



TOPLINE & METHODOLOGY

Reuters/Ipsos October Election Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 4-7, 2024
Number of interviews: 1,272

Margin of error: +/- 2.8 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 3.1 percentage points at the 95% confidence level for registered voters
Margin of error: +/- 3.2 percentage points at the 95% confidence level for likely voters

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

NOTE: - = no respondents, N/A = not applicable

Annotated Questionnaire:

TM1890Y20. Are you currently registered to vote at your current address, or not?

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Yes, registered to vote at my current address	80%	100%	100%	100%	100%
No, not registered to vote at my current address	18%	-	-	-	-
Not sure	3%	-	-	-	-
Skipped	0%	-	-	-	-





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TM3089Y23. In November 2024, the next presidential election will be held. How certain are you to vote in the 2024 presidential election?

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Completely certain I will NOT vote	14%	3%	3%	1%	4%
Not certain I will vote	6%	3%	2%	3%	5%
Mostly certain I will vote	11%	13%	9%	11%	16%
Completely certain I will vote	64%	78%	85%	83%	70%
Don't know	5%	3%	0%	2%	5%
Skipped	1%	0%	-	-	0%

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

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Economy, unemployment, and jobs	26%	26%	32%	22%	22%
War and foreign conflicts	3%	3%	3%	3%	4%
Immigration	16%	18%	34%	4%	18%
Terrorism and extremism	1%	1%	2%	0%	0%
Healthcare system	4%	4%	2%	4%	6%
Public health, disease, and illness	1%	1%	0%	2%	1%
Energy issues	0%	0%	0%	-	-
Morality	3%	3%	5%	2%	2%
Education	2%	2%	0%	2%	3%
Crime or corruption	4%	4%	4%	3%	4%
Environment and climate	4%	4%	2%	5%	5%
Inequality and discrimination	2%	2%	1%	4%	2%
Abortion issues	4%	4%	2%	8%	2%
Political extremism or threats to democracy	17%	20%	6%	33%	24%
Other	5%	5%	6%	4%	4%
Don't know	5%	2%	1%	2%	3%
Skipped	1%	1%	0%	-	-



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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=1,272)	Registered Voter (RV) (N=1,076)	Likely Voter (LV) (N=1,076)	Republican LV (N=351)	Democrat LV (N=335)	Independent LV (N=247)
Kamala Harris (Democrat RV)	42%	46%	47%	6%	93%	46%
Donald Trump (Republican RV)	38%	43%	45%	89%	5%	41%
Some other candidate	3%	3%	3%	2%	1%	7%
I wouldn't vote	9%	3%	-	-	-	-
Don't know	7%	5%	4%	3%	1%	6%
Skipped	1%	0%	0%	0%	0%	1%

TM3252Y24. If the election for president were held today and the candidates were Democrat Kamala Harris and Republican Donald Trump, for whom would you vote? If you had to choose, would you say you lean towards supporting Donald Trump or Kamala Harris?

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Likely Voter (LV) (N=1,076)	Republican LV (N=351)	Democrat LV (N=335)	Independent LV (N=247)
Kamala Harris	48%	50%	51%	8%	94%	52%
Donald Trump	47%	48%	49%	91%	6%	48%
Skipped	4%	1%	0%	0%	0%	0%



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About the Study

This Ipsos poll was conducted October 4-7, 2024, on behalf of Reuters using the KnowledgePanel®. This poll is based on a representative sample of 1,272 U.S. residents, age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, Census region, metropolitan status, education, household income, and party ID. 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). 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)
- Metropolitan Status (Metro, Non-Metro)
- Education (High School graduate or less, Some College, Bachelor 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 2.8 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 1.19 for all adults. The margin of sampling error is plus or minus 3.1 percentage points for registered voters and 3.2 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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About Ipsos

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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