



# TOPLINE & METHODOLOGY

## Ipsos 2024 Election Tracking Survey

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: May 7-13, 2024  
Number of interviews: 2,144

Margin of error: +/- 2.2 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:

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

	<b>Total (N=2,144)</b>
Inflation or increasing costs	46%
Immigration	31%
Crime or gun violence	24%
Political extremism or threats to democracy	24%
Housing cost or availability	18%
Government budget and debt	18%
Healthcare	17%
Climate change	15%
Abortion	15%
Foreign conflicts or terrorism	12%
Economic inequality	9%
Race and racism	9%
Opioid or drug addiction	9%
Taxes	8%
Education	8%
Election security or fraud	7%
Unemployment	5%
Natural disasters	2%
COVID-19/coronavirus	1%
Other	1%
None of these	2%
Skipped	-



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

	<b>Total</b>
Immigration	54%
Inflation or increasing costs	52%
Foreign conflicts or terrorism	50%
Crime or gun violence	46%
Abortion	41%
Political extremism or threats to democracy	39%
Housing cost or availability	29%
Government budget and debt	27%
Climate change	26%
Race and racism	26%
Natural disasters	26%
Election security or fraud	23%
Opioid or drug addiction	21%
Healthcare	16%
Taxes	13%
Education	12%
Economic inequality	11%
Unemployment	10%
COVID-19/coronavirus	5%
Other	3%
None of these	8%

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

	<b>Total</b>
No	19%
No, but I plan to register before the election	5%
Yes	76%
Skipped	1%



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4. Thinking about how you feel today, how likely, if at all, are you to vote in the 2024 Presidential elections using a 1-10 scale where 10 means certain to vote and 1 means you definitely will not vote?

	<b>Total</b>
1 – definitely will not vote	17%
2	2%
3	2%
4	2%
5	5%
6	3%
7	3%
8	3%
9	4%
10 – certain to vote	58%
Skipped	*
<i>1-5 (net)</i>	29%
<i>6-10 (net)</i>	72%
<i>Mean</i>	7.46

5. 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?

### *Mean Summary*

	<b>Total</b>
Democrats in other races	4.45
Republicans in other races	4.30
Joe Biden	4.17
Donald Trump	4.11
Robert F. Kennedy, Jr.	2.80





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5. 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*)

a. Joe Biden

	<b>Total</b>
1 – definitely will not vote	51%
2	2%
3	2%
4	2%
5	5%
6	3%
7	3%
8	3%
9	3%
10 – certain to vote	23%
Skipped	2%
<i>1-5 (net)</i>	65%
<i>6-10 (net)</i>	35%
<i>Mean</i>	4.17

b. Donald Trump

	<b>Total</b>
1 – definitely will not vote	53%
2	2%
3	2%
4	2%
5	6%
6	2%
7	4%
8	4%
9	3%
10 – certain to vote	22%
Skipped	2%
<i>1-5 (net)</i>	66%
<i>6-10 (net)</i>	34%
<i>Mean</i>	4.11



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5. 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*)

c. Robert F. Kennedy, Jr.

	<b>Total</b>
1 – definitely will not vote	56%
2	4%
3	4%
4	4%
5	14%
6	5%
7	4%
8	2%
9	1%
10 – certain to vote	3%
Skipped	3%
<b>1-5 (net)</b>	<b>85%</b>
<b>6-10 (net)</b>	<b>15%</b>
<b>Mean</b>	<b>2.80</b>

d. Democrats in other races

	<b>Total</b>
1 – definitely will not vote	39%
2	4%
3	4%
4	4%
5	10%
6	3%
7	4%
8	6%
9	3%
10 – certain to vote	19%
Skipped	4%
<b>1-5 (net)</b>	<b>64%</b>
<b>6-10 (net)</b>	<b>36%</b>
<b>Mean</b>	<b>4.45</b>



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5. 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)*

e. Republicans in other races

	<b>Total</b>
1 – definitely will not vote	40%
2	5%
3	5%
4	2%
5	11%
6	4%
7	4%
8	6%
9	3%
10 – certain to vote	17%
Skipped	3%
<i>1-5 (net)</i>	<i>66%</i>
<i>6-10 (net)</i>	<i>34%</i>
<i>Mean</i>	<i>4.30</i>

6. If you do vote in the 2024 presidential election in November, how would you vote?

*Base: Registered Voters (Q3 = Yes)*

	<b>Registered Voters (N=1,730)</b>
Joe Biden	37%
Donald Trump	35%
Robert F. Kennedy, Jr.	5%
Other candidate	4%
Would not vote	3%
Don't know	17%
Skipped	*





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7. [ASKED IF RFKJr OR OTHER OR NOT VOTE OR DON'T KNOW IN Q6] If you had to choose between the following, how would you vote?

*Base: Selected Robert F Kennedy Jr., Other, Would not vote, OR Don't know in Q6*

	<b>Non-Biden/Trump Voters (N=705)</b>
Donald Trump	46%
Joe Biden	39%
Skipped	15%

### Q6-7 COMBINED

	<b>Registered Voters (N=1,730)</b>
Joe Biden	48%
Donald Trump	48%
Robert F. Kennedy, Jr.	1%
Other candidate	1%
Don't know/Would not vote	3%





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8. Thinking of the news coverage you personally saw, read, or heard in the past week, how favorable or unfavorable would you say that coverage was towards each of the following?

### *Total Favorable Summary*

	<b>Total</b>
Democrats in general	29%
Joe Biden	26%
Donald Trump	16%
Republicans in general	13%
Robert F. Kennedy, Jr.	8%

### a. Joe Biden

	<b>Total</b>
Almost entirely favorable	10%
More favorable than unfavorable	16%
About a 50 / 50 mix	24%
More unfavorable than favorable	14%
Almost entirely unfavorable	19%
Did not see any news about them	6%
Don't know	9%
Skipped	2%
<i>Favorable (net)</i>	<i>26%</i>
<i>Unfavorable (net)</i>	<i>33%</i>

### b. Donald Trump

	<b>Total</b>
Almost entirely favorable	8%
More favorable than unfavorable	8%
About a 50 / 50 mix	15%
More unfavorable than favorable	19%
Almost entirely unfavorable	35%
Did not see any news about them	6%
Don't know	9%
Skipped	1%
<i>Favorable (net)</i>	<i>16%</i>
<i>Unfavorable (net)</i>	<i>54%</i>







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8. Thinking of the news coverage you personally saw, read, or heard in the past week, how favorable or unfavorable would you say that coverage was towards each of the following?  
(continued)

c. Robert F. Kennedy, Jr.

	<b>Total</b>
Almost entirely favorable	2%
More favorable than unfavorable	6%
About a 50 / 50 mix	20%
More unfavorable than favorable	13%
Almost entirely unfavorable	12%
Did not see any news about them	27%
Don't know	20%
Skipped	1%
<i>Favorable (net)</i>	<i>8%</i>
<i>Unfavorable (net)</i>	<i>24%</i>

d. Democrats in general

	<b>Total</b>
Almost entirely favorable	11%
More favorable than unfavorable	18%
About a 50 / 50 mix	26%
More unfavorable than favorable	13%
Almost entirely unfavorable	11%
Did not see any news about them	8%
Don't know	13%
Skipped	2%
<i>Favorable (net)</i>	<i>29%</i>
<i>Unfavorable (net)</i>	<i>24%</i>

e. Republicans in general

	<b>Total</b>
Almost entirely favorable	4%
More favorable than unfavorable	9%
About a 50 / 50 mix	24%
More unfavorable than favorable	23%
Almost entirely unfavorable	18%
Did not see any news about them	7%
Don't know	13%
Skipped	2%
<i>Favorable (net)</i>	<i>13%</i>
<i>Unfavorable (net)</i>	<i>42%</i>





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9. How closely, if at all, are you following news and information about these topics?

### Total Closely Summary

	Total
The economy, inflation, and jobs	65%
Immigration and border security	52%
Political extremism, threats to democracy, and election legitimacy	49%
Abortion and contraception	47%
Court cases involving Donald Trump	42%

### a. Immigration and border security

	Total
Very closely	21%
Somewhat closely	31%
Not too closely	25%
Not closely at all	17%
Don't know	6%
Skipped	1%
<i>Closely (net)</i>	<i>52%</i>
<i>Not closely (net)</i>	<i>48%</i>

### b. The economy, inflation, and jobs

	Total
Very closely	27%
Somewhat closely	38%
Not too closely	18%
Not closely at all	11%
Don't know	5%
Skipped	1%
<i>Closely (net)</i>	<i>65%</i>
<i>Not closely (net)</i>	<i>35%</i>

### c. Political extremism, threats to democracy, and election legitimacy

	Total
Very closely	21%
Somewhat closely	28%
Not too closely	23%
Not closely at all	20%
Don't know	7%
Skipped	1%
<i>Closely (net)</i>	<i>49%</i>
<i>Not closely (net)</i>	<i>51%</i>



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9. How closely, if at all, are you following news and information about these topics? *(continued)*

d. Abortion and contraception

	<b>Total</b>
Very closely	18%
Somewhat closely	28%
Not too closely	25%
Not closely at all	22%
Don't know	6%
Skipped	1%
<i>Closely (net)</i>	47%
<i>Not closely (net)</i>	53%

e. Court cases involving Donald Trump

	<b>Total</b>
Very closely	16%
Somewhat closely	26%
Not too closely	27%
Not closely at all	24%
Don't know	6%
Skipped	1%
<i>Closely (net)</i>	42%
<i>Not closely (net)</i>	58%



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10. As far as you know, are the following statements true or false or you don't know?

### Total Correct Summary

	Total
Over the last few years, unauthorized border crossings at the U.S.-Mexico border are at or near the highest level in decades [TRUE]	58%
Immigrants are more likely to commit crimes or be incarcerated than the U.S.-born population [FALSE]	42%
The Biden Administration has opened the border to all undocumented immigrants [FALSE]	35%
Republican support for a recent bipartisan immigration bill that would have increased spending on border security collapsed after Donald Trump announced he opposed any deal [TRUE]	32%
The Biden Administration has deported, returned, or expelled roughly twice as many migrants as the Trump Administration, but has also given substantially more migrants parole to temporarily enter the U.S. [TRUE]	21%

a. The Biden Administration has opened the border to all undocumented immigrants [FALSE]

	Total
True	34%
False	35%
Don't know	30%
Skipped	1%

b. Immigrants are more likely to commit crimes or be incarcerated than the U.S.-born population [FALSE]

	Total
True	22%
False	42%
Don't know	35%
Skipped	1%

c. Over the last few years, unauthorized border crossings at the U.S.-Mexico border are at or near the highest level in decades [TRUE]

	Total
True	58%
False	8%
Don't know	33%
Skipped	1%



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10. As far as you know, are the following statements true or false or you don't know? (*continued*)

- d. Republican support for a recent bipartisan immigration bill that would have increased spending on border security collapsed after Donald Trump announced he opposed any deal [TRUE]

	<b>Total</b>
True	32%
False	12%
Don't know	55%
Skipped	1%

- e. The Biden Administration has deported, returned, or expelled roughly twice as many migrants as the Trump Administration, but has also given substantially more migrants parole to temporarily enter the U.S. [TRUE]

	<b>Total</b>
True	21%
False	25%
Don't know	53%
Skipped	1%

11. Do you think the number of immigrants to America nowadays should be...

	<b>Total</b>
Increased a lot	6%
Increased a little	8%
Remain the same as it is	26%
Reduced a little	19%
Reduced a lot	39%
Skipped	3%
<i>Increased (net)</i>	<i>14%</i>
<i>Reduced (net)</i>	<i>57%</i>

12. Which comes closer to your view about how to handle undocumented immigrants who are now living in the U.S.?

	<b>Total</b>
There should be a way for them to stay in the country legally, if certain requirements are met	65%
They should not be allowed to stay in the country legally	32%
Skipped	3%



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13. Do you support or oppose each of the following immigration-related proposals?

### *Total Support Summary*

	<b>Total</b>
Increasing spending on border security and immigration courts	67%
Requiring asylum seekers at the southern U.S. border to remain in Mexico until an immigration court can hear their case	61%
Giving legal status to undocumented or illegal immigrants brought to the U.S. as children	50%
Building a wall or fence along the entire U.S.-Mexico border	50%
Providing undocumented immigrants with access to basic social services	37%

a. Requiring asylum seekers at the southern U.S. border to remain in Mexico until an immigration court can hear their case

	<b>Total</b>
Strongly support	34%
Somewhat support	27%
Somewhat oppose	12%
Strongly oppose	8%
Don't know	18%
Skipped	1%
<i>Support (net)</i>	61%
<i>Oppose (net)</i>	20%

b. Giving legal status to undocumented or illegal immigrants brought to the U.S. as children

	<b>Total</b>
Strongly support	23%
Somewhat support	27%
Somewhat oppose	16%
Strongly oppose	21%
Don't know	13%
Skipped	1%
<i>Support (net)</i>	50%
<i>Oppose (net)</i>	36%



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13. Do you support or oppose each of the following immigration-related proposals? (*continued*)

c. Building a wall or fence along the entire U.S.-Mexico border

	<b>Total</b>
Strongly support	33%
Somewhat support	17%
Somewhat oppose	13%
Strongly oppose	24%
Don't know	11%
Skipped	1%
<i>Support (net)</i>	<i>50%</i>
<i>Oppose (net)</i>	<i>37%</i>

d. Increasing spending on border security and immigration courts

	<b>Total</b>
Strongly support	37%
Somewhat support	31%
Somewhat oppose	11%
Strongly oppose	7%
Don't know	13%
Skipped	2%
<i>Support (net)</i>	<i>67%</i>
<i>Oppose (net)</i>	<i>18%</i>

e. Providing undocumented immigrants with access to basic social services

	<b>Total</b>
Strongly support	14%
Somewhat support	23%
Somewhat oppose	18%
Strongly oppose	33%
Don't know	11%
Skipped	1%
<i>Support (net)</i>	<i>37%</i>
<i>Oppose (net)</i>	<i>51%</i>



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14. As far as you know, are the following statements true or false or you don't know?

### Total Correct Summary

	Total
Donald Trump won the 2020 election [FALSE]	59%
Federal, state, and local elected officials have received an increasing number of insults, threats, and attempted intimidation in recent years. [TRUE]	49%
There have been no cases of voter fraud committed in the 2020 election [FALSE]	41%
Donald Trump recently said that the alleged fraud in the 2020 election "allows for the termination of all rules, regulation, and articles, even those found in the Constitution." [TRUE]	22%
Joe Biden recently said, "I will appoint a real special prosecutor to go after the most corrupt president in the history of the United States of America, Donald Trump..." [FALSE]	21%

### a. Donald Trump won the 2020 election [FALSE]

	Total
True	18%
False	59%
Don't know	22%
Skipped	1%

### b. There have been no cases of voter fraud committed in the 2020 election [FALSE]

	Total
True	23%
False	41%
Don't know	35%
Skipped	1%

### c. Donald Trump recently said that the alleged fraud in the 2020 election "allows for the termination of all rules, regulation, and articles, even those found in the Constitution." [TRUE]

	Total
True	22%
False	13%
Don't know	63%
Skipped	1%





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14. As far as you know, are the following statements true or false or you don't know? (*continued*)

- d. Joe Biden recently said, "I will appoint a real special prosecutor to go after the most corrupt president in the history of the United States of America, Donald Trump..."  
[FALSE]

	<b>Total</b>
True	15%
False	21%
Don't know	63%
Skipped	1%

- e. Federal, state, and local elected officials have received an increasing number of insults, threats, and attempted intimidation in recent years. [TRUE]

	<b>Total</b>
True	49%
False	5%
Don't know	45%
Skipped	1%

15. How much trust and confidence do you have in the wisdom of the American people when it comes to making choices on election day?

	<b>Total</b>
A great deal	6%
A fair amount	30%
Not very much	48%
None at all	14%
Skipped	2%
<i>Great deal/fair amount (net)</i>	<i>36%</i>
<i>Not very much/none at all (net)</i>	<i>64%</i>

16. Thinking about the rules and processes in place for voting in US presidential elections, how much confidence do you have that the presidential election will be open and fair?

	<b>Total</b>
A great deal of confidence	21%
A fair amount of confidence	34%
Not too much confidence	31%
No confidence at all	12%
Skipped	2%
<i>Great deal/fair amount (net)</i>	<i>55%</i>
<i>Not too much/none at all (net)</i>	<i>45%</i>

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17. For each political system below, please tell us if you think it would be a very good, somewhat good, somewhat bad, or very bad way of governing this country? How about a...

### Total Good Summary

	Total
A democratic system where representatives elected by citizens decide what becomes law.	72%
A democratic system where citizens, not elected officials, vote directly on major national issues to decide what becomes law.	62%
A system in which a strong leader can make decision without interference from congress or the courts.	25%

a. A democratic system where citizens, not elected officials, vote directly on major national issues to decide what becomes law.

	Total
Very good	19%
Somewhat good	43%
Somewhat bad	21%
Very bad	13%
Skipped	4%
<b>Good (net)</b>	<b>62%</b>
<b>Bad (net)</b>	<b>34%</b>

b. A democratic system where representatives elected by citizens decide what becomes law.

	Total
Very good	25%
Somewhat good	47%
Somewhat bad	18%
Very bad	7%
Skipped	4%
<b>Good (net)</b>	<b>72%</b>
<b>Bad (net)</b>	<b>25%</b>

c. A system in which a strong leader can make decision without interference from congress or the courts.

	Total
Very good	5%
Somewhat good	20%
Somewhat bad	27%
Very bad	44%
Skipped	3%
<b>Good (net)</b>	<b>25%</b>
<b>Bad (net)</b>	<b>71%</b>



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18. Do you support or oppose each of the following proposals on how government works?

### *Total Support Summary*

	<b>Total</b>
Abolishing the Electoral College and electing the President based on nation-wide popular vote	53%
Using active duty military forces inside the United States to support law and immigration enforcement	46%
Removing civil service protections from career federal employees, allowing the President to fire them at will	28%
Reducing the independence of the Justice Department criminal and legal divisions from White House political directions	26%
Making it easier for the President to hire political supporters into the federal government civil service	16%

a. Abolishing the Electoral College and electing the President based on nation-wide popular vote

	<b>Total</b>
Strongly support	29%
Somewhat support	23%
Somewhat oppose	11%
Strongly oppose	18%
Don't know	17%
Skipped	2%
<i>Support (net)</i>	<i>53%</i>
<i>Oppose (net)</i>	<i>28%</i>

b. Removing civil service protections from career federal employees, allowing the President to fire them at will

	<b>Total</b>
Strongly support	9%
Somewhat support	18%
Somewhat oppose	21%
Strongly oppose	28%
Don't know	21%
Skipped	2%
<i>Support (net)</i>	<i>28%</i>
<i>Oppose (net)</i>	<i>49%</i>





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18. Do you support or oppose each of the following proposals on how government works?  
(continued)

c. Reducing the independence of the Justice Department criminal and legal divisions from White House political directions

	<b>Total</b>
Strongly support	9%
Somewhat support	17%
Somewhat oppose	14%
Strongly oppose	24%
Don't know	33%
Skipped	3%
<i>Support (net)</i>	<i>26%</i>
<i>Oppose (net)</i>	<i>38%</i>

d. Using active duty military forces inside the United States to support law and immigration enforcement

	<b>Total</b>
Strongly support	18%
Somewhat support	28%
Somewhat oppose	17%
Strongly oppose	20%
Don't know	15%
Skipped	2%
<i>Support (net)</i>	<i>46%</i>
<i>Oppose (net)</i>	<i>36%</i>

e. Making it easier for the President to hire political supporters into the federal government civil service

	<b>Total</b>
Strongly support	3%
Somewhat support	13%
Somewhat oppose	24%
Strongly oppose	34%
Don't know	25%
Skipped	2%
<i>Support (net)</i>	<i>16%</i>
<i>Oppose (net)</i>	<i>57%</i>



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

### *Total Yes Summary*

	<b>Total</b>
Seen an ad for an individual political candidate	58%
Seen an ad for an issue or organization	55%
Received a text message from a political campaign asking for your support or a donation	37%
Received an email from a political campaign asking for your support or a donation	36%
Received a phone call from a political campaign asking for your support or a donation	22%
Donated money to a political campaign or issue organization	7%

#### a. Seen an ad for an individual political candidate

	<b>Total</b>
Yes	58%
No	33%
Don't know	8%
Skipped	1%

#### b. Seen an ad for an issue or organization

	<b>Total</b>
Yes	55%
No	32%
Don't know	12%
Skipped	1%

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

	<b>Total</b>
Yes	22%
No	69%
Don't know	8%
Skipped	1%

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

	<b>Total</b>
Yes	37%
No	56%
Don't know	6%
Skipped	1%



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19. In the last month, have you... (continued)

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

	<b>Total</b>
Yes	36%
No	56%
Don't know	7%
Skipped	1%

f. Donated money to a political campaign or issue organization

	<b>Total</b>
Yes	7%
No	87%
Don't know	5%
Skipped	1%

20. Which of these is your main source of news in the last month? (Select one)

	<b>Total</b>
ABC, CBS, or NBC News	16%
Social media or YouTube	15%
Digital or online news	15%
Your local TV news or newspaper	11%
FOX News	8%
CNN or MSNBC	6%
Public television or radio	4%
New York Times, Washington Post, USA Today, or Wall Street Journal	4%
Conservative media (Breitbart, NewsMax, OAN, etc.)	2%
Telemundo or Univision	1%
Other	4%
None of these	13%
Skipped	1%



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21. In a typical week, how frequently, if at all, do get news or information from the following?

*Total a few times a week or more Summary*

	<b>Total</b>
Digital or online news	64%
Social media or YouTube	55%
Your local TV news or newspaper	54%
ABC, CBS, or NBC News	52%
Public television or radio	40%
CNN or MSNBC	31%
FOX News	30%
New York Times, Washington Post, USA Today, or Wall Street Journal	28%
Conservative media (Breitbart, NewsMax, OAN, etc.)	12%
Telemundo or Univision	6%

a. FOX News

	<b>Total</b>
Multiple times a day	6%
About once a day	7%
A few times a week	17%
Never or almost never	63%
Don't know	7%
Skipped	1%
<i>A few times a week or more (net)</i>	<b>30%</b>

b. Conservative media (Breitbart, NewsMax, OAN, etc.)

	<b>Total</b>
Multiple times a day	2%
About once a day	3%
A few times a week	7%
Never or almost never	79%
Don't know	8%
Skipped	1%
<i>A few times a week or more (net)</i>	<b>12%</b>

c. CNN or MSNBC

	<b>Total</b>
Multiple times a day	6%
About once a day	7%
A few times a week	18%
Never or almost never	61%
Don't know	7%
Skipped	1%
<i>A few times a week or more (net)</i>	<b>31%</b>

## TOPLINE & METHODOLOGY

21. In a typical week, how frequently, if at all, do get news or information from the following?  
(continued)

d. ABC, CBS, or NBC News

	<b>Total</b>
Multiple times a day	10%
About once a day	15%
A few times a week	26%
Never or almost never	41%
Don't know	6%
Skipped	2%
<i>A few times a week or more (net)</i>	<i>52%</i>

e. New York Times, Washington Post, USA Today, or Wall Street Journal

	<b>Total</b>
Multiple times a day	5%
About once a day	6%
A few times a week	17%
Never or almost never	64%
Don't know	7%
Skipped	1%
<i>A few times a week or more (net)</i>	<i>28%</i>

f. Digital or online news

	<b>Total</b>
Multiple times a day	17%
About once a day	18%
A few times a week	29%
Never or almost never	29%
Don't know	6%
Skipped	1%
<i>A few times a week or more (net)</i>	<i>64%</i>

g. Your local TV news or newspaper

	<b>Total</b>
Multiple times a day	11%
About once a day	18%
A few times a week	26%
Never or almost never	39%
Don't know	6%
Skipped	1%
<i>A few times a week or more (net)</i>	<i>54%</i>



## TOPLINE & METHODOLOGY

21. In a typical week, how frequently, if at all, do get news or information from the following?  
(continued)

h. Public television or radio

	Total
Multiple times a day	7%
About once a day	12%
A few times a week	21%
Never or almost never	52%
Don't know	6%
Skipped	1%
<i>A few times a week or more (net)</i>	<i>40%</i>

i. Social media or YouTube

	Total
Multiple times a day	15%
About once a day	14%
A few times a week	27%
Never or almost never	39%
Don't know	5%
Skipped	1%
<i>A few times a week or more (net)</i>	<i>55%</i>

j. Telemundo or Univision

	Total
Multiple times a day	2%
About once a day	2%
A few times a week	3%
Never or almost never	85%
Don't know	8%
Skipped	1%
<i>A few times a week or more (net)</i>	<i>6%</i>

22. Do you or anyone in your household have the following items or services?

*Total Yes Summary*

	Total
High-speed internet	91%
Paid streaming TV services	74%
Cable TV	38%
A truck	33%
A motorcycle or ATV	12%
A hybrid or electric vehicle	11%
A boat or other watercraft	10%



## TOPLINE & METHODOLOGY

22. Do you or anyone in your household have the following items or services? (continued)

a. A truck

	<b>Total</b>
Yes	33%
No	66%
Skipped	1%

b. A hybrid or electric vehicle

	<b>Total</b>
Yes	11%
No	88%
Skipped	1%

c. A motorcycle or ATV

	<b>Total</b>
Yes	12%
No	87%
Skipped	1%

d. A boat or other watercraft

	<b>Total</b>
Yes	10%
No	89%
Skipped	1%

e. High-speed internet

	<b>Total</b>
Yes	91%
No	9%
Skipped	1%

f. Cable TV

	<b>Total</b>
Yes	38%
No	62%
Skipped	1%

g. Paid streaming TV services

	<b>Total</b>
Yes	74%
No	25%
Skipped	1%



## TOPLINE & METHODOLOGY

23. Do you personally have the following financial products or services?

*Total Yes Summary*

	<b>Total</b>
A general credit card (Visa, Mastercard, American Express, etc.)	81%
A savings account	78%
A retirement savings account (IRA, 401k, etc.)	62%
A store-based credit card (Target, Lowes, Walmart, Amazon, etc.)	47%
An individual investment account	44%
Cryptocurrency	10%

a. A general credit card (Visa, Mastercard, American Express, etc.)

	<b>Total</b>
Yes	81%
No	18%
Skipped	1%

b. A store-based credit card (Target, Lowes, Walmart, Amazon, etc.)

	<b>Total</b>
Yes	47%
No	52%
Skipped	1%

c. A savings account

	<b>Total</b>
Yes	78%
No	21%
Skipped	1%

d. An individual investment account

	<b>Total</b>
Yes	44%
No	55%
Skipped	1%

e. A retirement savings account (IRA, 401k, etc.)

	<b>Total</b>
Yes	62%
No	37%
Skipped	1%

## TOPLINE & METHODOLOGY

23. Do you personally have the following financial products or services? (*continued*)

f. Cryptocurrency

	<b>Total</b>
Yes	10%
No	89%
Skipped	1%

24. In the last week have you done the following?

*Total Yes Summary*

	<b>Total</b>
Shopped in-person at a big box store (Walmart, Target, etc.)	68%
Gotten fast food (McDonalds, Burger King, etc.)	55%
Eaten in a sit-down restaurant	54%
Gotten coffee from a specialist coffee company (Starbucks, Dunkin, etc.)	28%
Ordered food delivery using a delivery app (Uber Eats, Doordash, etc.)	18%

a. Gotten fast food (McDonalds, Burger King, etc.)

	<b>Total</b>
Yes	55%
No	44%
Skipped	1%

b. Gotten coffee from a specialist coffee company (Starbucks, Dunkin, etc.)

	<b>Total</b>
Yes	28%
No	72%
Skipped	1%

c. Shopped in-person at a big box store (Walmart, Target, etc.)

	<b>Total</b>
Yes	68%
No	31%
Skipped	1%

d. Ordered food delivery using a delivery app (Uber Eats, Doordash, etc.)

	<b>Total</b>
Yes	18%
No	81%
Skipped	1%

## TOPLINE & METHODOLOGY

24. In the last week have you done the following? *(continued)*

e. Eaten in a sit-down restaurant

	<b>Total</b>
Yes	54%
No	45%
Skipped	1%

25. In the last week have you used the following social media services or apps?

*Total Yes Summary*

	<b>Total</b>
YouTube	71%
Facebook	65%
Instagram	42%
X / Twitter	19%
Threads	5%
BlueSky	1%

a. X / Twitter

	<b>Total</b>
Yes	19%
No	80%
Skipped	1%

b. Threads

	<b>Total</b>
Yes	5%
No	94%
Skipped	1%

c. BlueSky

	<b>Total</b>
Yes	1%
No	98%
Skipped	1%

d. Instagram

	<b>Total</b>
Yes	42%
No	58%
Skipped	1%

## TOPLINE & METHODOLOGY

25. In the last week have you used the following social media services or apps? *(continued)*

e. Facebook

	<b>Total</b>
Yes	65%
No	34%
Skipped	1%

f. YouTube

	<b>Total</b>
Yes	71%
No	28%
Skipped	1%

26. If you voted in the 2020 presidential election, who did you vote for?

	<b>Total</b>
Did not vote	38%
Joe Biden	31%
Donald Trump	28%
Someone else	1%
Skipped	2%

27. In politics today, do you consider yourself a...

	<b>Total</b>
Democrat	30%
Republican	28%
Independent	28%
Something else	12%
Skipped	1%

28. As of today do you lean more to...

*Base: Not Democrat or Republican in Q27*

	<b>Not a Democrat or Republican (N=841)</b>
The Democratic Party	39%
The Republican Party	42%
Skipped	18%



## TOPLINE & METHODOLOGY

### About the Study

This Ipsos 2024 National Election survey was conducted May 7-13, 2024, by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,144 adults ages 18+.

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. No 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 2.2 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 1.06. 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.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income and 2020 vote. The demographic benchmarks came from 2023 Current Population Survey (CPS) from the US Census Bureau. 2020 vote results are from the official vote totals of the 2020 presidential election. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelors and beyond)
- 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+)
- 2020 vote (Joe Biden, Donald Trump, Other, Didn't vote)





## TOPLINE & METHODOLOGY

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## 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](http://www.ipsos.com)

