N=3,481)	Likely Voter (LV) (N=3,307)	Republican (LV) (N=1,207)	Democrat (LV) (N=1,152)	Independent (LV) (N=818)
Kamala Harris (Democrat)	41%	46%	48%	5%	95%	47%
Donald Trump (Republican)	39%	43%	45%	91%	3%	40%
Some other candidate	2%	2%	2%	1%	0%	5%
I wouldn't vote	11%	3%	1%	0%	0%	1%
Don't know	7%	5%	4%	3%	2%	7%
Skipped	0%	0%	0%	0%	0%	0%





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TM3252Y24. If you had to choose, would you say you lean towards supporting Donald Trump or Kamala Harris? [ASKED ONLY TO THOSE WHO DID NOT SAY TRUMP OR HARRIS IN TM3238Y24]

	Total (N=617)	Registered Voter (RV) (N=323)	Likely Voter (LV) (N=210)	Republican (LV) (N=52*)	Democrat (LV) (N=24*)	Independent (LV) (N=99)
Kamala Harris	36%	36%	36%	N/A	N/A	34%
Donald Trump	44%	50%	51%	N/A	N/A	53%
Skipped	20%	14%	14%	N/A	N/A	13%

**Note: Base size is too low (N<100) to report data*

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

	Total (N=4,129)	Registered Voter (RV) (N=3,481)	Likely Voter (LV) (N=3,307)	Republican (LV) (N=1,207)	Democrat (LV) (N=1,152)	Independent (LV) (N=818)
Kamala Harris (Democrat)	41%	45%	47%	5%	94%	45%
Donald Trump (Republican)	39%	43%	45%	91%	3%	40%
Chase Oliver (Libertarian)	1%	1%	1%	0%	0%	2%
Jill Stein (Green)	1%	1%	1%	0%	0%	2%
Cornel West (Independent)	1%	1%	1%	0%	0%	3%
I wouldn't vote	10%	3%	0%	0%	0%	1%
Don't know / Refused	7%	5%	4%	3%	1%	6%
Skipped	1%	0%	0%	0%	0%	1%





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About the Study

This Ipsos poll was conducted October 16-21, 2024, on behalf of Reuters using the KnowledgePanel®. This poll is based on a representative sample 4,129 U.S. residents, age 18 or older. This sample includes 3,481 registered voters, 1,235 of whom are Republicans, 1,188 of whom are Democrats, and 884 of whom are independents. This sample also includes 3,307 likely voters.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, Census region by metropolitan status, education, household income, and party ID. Party ID benchmarks are from the 2024 NPORS annual survey. The demographic benchmarks came from the 2024 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) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School graduate or equivalent, Some College, Bachelor's, Master's 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 1.16 for all adults. The margin of sampling error is plus or minus 1.8 percentage points for registered voters and 1.8 percentage points for likely 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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