



Reuters/Ipsos Poll
Core Political Data
March 27, 2024

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These are findings from an Ipsos poll conducted [March 22-24, 2024](#). A sample of [1,021](#) Americans ages 18+ were interviewed online for this survey using the probability-based KnowledgePanel®.

This included [313](#) Democrats, [299](#) Republicans, and [301](#) independents.

The precision of the Ipsos Core Political is measured using a margin of error which includes the design effect error. In this case, the poll has a margin of error of plus or minus the following percentage points:

[3.3](#) for All Adults, [5.9](#) for Democrats, [5.9](#) for Republicans, and [5.9](#) for independents.

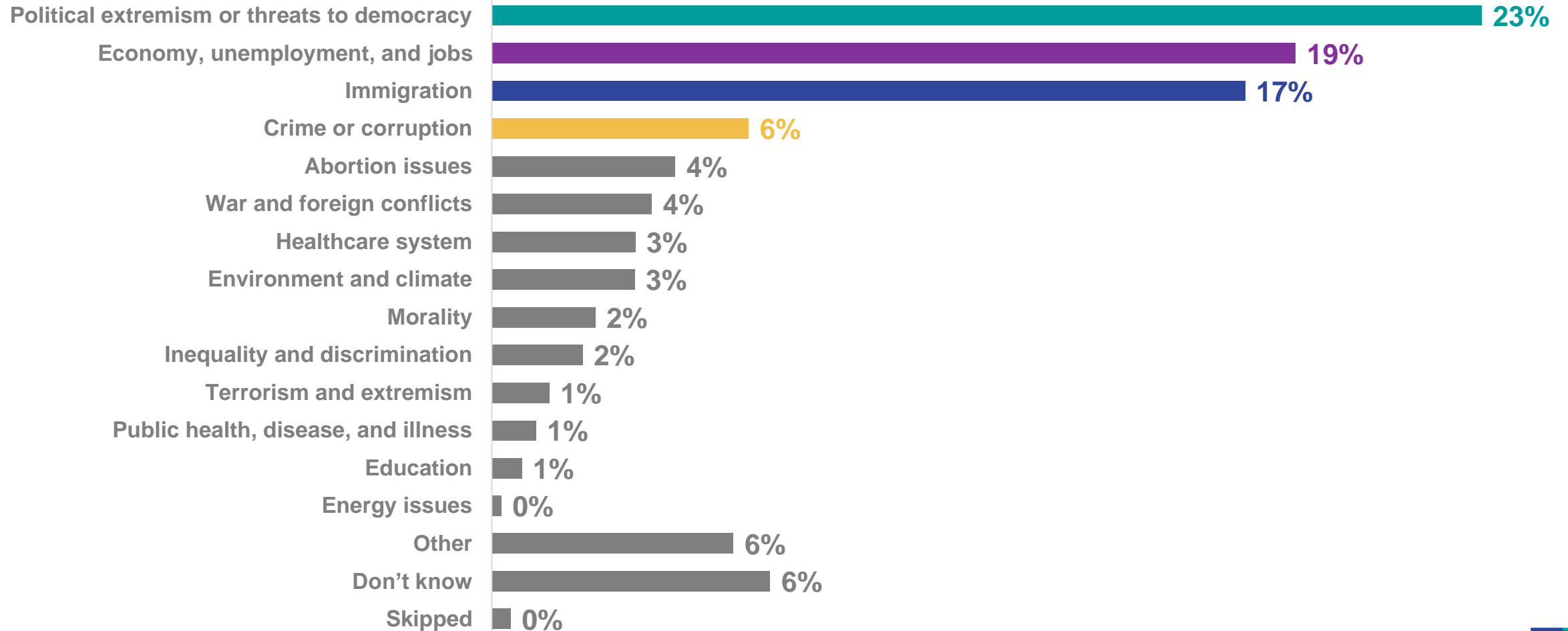
The data from this survey was weighted to the U.S. current population data using gender, age, education, ethnicity, metropolitan status, region and political party identification.

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is because of rounding. See page 12 for full methodology.

For full methodology, see appendix

Most Important Problem Facing America

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



Most Important Problem Facing America

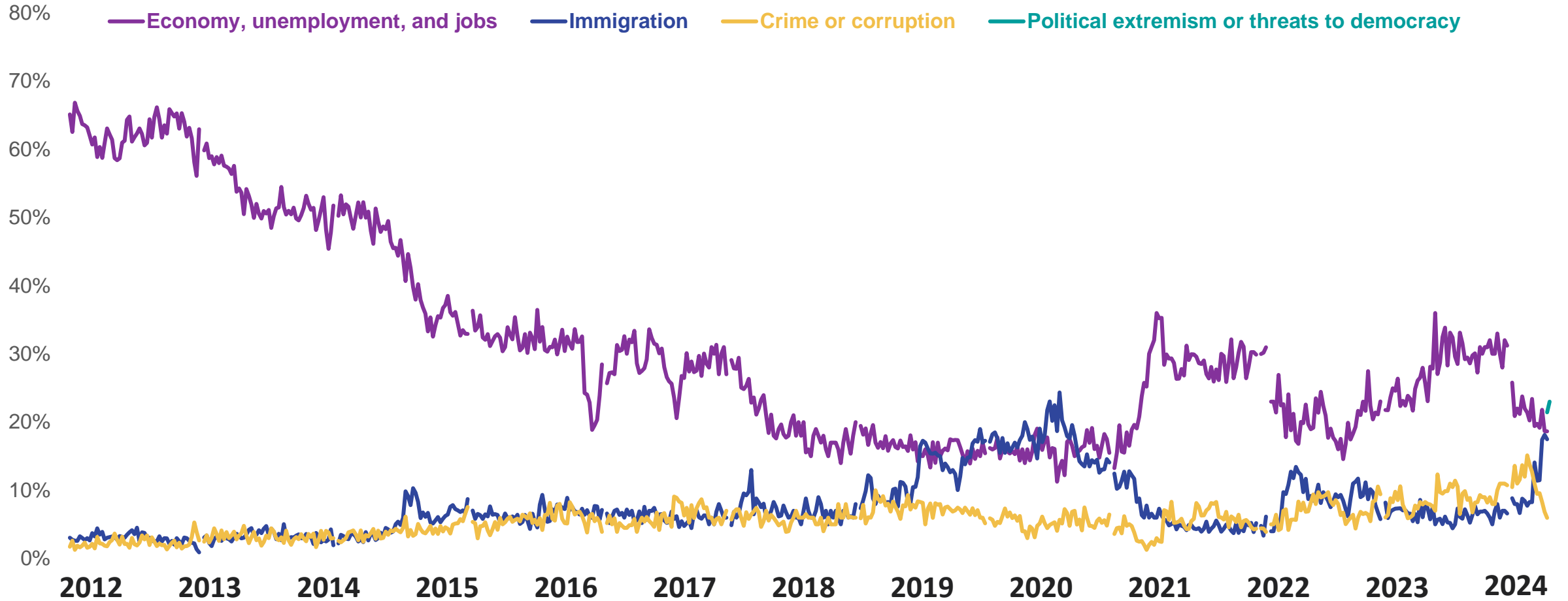
In your opinion, what is the most important problem facing the U.S. today?

	All Americans	Democrats	Republicans	Independents
Economy, unemployment, and jobs	19%	11%	23%	20%
War and foreign conflicts	4%	3%	3%	5%
Immigration	17%	8%	32%	15%
Terrorism and extremism	1%	1%	3%	1%
Healthcare system	3%	6%	1%	4%
Public health, disease, and illness	1%	0%	2%	1%
Energy issues	0%	0%	0%	0%
Morality	2%	1%	5%	2%
Education	1%	1%	0%	1%
Crime or corruption	6%	5%	7%	6%
Environment and climate	3%	7%	1%	2%
Inequality and discrimination	2%	5%	0%	1%
Abortion issues	4%	7%	2%	3%
Political extremism or threats to democracy	23%	36%	11%	25%
Other	6%	2%	7%	6%
Don't know	6%	3%	2%	8%

*Prior to February 2021, "Economy, generally" and "Unemployment/lack of jobs" were asked separately, results on chart display the sum of both issues through that date. Have since been combined to create "Economy, unemployment, and jobs". Other changes include "system" being added to "healthcare", and "Inequality and discrimination" and "Public health, disease, and illness" were added as new issues. In August 2022, "the end of national abortion rights" was added and eliminated in November 2022. In January 2023, "Abortion rights" was added. In February 2024, "Political extremism or threats to democracy" was added.

Most Important Problem Facing America

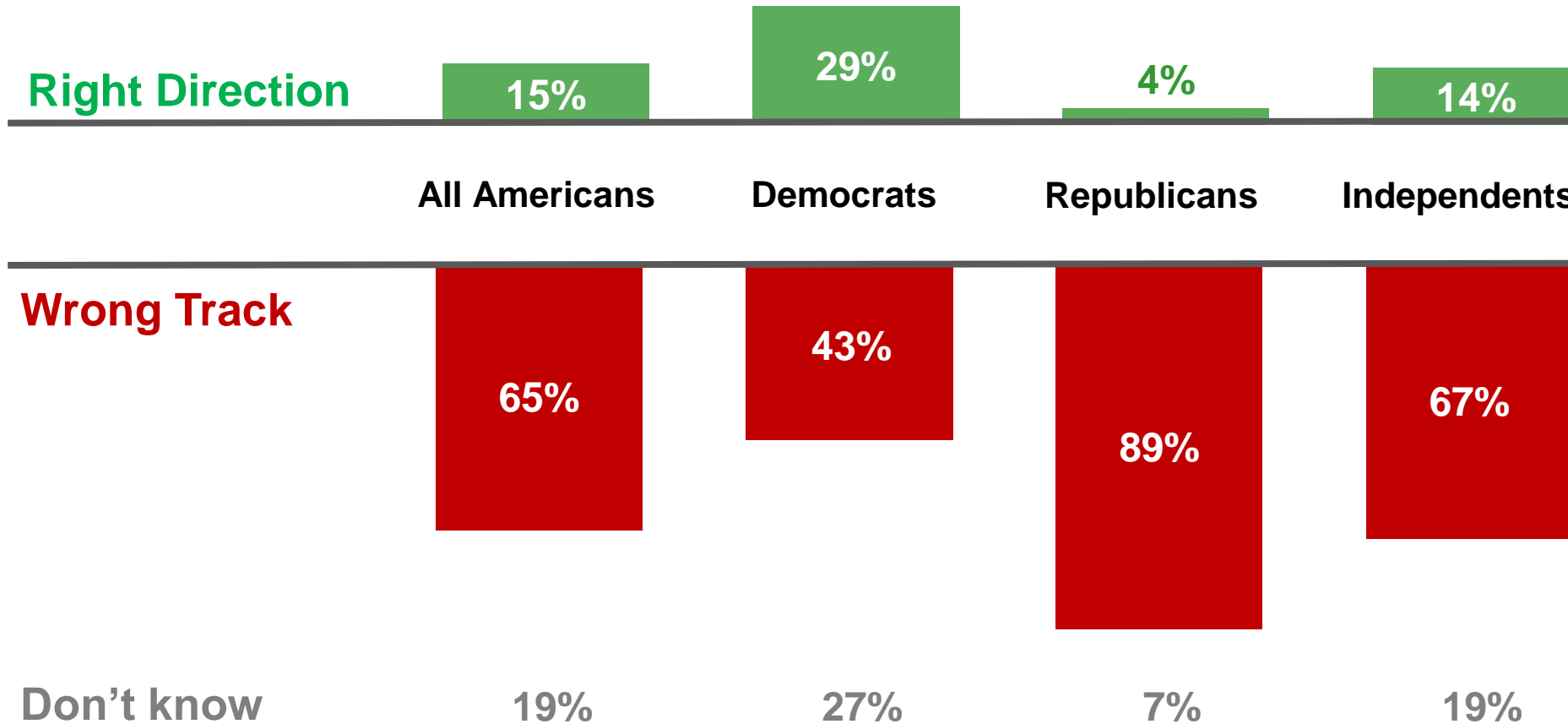
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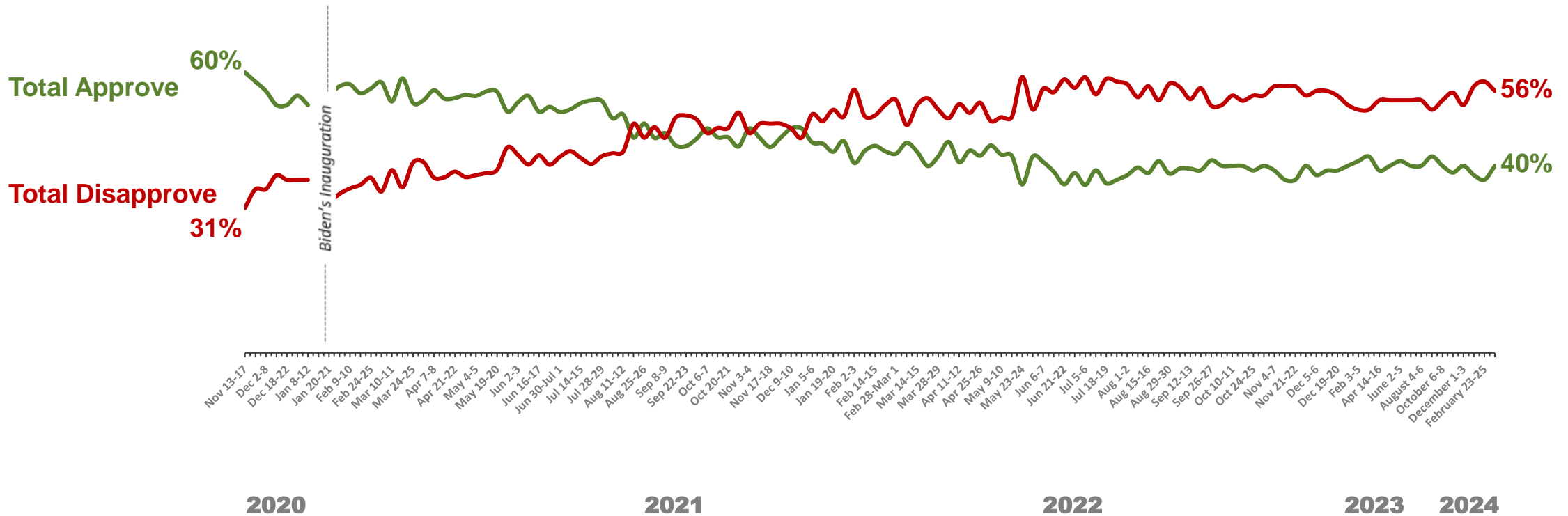
Right Direction/Wrong Track

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



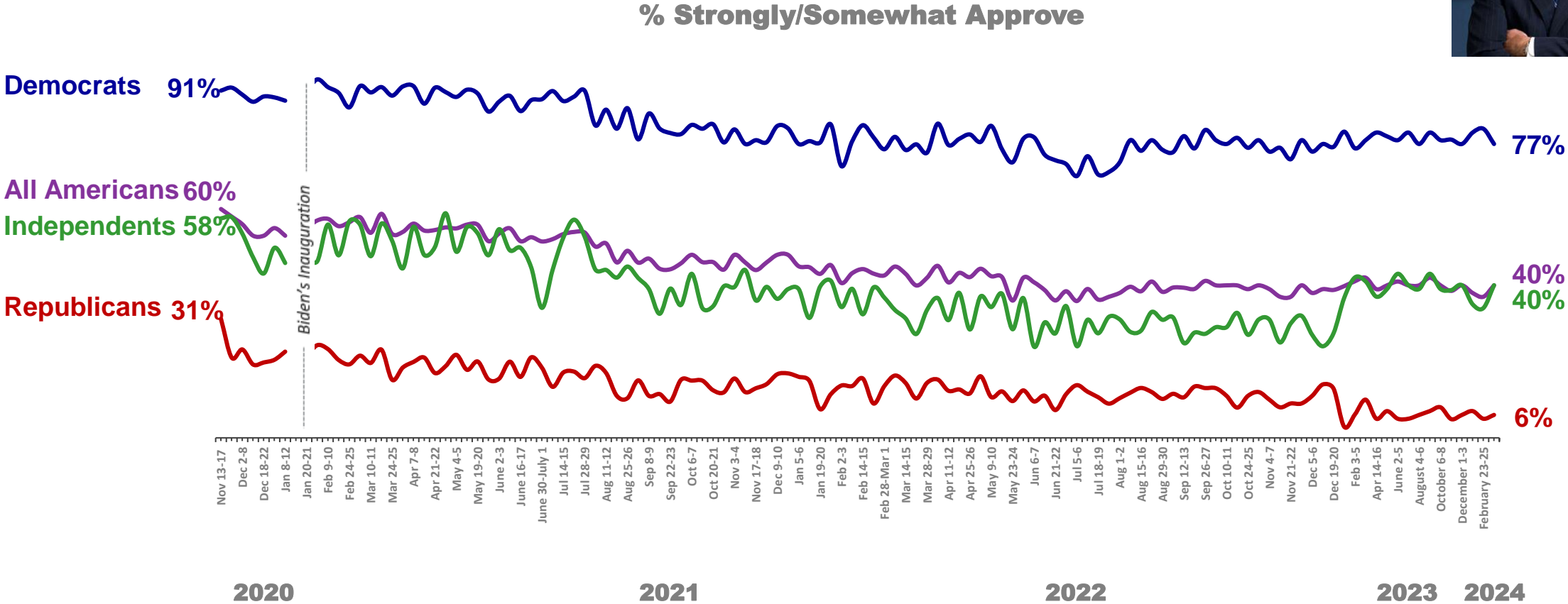
Joe Biden's Job Approval

Overall, do you approve or disapprove of the way Joe Biden is handling his job as president? (previously 'president-elect')



Joe Biden's Job Approval by Partisanship

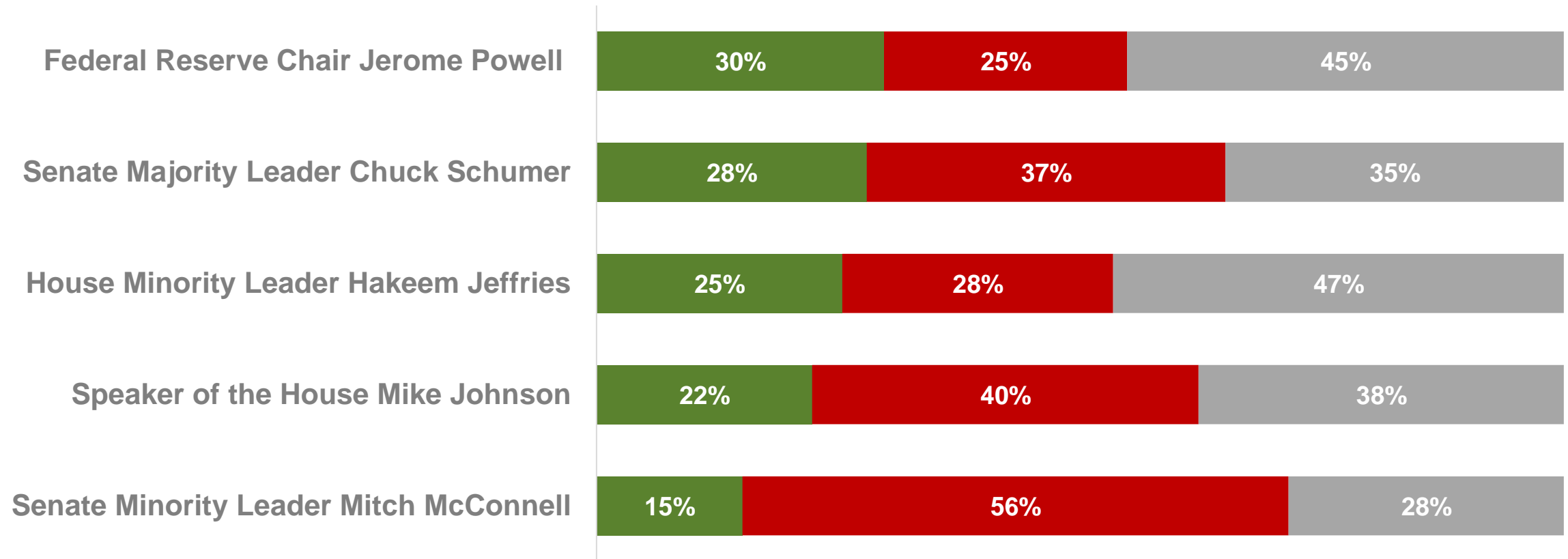
Overall, do you approve or disapprove of the way Joe Biden is handling his job as president? (previously 'president-elect')



Approval of Other Political Leaders

Do you approve or disapprove of the way the following people are handling their jobs?

■ Total Approve ■ Total Disapprove ■ Don't know / Refused



Presidential Candidate Performance on Key Issues

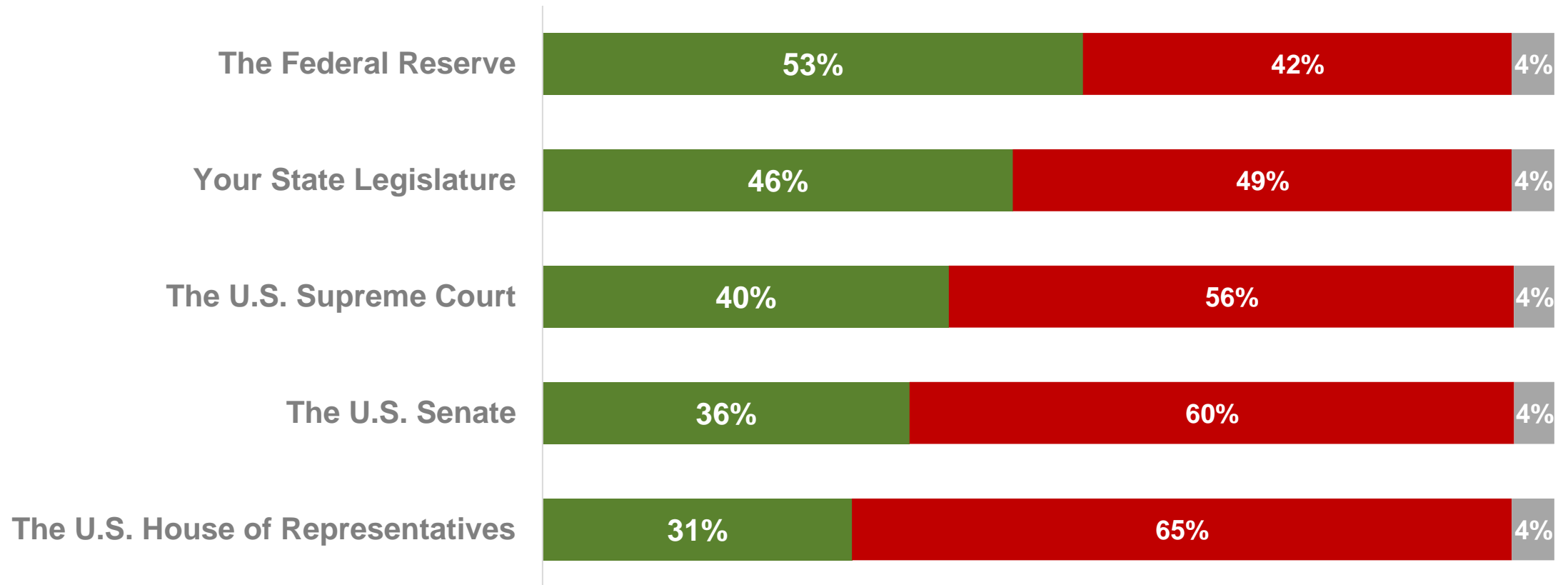
In your opinion, which presidential candidate has a better plan, policy or approach to each of the following?

	Joe Biden	Donald Trump	Other	None	Don't know	Skipped
Healthcare	38%	23%	5%	17%	16%	1%
Political extremism or threats to democracy	37%	29%	5%	14%	14%	1%
Economy, unemployment, and jobs	35%	38%	5%	10%	12%	1%
War, foreign conflicts, or terrorism	34%	32%	5%	14%	14%	2%
Crime or corruption	29%	32%	5%	16%	16%	2%
Immigration	28%	41%	4%	15%	11%	1%

Favorability of Political Institutions

Would you say you are generally favorable or unfavorable towards these public institutions?

■ Total Favorable ■ Total Unfavorable ■ Refused



Methodology

This Ipsos poll was conducted March 22-24, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,021 general population adults aged 18 or older.

The margin of sampling error for this study is plus or minus 3.3 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 1.17. The margin of sampling error is higher and varies for results based on other 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.

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 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.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income and party identification. The demographic benchmarks came from the 2023 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). Party ID benchmarks are from recent ABC News telephone polls.

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GAME CHANGERS

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Through specialization, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest caliber of people who have the ability and desire to influence and shape the future.

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