



# TOPLINE & METHODOLOGY

## ABC News/Ipsos Poll

Conducted by Ipsos using the probability-based KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: July 26-July 27, 2024

Number of interviews, adults: 1,200

Margin of error for the total sample: +/- 3.0 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

1a. Overall, do you have a favorable or unfavorable impression of:

Joe Biden

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>37</b>	<b>50</b>	<b>9</b>	<b>2</b>	<b>1</b>
July 19-20, 2024	32	55	9	4	*
May 31-June 1, 2024	32	54	11	3	*
March 8-9, 2024	33	54	11	3	*
November 3-4, 2023	33	50	14	3	-
August 15-16, 2023	31	54	12	3	*
August 2-3, 2023	33	52	12	2	*
June 9-10, 2023	31	52	13	3	*
April 6-7, 2023	34	48	14	3	*
March 31-April 1, 2023	32	49	16	3	-
October 23-24, 2020	44	43	9	3	*
August 28-29, 2020	46	40	10	4	1
August 21-22, 2020	45	40	11	4	1
August 11-12, 2020	40	43	12	5	*





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1b. Overall, do you have a favorable or unfavorable impression of:

Donald Trump

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>36</b>	<b>52</b>	<b>8</b>	<b>2</b>	<b>1</b>
July 19-20, 2024	40	51	7	2	*
May 31-June 1, 2024	31	56	10	3	*
March 8-9, 2024	29	59	9	3	-
November 3-4, 2023	29	60	8	2	*
August 15-16, 2023	31	55	12	3	-
August 2-3, 2023	30	59	9	2	*
June 9-10, 2023	31	56	9	4	*
April 6-7, 2023	25	61	12	1	*
March 31-April 1, 2023	29	55	14	3	-
October 23-24, 2020	35	57	6	1	1
August 28-29, 2020	31	59	7	2	1
August 21-22, 2020	32	60	5	2	*
August 11-12, 2020	35	58	5	2	*

1c. Overall, do you have a favorable or unfavorable impression of:

Kamala Harris

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>43</b>	<b>42</b>	<b>10</b>	<b>4</b>	<b>1</b>
July 19-20, 2024	35	46	13	5	1
August 28-29, 2020	43	34	14	8	1
August 21-22, 2020	41	35	15	9	*
August 11-12, 2020	35	31	22	12	*

1d. Overall, do you have a favorable or unfavorable impression of:

JD Vance

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>24</b>	<b>39</b>	<b>17</b>	<b>19</b>	<b>1</b>
July 19-20, 2024	25	31	22	21	1

1e. Overall, do you have a favorable or unfavorable impression of:

Andy Beshear

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>13</b>	<b>9</b>	<b>28</b>	<b>49</b>	<b>1</b>
July 19-20, 2024	9	9	33	48	1

1f. Overall, do you have a favorable or unfavorable impression of:

Pete Buttigieg

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>29</b>	<b>25</b>	<b>19</b>	<b>27</b>	<b>*</b>
July 19-20, 2024	27	24	23	25	*



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1g. Overall, do you have a favorable or unfavorable impression of:

Gavin Newsom

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>21</b>	<b>33</b>	<b>19</b>	<b>26</b>	<b>1</b>
July 19-20, 2024	21	33	21	24	1

1h. Overall, do you have a favorable or unfavorable impression of:

JB Pritzker

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>7</b>	<b>12</b>	<b>27</b>	<b>53</b>	<b>1</b>
July 19-20, 2024	8	12	31	49	1

1i. Overall, do you have a favorable or unfavorable impression of:

Josh Shapiro

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>17</b>	<b>13</b>	<b>28</b>	<b>40</b>	<b>2</b>
July 19-20, 2024	10	13	32	45	*

1j. Overall, do you have a favorable or unfavorable impression of:

Gretchen Whitmer

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>35</b>	<b>1</b>
July 19-20, 2024	19	19	25	36	1

1k. Overall, do you have a favorable or unfavorable impression of:

Roy Cooper

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>7</b>	<b>8</b>	<b>28</b>	<b>56</b>	<b>1</b>

1l. Overall, do you have a favorable or unfavorable impression of:

Mark Kelly

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>July 26-27, 2024</b>	<b>22</b>	<b>12</b>	<b>24</b>	<b>41</b>	<b>1</b>



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1m. Overall, do you have a favorable or unfavorable impression of:

Tim Walz

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
July 26-27, 2024	6	7	29	57	1

2. Do you think Kamala Harris should be the Democratic nominee for president or should the Democratic Party select a different person to be the nominee?

Wave:	<u>Kamala Harris should be the Democratic nominee</u>	<u>The Democratic Party should select a different person to be the nominee</u>	<u>Skipped</u>
July 26-27, 2024	52	44	4

3. How would you feel if Kamala Harris becomes the Democratic nominee for president?

Wave:	<u>Very enthusiastic</u>	<u>Somewhat enthusiastic</u>	<u>Not so enthusiastic</u>	<u>Not enthusiastic at all</u>	<u>Skipped</u>	<u>Total enthusiastic</u>	<u>Total not enthusiastic</u>
July 26-27, 2024	29	19	14	36	2	48	50

4. How do you feel about Donald Trump as the Republican nominee for president?

Wave:	<u>Very enthusiastic</u>	<u>Somewhat enthusiastic</u>	<u>Not so enthusiastic</u>	<u>Not enthusiastic at all</u>	<u>Skipped</u>	<u>Total enthusiastic</u>	<u>Total not enthusiastic</u>
July 26-27, 2024	25	14	12	48	2	39	60



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5. Thinking ahead, how likely are you to vote in the presidential election in November?

<i>Wave:</i>	<u>Absolutely certain to vote</u>	<u>Probably will vote</u>	<u>Chances are 50-50</u>	<u>Less likely than that</u>	<u>Skipped</u>
<b>July 26-27, 2024</b>	<b>66</b>	<b>10</b>	<b>9</b>	<b>14</b>	<b>1</b>
July 9, 2024	62	10	8	20	*
April 30, 2024	60	11	8	21	*



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### About the Study

This ABC News/Ipsos poll was conducted July 26 to 27, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,200 adults age 18 or older with oversamples among Black and Hispanic respondents.

One respondent was removed from the final data for refusing all of the survey items.

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. A 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 3.0 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 1.14. 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 both English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, party identification, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from 2023 Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from the most recent ABC News/Ipsos poll. 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, Bachelor 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+)



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- Party ID (Republican/lean Republican, Independent/Something else, Lean Democrat/Democrat)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Education (Some college or less, Bachelor and beyond)

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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. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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