



TOPLINE & METHODOLOGY

Scripps News/Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: October 18-20, 2024
 Number of interviews, National gen pop: 1,028
 Number of interviews, Wisconsin gen pop: 328

Margin of error: +/- 3.3 percentage points at the 95% confidence level for National gen pop
 Margin of error: +/- 6.0 percentage points at the 95% confidence level for Wisconsin gen pop

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:

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

	National Gen Pop (N=1,028)	Wisconsin Gen Pop (N=328)
Yes, registered to vote at my current address	85%	82%
No, not registered to vote at my current address	12%	14%
Not sure	3%	4%
Skipped	*	-





TOPLINE & METHODOLOGY

2. Which of the following topics are the most important issues facing the country as a whole? You may select up to three.

	National Gen Pop	Wisconsin Gen Pop
Inflation or increasing costs	57%	57%
Immigration	39%	32%
Healthcare	25%	29%
Crime or corruption	24%	21%
Political extremism or polarization	24%	26%
Threats to democracy	20%	25%
Abortion	20%	23%
Environment/Climate change	19%	19%
Foreign conflicts or terrorism	13%	12%
Education	9%	11%
Election security or fraud	8%	7%
Other	5%	6%
Skipped	2%	1%

	National Gen Pop Oct 2024	National Gen Pop Sep 2024
Inflation or increasing costs	57%	57%
Immigration	39%	39%
Healthcare	25%	23%
Crime or corruption	24%	25%
Political extremism or polarization	24%	22%
Threats to democracy	20%	25%
Abortion	20%	22%
Environment/Climate change	19%	24%
Foreign conflicts or terrorism	13%	14%
Education	9%	9%
Election security or fraud	8%	11%
Other	5%	4%
Skipped	2%	2%





TOPLINE & METHODOLOGY

3. In your view, how strong or weak is the current state of U.S. democracy?

	National Gen Pop	Wisconsin Gen Pop
Very strong	5%	4%
Somewhat strong	27%	27%
Somewhat weak	35%	40%
Very weak	22%	20%
Don't know	11%	9%
Skipped	2%	1%
<i>Strong (Net)</i>	<i>31%</i>	<i>30%</i>
<i>Weak (Net)</i>	<i>56%</i>	<i>59%</i>

4. Which of the following describes your feelings about Election Day? Select all that apply.

	National Gen Pop	Wisconsin Gen Pop
Anxious	37%	39%
Hopeful	32%	29%
Ready	21%	20%
Afraid	19%	19%
Optimistic	19%	16%
Pessimistic	16%	19%
Excited	11%	6%
Don't care	9%	11%
Confident	6%	6%
Don't know	7%	7%
Other	3%	3%
Skipped	2%	1%





TOPLINE & METHODOLOGY

5. How likely, if at all, do you think it is that the following will happen?

Total Likely Summary

	National Gen Pop	Wisconsin Gen Pop
There will be violence related to political outcomes following Election Day	62%	72%
The U.S. will be drawn into a foreign war in the next four years	58%	59%

a. There will be violence related to political outcomes following Election Day

	National Gen Pop	Wisconsin Gen Pop
Very likely	19%	24%
Somewhat likely	43%	48%
Not very likely	16%	14%
Not at all likely	7%	6%
Don't know	14%	8%
Skipped	1%	*
<i>Likely (Net)</i>	62%	72%
<i>Not Likely (Net)</i>	23%	20%

b. The U.S. will be drawn into a foreign war in the next four years

	National Gen Pop	Wisconsin Gen Pop
Very likely	16%	16%
Somewhat likely	42%	42%
Not very likely	18%	19%
Not at all likely	5%	3%
Don't know	18%	17%
Skipped	1%	1%
<i>Likely (Net)</i>	58%	59%
<i>Not Likely (Net)</i>	23%	22%

6. To what extent would you support or oppose using the U.S. military to stop any potential threat of potential violence around Election Day?

	National Gen Pop	Wisconsin Gen Pop
Strongly support	21%	18%
Somewhat support	29%	35%
Somewhat oppose	14%	16%
Strongly oppose	17%	16%
Don't know	18%	14%
Skipped	1%	1%
<i>Support (Net)</i>	51%	53%
<i>Oppose (Net)</i>	30%	31%





TOPLINE & METHODOLOGY

7. Regardless of whether you plan to vote, how confident, if at all, are you that all votes will be accurately counted in the 2024 election?

	National Gen Pop	Wisconsin Gen Pop
Very confident	34%	38%
Somewhat confident	29%	24%
Not very confident	16%	19%
Not at all confident	11%	10%
Don't know	9%	7%
Skipped	1%	1%
<i>Confident (Net)</i>	<i>63%</i>	<i>62%</i>
<i>Not Confident (Net)</i>	<i>28%</i>	<i>30%</i>

8. How secure, meaning protected from fraud, do you believe the following ways of voting are?

Total Secure Summary

	National Gen Pop	Wisconsin Gen Pop
In-person voting, on Election Day	84%	86%
In-person early voting (before Election Day)	79%	80%
Mail-in voting	54%	65%
Using ballot drop boxes for absentee voting	52%	59%

- a. In-person early voting (before Election Day)

	National Gen Pop	Wisconsin Gen Pop
Very secure	48%	50%
Somewhat secure	30%	30%
Not very secure	8%	9%
Not at all secure	5%	4%
Don't know	7%	7%
Skipped	2%	1%
<i>Secure (Net)</i>	<i>79%</i>	<i>80%</i>
<i>Not Secure (Net)</i>	<i>12%</i>	<i>13%</i>





TOPLINE & METHODOLOGY

8. How secure, meaning protected from fraud, do you believe the following ways of voting are?
(Continued)

b. In-person voting, on Election Day

	National Gen Pop	Wisconsin Gen Pop
Very secure	55%	59%
Somewhat secure	29%	27%
Not very secure	4%	5%
Not at all secure	3%	2%
Don't know	7%	5%
Skipped	2%	1%
<i>Secure (Net)</i>	<i>84%</i>	<i>86%</i>
<i>Not Secure (Net)</i>	<i>7%</i>	<i>7%</i>

c. Using ballot drop boxes for absentee voting

	National Gen Pop	Wisconsin Gen Pop
Very secure	28%	29%
Somewhat secure	25%	31%
Not very secure	17%	14%
Not at all secure	20%	18%
Don't know	9%	7%
Skipped	1%	1%
<i>Secure (Net)</i>	<i>52%</i>	<i>59%</i>
<i>Not Secure (Net)</i>	<i>37%</i>	<i>33%</i>

d. Mail-in voting

	National Gen Pop	Wisconsin Gen Pop
Very secure	28%	28%
Somewhat secure	26%	37%
Not very secure	18%	16%
Not at all secure	19%	12%
Don't know	8%	7%
Skipped	2%	1%
<i>Secure (Net)</i>	<i>54%</i>	<i>65%</i>
<i>Not Secure (Net)</i>	<i>37%</i>	<i>28%</i>





TOPLINE & METHODOLOGY

9. How much do you agree or disagree with the following statements about the upcoming presidential election?

Total Agree Summary

	National Gen Pop	Wisconsin Gen Pop
If my preferred candidate loses, I am willing to accept the results	77%	77%
If my preferred candidate loses, they should challenge the results legally and accept court rulings	47%	51%
If my preferred candidate loses, it is due to widespread voter fraud	21%	18%
I am fine if my preferred candidate wins by any means necessary, even if violence is involved	8%	5%

- a. If my preferred candidate loses, I am willing to accept the results

	National Gen Pop	Wisconsin Gen Pop
Strongly agree	50%	49%
Somewhat agree	26%	27%
Somewhat disagree	7%	7%
Strongly disagree	4%	3%
Don't know	10%	12%
Skipped	2%	1%
<i>Agree (Net)</i>	<i>77%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>10%</i>

- b. If my preferred candidate loses, it is due to widespread voter fraud

	National Gen Pop	Wisconsin Gen Pop
Strongly agree	7%	4%
Somewhat agree	14%	13%
Somewhat disagree	14%	15%
Strongly disagree	44%	46%
Don't know	19%	20%
Skipped	2%	1%
<i>Agree (Net)</i>	<i>21%</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>58%</i>	<i>61%</i>





TOPLINE & METHODOLOGY

9. How much do you agree or disagree with the following statements about the upcoming presidential election? *(Continued)*

c. If my preferred candidate loses, they should challenge the results legally and accept court rulings

	National Gen Pop	Wisconsin Gen Pop
Strongly agree	24%	28%
Somewhat agree	24%	23%
Somewhat disagree	15%	13%
Strongly disagree	19%	18%
Don't know	17%	18%
Skipped	2%	1%
<i>Agree (Net)</i>	<i>47%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>31%</i>

d. I am fine if my preferred candidate wins by any means necessary, even if violence is involved

	National Gen Pop	Wisconsin Gen Pop
Strongly agree	3%	1%
Somewhat agree	4%	4%
Somewhat disagree	8%	6%
Strongly disagree	74%	80%
Don't know	9%	8%
Skipped	2%	1%
<i>Agree (Net)</i>	<i>8%</i>	<i>5%</i>
<i>Disagree (Net)</i>	<i>82%</i>	<i>86%</i>

INFO SCREEN: The next question asks about In vitro fertilization, also known as IVF.

10. To what extent do you support or oppose the following?

Total Support Summary

	National Gen Pop	Wisconsin Gen Pop
The federal government passing a law protecting access to IVF treatment	65%	70%
A federal law mandating health insurance companies pay for IVF treatment for those who need it	55%	56%
The federal government paying for IVF treatment for those who need it	36%	32%



TOPLINE & METHODOLOGY

10. To what extent do you support or oppose the following? (Continued)

a. The federal government passing a law protecting access to IVF treatment

	National Gen Pop	Wisconsin Gen Pop
Strongly support	42%	43%
Somewhat support	23%	26%
Somewhat oppose	7%	9%
Strongly oppose	7%	5%
Don't know	19%	16%
Skipped	2%	*
<i>Support (Net)</i>	<i>65%</i>	<i>70%</i>
<i>Oppose (Net)</i>	<i>14%</i>	<i>14%</i>

b. The federal government paying for IVF treatment for those who need it

	National Gen Pop	Wisconsin Gen Pop
Strongly support	18%	13%
Somewhat support	19%	19%
Somewhat oppose	20%	23%
Strongly oppose	24%	28%
Don't know	17%	17%
Skipped	2%	-
<i>Support (Net)</i>	<i>36%</i>	<i>32%</i>
<i>Oppose (Net)</i>	<i>45%</i>	<i>51%</i>

c. A federal law mandating health insurance companies pay for IVF treatment for those who need it

	National Gen Pop	Wisconsin Gen Pop
Strongly support	28%	26%
Somewhat support	27%	30%
Somewhat oppose	14%	15%
Strongly oppose	12%	12%
Don't know	18%	17%
Skipped	1%	-
<i>Support (Net)</i>	<i>55%</i>	<i>56%</i>
<i>Oppose (Net)</i>	<i>26%</i>	<i>27%</i>



TOPLINE & METHODOLOGY

11. Which of these is your main source of news?

	National Gen Pop	Wisconsin Gen Pop
ABC, CBS, or NBC News	18%	19%
Digital or online news	17%	14%
Social media or YouTube	13%	10%
FOX News	11%	13%
Public television or radio	8%	6%
CNN or MSNBC	7%	6%
New York Times, Washington Post, Wall Street Journal, or USA Today	3%	6%
Newsmax, OANN, Daily Wire, Daily Caller, or other conservative media	3%	3%
Your local newspaper	2%	3%
Telemundo or Univision	1%	-
Other	6%	7%
None of these	10%	13%
Skipped	1%	1%





TOPLINE & METHODOLOGY

About the Study

This Scripps News/Ipsos poll was conducted by Ipsos from October 18 to October 20, 2024, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,028 adults age 18 or older. The sample includes 328 respondents that are currently residents of Wisconsin.

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 national gen pop 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 2023 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 degree, Master's degree or above)
- 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)





TOPLINE & METHODOLOGY

The data for the Wisconsin gen pop sample were weighted to adjust for gender by age, race/ethnicity, education, metropolitan status, and household income, and 2020 Presidential vote choice. The demographic benchmarks came from the 2022 American Community Survey (ACS).

- Gender (Male, Female) by Age (18–44, 45–59, 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, All Others)
- Education (Less than High School or High School, Some College, Bachelor degree, Master’s degree or above)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$75,000, \$75,000-\$149,999, \$150,000+)
- 2020 Vote (Joe Biden, Donald Trump, Someone else, Did not vote)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the national gen pop sample. The margin of sampling error takes into account the design effect, which was 1.18. For the Wisconsin gen pop sample, the margin of sampling error is plus or minus 6.0 percentage points, and the design effect is 1.23.

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.

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
+1 202 374-2613
Mallory.Newall@ipsos.com





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. 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

