



TOPLINE & METHODOLOGY

Ipsos Polling with the New York Times

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: May 3-6, 2024

Number of total interviews: 1,021

Sample 1 of registered voters: 407

Sample 2 of registered voters: 407

Margin of error for all interviews: +/- 3.3 percentage points at the 95% confidence level for all respondents

Margin of error for Sample 1: +/- 6.0 percentage points at the 95% confidence level

Margin of error for Sample 2: +/- 6.0 percentage points at the 95% confidence level

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*

1. Which of these statements best describes you?

	All	Sample 1	Sample 2
All Americans	1021	512	509
You are absolutely certain that you are registered to vote at your current address	80%	80%	80%
You are probably registered, but there is a chance your registration has lapsed	5%	4%	5%
You are not registered to vote at your current address	15%	15%	15%
Skipped	1%	1%	1%



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2. **BOI1:** Thinking ahead to the presidential general election, are you almost certain that you will vote, very likely to vote, somewhat likely to vote, not very likely to vote or not at all likely to vote?

	All	Sample 1	Sample 2
<i>Registered voters</i>	814	407	407
Almost certain	78%	78%	78%
Very likely	12%	11%	13%
Somewhat likely	6%	5%	6%
Not very likely	2%	2%	1%
Not at all likely	2%	3%	2%
Skipped	0%	0%	0%
Total very likely + certain	90%	89%	91%

3. **BOI2:** Thinking about the presidential election in November, if the election were held today, who would you vote for if the candidates were

	All	Sample 1	Sample 2
<i>Registered voters</i>	407	407	--
Joe Biden, the Democrat	46%	46%	--
Donald Trump, the Republican	44%	44%	--
<i>Other, specify (Total):</i>	9%	9%	--
Other, (unnamed)	6%	6%	--
RFK Jr. (Other, specify)	2%	2%	--
Other by name	1%	1%	--
Skipped	2%	2%	--



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4. **BOI3:** And who would you vote for if the candidates were

	All	Sample 1	Sample 2
<i>Registered voters</i>	407	407	--
Joe Biden, the Democrat	39%	39%	--
Donald Trump, the Republican	38%	38%	--
Robert F. Kennedy Jr., the third-party candidate	13%	13%	--
Jill Stein, the Green Party candidate	3%	3%	--
Lars Mapstead, the Libertarian Party candidate	1%	1%	--
William Davis, the third-party candidate	1%	1%	--
Skipped	4%	4%	--

5. **BOI4:** Thinking about the presidential election in November, if the election were held today, who would you vote for if the candidates were

	All	Sample 1	Sample 2
<i>Registered voters</i>	407	--	407
Joe Biden, the Democrat	45%	--	45%
Donald Trump, the Republican	41%	--	41%
Robert F. Kennedy Jr., the third-party candidate	7%	--	7%
Jill Stein, the Green Party candidate	1%	--	1%
Lars Mapstead, the Libertarian Party candidate	2%	--	2%
William Davis, the third-party candidate	1%	--	1%
Skipped	4%	--	4%



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6. **BO15:** And who would you vote for if the candidates were

	All	Sample 1	Sample 2
<i>Registered voters</i>	407	--	407
Joe Biden, the Democrat	47%	--	47%
Donald Trump, the Republican	43%	--	43%
<i>Other, specify (Total):</i>	7%	--	7%
Other, (unnamed)	5%	--	5%
RFK Jr. (Other, specify)	1%	--	1%
Other by name	1%	--	1%
Skipped	3%	--	3%

7. **BO16:** Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the following:

Donald Trump

	All	Sample 1	Sample 2
<i>Registered voters</i>	814	407	407
Very favorable	26%	26%	25%
Somewhat favorable	15%	16%	14%
Somewhat unfavorable	8%	9%	7%
Very unfavorable	51%	48%	54%
Have not heard of	0%	1%	0%
Skipped	1%	1%	0%
Total favorable	40%	43%	38%
Total unfavorable	59%	56%	61%

Joe Biden

	All	Sample 1	Sample 2
<i>Registered voters</i>	814	407	407
Very favorable	16%	13%	18%
Somewhat favorable	23%	22%	23%
Somewhat unfavorable	16%	18%	14%
Very unfavorable	44%	45%	43%
Have not heard of	0%	0%	0%
Skipped	1%	2%	1%
Total favorable	38%	35%	42%
Total unfavorable	60%	63%	58%



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7. (Continued) **BO16:** Tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the following:

Robert F Kennedy Jr.

	All	Sample 1	Sample 2
<i>Registered voters</i>	814	407	407
Very favorable	4%	6%	3%
Somewhat favorable	30%	29%	30%
Somewhat unfavorable	27%	25%	30%
Very unfavorable	26%	26%	25%
Have not heard of	12%	13%	12%
Skipped	1%	1%	1%
Total favorable	34%	35%	33%
Total unfavorable	53%	51%	55%

8. **BO17:** In politics today, do you consider yourself a...

	All	Sample 1	Sample 2
<i>Registered voters</i>	814	407	407
Republican	33%	34%	32%
Democrat	33%	33%	34%
Independent	27%	27%	26%
Something else	6%	6%	7%
Skipped	1%	1%	1%

9. **BO18:** [IF INDEP/ELSE/SKIP] As of today do you lean more to...

	All	Sample 1	Sample 2
<i>Registered voters</i>	814	407	407
Republican	33%	34%	32%
Lean Republican	15%	15%	15%
Indep/Otr/Skp	4%	4%	4%
Lean Democrat	15%	15%	15%
Democrat	33%	33%	34%





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About the Study

This Ipsos poll was conducted May 3-6, 2024, using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,021 general population adults age 18 or older in the United States. The sample was randomly divided into two subsamples for the experimental design. Sample 1 included 512 respondents and sample 2 included 509 respondents. The sample included 814 self-reported registered voters.

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 1.2. The margin of sampling error for each sub-sample is plus or minus 5 percentage points and for each sub-sample of registered voters is plus or minus 6 percentage points. 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 for each subsample were weighted to adjust for gender by age, race/ethnicity, Census region, education, household income, metropolitan status, and political party identification. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). Political Party Benchmarks came from the Pew Research NPORS data. More details about the weighting benchmarks for this study can be found below:

- 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)





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- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Political party (Republican, Democrat, Lean Republican, Leand Democrat, Independent/Other/Not Asked/Skipped)

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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
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