



TOPLINE & METHODOLOGY

Reuters/Ipsos Presidential Debate Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: September 11-12, 2024
 Number of interviews for total respondents: 1,690
 Number of interviews for registered voters: 1,405
 Number of interviews for Democratic registered voters: 503
 Number of interviews for Republican registered voters: 450
 Number of interviews for independent registered voters: 388

Margin of error: +/- 2.5 percentage points at the 95% confidence level for all respondents
 Margin of error: +/- 2.7 percentage points at the 95% confidence level for registered voters
 Margin of error: +/- 4.5 percentage points at the 95% confidence level for Democratic registered voters
 Margin of error: +/- 4.8 percentage points at the 95% confidence level for Republican registered voters
 Margin of error: +/- 5.2 percentage points at the 95% confidence level for independent registered voters

NOTE: RV stands for registered voters.

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:

TM1890Y20. Are you currently registered to vote at your current address, or not?

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Yes, registered to vote at my current address	79%	100%	100%	100%	100%
No, not registered to vote at my current address	18%	-	-	-	-
Not sure	3%	-	-	-	-
Skipped	-	-	-	-	-





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TM3089Y23. In November 2024, the next presidential election will be held. How certain are you to vote in the 2024 presidential election?

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Completely certain I will NOT vote	14%	3%	2%	2%	4%
Not certain I will vote	6%	4%	2%	3%	7%
Mostly certain I will vote	10%	10%	8%	8%	12%
Completely certain I will vote	65%	80%	86%	85%	75%
Don't know	5%	2%	2%	1%	3%
Skipped	*	-	-	-	-

TM3238Y24. If the election for president were held today and the candidates were Democrat Kamala Harris and Republican Donald Trump, for whom would you vote?

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris (Democrat)	43%	47%	93%	6%	47%
Donald Trump (Republican)	39%	42%	3%	89%	36%
Some other candidate	2%	3%	1%	2%	4%
I wouldn't vote	10%	3%	1%	1%	4%
Don't know	6%	5%	1%	3%	9%
Skipped	*	*	-	*	-

TM3267Y24. How much, if anything, have you seen, heard or read about the presidential debate between Kamala Harris and Donald Trump that took place on Tuesday Sept. 10?

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
A great deal	39%	44%	52%	40%	44%
A fair amount	23%	26%	29%	25%	24%
A little bit	25%	21%	15%	25%	22%
Not heard anything at all	13%	9%	4%	10%	9%
Skipped	*	*	-	-	*





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TM3268Y24_1. As you may have heard, presidential candidates Kamala Harris and Donald Trump held a debate ahead of the Nov. 5 election. Please tell us which candidate better fits the following descriptions. Made me more hopeful about the future

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	41%	45%	89%	6%	42%
Donald Trump	33%	35%	3%	71%	30%
None	24%	20%	8%	20%	28%
Skipped	2%	1%	-	2%	1%

TM3268Y24_2. As you may have heard, presidential candidates Kamala Harris and Donald Trump held a debate ahead of the Nov. 5 election. Please tell us which candidate better fits the following descriptions. Gave the impression of having higher moral integrity

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	47%	50%	92%	11%	49%
Donald Trump	28%	29%	2%	63%	24%
None	24%	20%	6%	24%	27%
Skipped	2%	1%	*	2%	1%

TM3268Y24_3. As you may have heard, presidential candidates Kamala Harris and Donald Trump held a debate ahead of the Nov. 5 election. Please tell us which candidate better fits the following descriptions. Seemed like someone would listen to me and understand my concerns

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	44%	46%	90%	8%	43%
Donald Trump	30%	32%	2%	68%	29%
None	25%	21%	9%	22%	27%
Skipped	2%	1%	-	2%	1%

TM3268Y24_4. As you may have heard, presidential candidates Kamala Harris and Donald Trump held a debate ahead of the Nov. 5 election. Please tell us which candidate better fits the following descriptions. Seemed more like someone I would want to have a casual conversation with

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	43%	46%	88%	9%	43%
Donald Trump	29%	31%	2%	65%	27%
None	26%	22%	9%	24%	28%
Skipped	2%	1%	*	2%	1%





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TM3268Y24_5. As you may have heard, presidential candidates Kamala Harris and Donald Trump held a debate ahead of the Nov. 5 election. Please tell us which candidate better fits the following descriptions.
Appeared more dignified

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	50%	53%	92%	16%	55%
Donald Trump	25%	26%	2%	56%	21%
None	24%	19%	6%	26%	22%
Skipped	2%	1%	*	2%	1%

TM3268Y24_6. As you may have heard, presidential candidates Kamala Harris and Donald Trump held a debate ahead of the Nov. 5 election. Please tell us which candidate better fits the following descriptions.
Stumbled and didn't appear sharp

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	22%	22%	6%	41%	16%
Donald Trump	45%	49%	85%	19%	48%
None	32%	28%	9%	38%	34%
Skipped	2%	1%	*	2%	2%

TM3268Y24_7. As you may have heard, presidential candidates Kamala Harris and Donald Trump held a debate ahead of the Nov. 5 election. Please tell us which candidate better fits the following descriptions.
Won the debate

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	47%	50%	91%	14%	50%
Donald Trump	23%	24%	3%	53%	17%
None	28%	24%	6%	31%	32%
Skipped	2%	1%	1%	2%	1%





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TM3269Y24. Which of the following best describes your opinion, even if neither is exactly right?

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Harris and Trump should hold a second debate	43%	46%	35%	52%	51%
One debate between Harris and Trump is enough for me	54%	54%	64%	47%	49%
Skipped	3%	1%	*	1%	*

TM3270Y24. Which of the following best describes your opinion, even if neither is exactly right? Trump's verbal attacks on Harris make me...

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Less likely to vote for Trump	55%	57%	94%	21%	59%
Less likely to vote for Harris	40%	39%	5%	76%	38%
Skipped	5%	3%	1%	3%	3%

TM3271Y24. Which of the following best describes your opinion, even if neither is exactly right? Harris' verbal attacks on Trump make me...

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Less likely to vote for Trump	46%	48%	91%	8%	48%
Less likely to vote for Harris	48%	49%	8%	90%	49%
Skipped	5%	3%	1%	2%	3%





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TM3246Y24. To what extent do you agree or disagree with the following statements? Summary - Agree

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris is mentally sharp and able to deal with challenges	55%	58%	93%	24%	62%
At 78 years old, Donald Trump is too old to work in government	51%	52%	86%	18%	54%
Donald Trump is mentally sharp and able to deal with challenges	44%	46%	8%	87%	45%
The presidential debate between Donald Trump and Kamala Harris was rigged	27%	29%	4%	56%	29%
At 59 years old, Kamala Harris is too old to work in government	8%	7%	2%	13%	6%

TM3246Y24_1. To what extent do you agree or disagree with the following statements? At 59 years old, Kamala Harris is too old to work in government

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Strongly agree	4%	4%	1%	8%	2%
Somewhat agree	4%	3%	1%	5%	4%
Somewhat disagree	18%	18%	9%	23%	22%
Strongly disagree	61%	67%	87%	50%	65%
Don't know	12%	8%	2%	13%	7%
Skipped	1%	1%	*	1%	*
<i>Agree (Net)</i>	<i>8%</i>	<i>7%</i>	<i>2%</i>	<i>13%</i>	<i>6%</i>
<i>Disagree (Net)</i>	<i>79%</i>	<i>85%</i>	<i>96%</i>	<i>74%</i>	<i>87%</i>





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TM3246Y24_2. To what extent do you agree or disagree with the following statements? At 78 years old, Donald Trump is too old to work in government

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Strongly agree	33%	34%	64%	6%	32%
Somewhat agree	18%	18%	22%	12%	22%
Somewhat disagree	14%	15%	7%	23%	16%
Strongly disagree	25%	27%	4%	54%	24%
Don't know	9%	5%	3%	5%	6%
Skipped	1%	*	-	*	*
<i>Agree (Net)</i>	<i>51%</i>	<i>52%</i>	<i>86%</i>	<i>18%</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>42%</i>	<i>10%</i>	<i>76%</i>	<i>40%</i>

TM3246Y24_3. To what extent do you agree or disagree with the following statements? Donald Trump is mentally sharp and able to deal with challenges

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Strongly agree	29%	32%	4%	65%	26%
Somewhat agree	15%	15%	4%	22%	19%
Somewhat disagree	11%	11%	13%	4%	16%
Strongly disagree	35%	38%	76%	5%	33%
Don't know	10%	4%	3%	4%	6%
Skipped	1%	*	*	*	-
<i>Agree (Net)</i>	<i>44%</i>	<i>46%</i>	<i>8%</i>	<i>87%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>49%</i>	<i>89%</i>	<i>9%</i>	<i>49%</i>

TM3246Y24_4. To what extent do you agree or disagree with the following statements? Kamala Harris is mentally sharp and able to deal with challenges

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Strongly agree	37%	41%	81%	7%	38%
Somewhat agree	18%	18%	12%	17%	24%
Somewhat disagree	12%	12%	3%	20%	14%
Strongly disagree	21%	23%	2%	48%	17%
Don't know	11%	6%	2%	7%	7%
Skipped	1%	*	-	*	*
<i>Agree (Net)</i>	<i>55%</i>	<i>58%</i>	<i>93%</i>	<i>24%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>33%</i>	<i>35%</i>	<i>5%</i>	<i>69%</i>	<i>31%</i>





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TM2061Y21_sum1. How concerned are you about the following? Summary - Concerned

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Rising global temperatures	66%	66%	95%	40%	65%
The need to repair America's roads, bridges, airports, and other infrastructure	83%	86%	89%	83%	89%
Growing U.S. debt	83%	87%	75%	95%	90%
Lack of funding for Social Security and Medicare	86%	89%	92%	87%	88%

TM2061Y21_2. How concerned are you about the following? Rising global temperatures

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Very concerned	33%	34%	59%	10%	33%
Somewhat concerned	33%	33%	36%	30%	33%
Not very concerned	17%	17%	4%	29%	18%
Not at all concerned	16%	16%	1%	31%	16%
Skipped	1%	*	*	-	*
<i>Concerned (Net)</i>	66%	66%	95%	40%	65%
<i>Not concerned (Net)</i>	33%	33%	5%	60%	34%





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TM2061Y21_4. How concerned are you about the following? The need to repair America's roads, bridges, airports, and other infrastructure

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Very concerned	34%	35%	41%	27%	39%
Somewhat concerned	49%	51%	48%	56%	50%
Not very concerned	13%	12%	10%	15%	9%
Not at all concerned	4%	2%	2%	2%	1%
Skipped	1%	*	-	-	*
<i>Concerned (Net)</i>	83%	86%	89%	83%	89%
<i>Not concerned (Net)</i>	16%	14%	11%	17%	10%

TM2061Y21_9. How concerned are you about the following? Growing U.S. debt

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Very concerned	47%	50%	31%	70%	50%
Somewhat concerned	36%	37%	45%	26%	39%
Not very concerned	11%	10%	20%	3%	7%
Not at all concerned	5%	3%	4%	2%	3%
Skipped	1%	*	*	-	1%
<i>Concerned (Net)</i>	83%	87%	75%	95%	90%
<i>Not concerned (Net)</i>	16%	13%	24%	5%	10%





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TM2061Y21_11. How concerned are you about the following? Lack of funding for Social Security and Medicare

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Very concerned	50%	52%	55%	47%	54%
Somewhat concerned	36%	37%	38%	40%	34%
Not very concerned	8%	8%	6%	9%	8%
Not at all concerned	5%	3%	2%	5%	4%
Skipped	1%	*	-	-	*
<i>Concerned (Net)</i>	<i>86%</i>	<i>89%</i>	<i>92%</i>	<i>87%</i>	<i>88%</i>
<i>Not concerned (Net)</i>	<i>13%</i>	<i>11%</i>	<i>8%</i>	<i>13%</i>	<i>12%</i>

TM2061Y21_12. How concerned are you about the following? You or someone you care about being a victim of gun violence

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Very concerned	31%	31%	48%	16%	30%
Somewhat concerned	36%	37%	38%	37%	35%
Not very concerned	21%	22%	11%	30%	24%
Not at all concerned	11%	10%	2%	17%	10%
Skipped	1%	1%	-	*	1%
<i>Concerned (Net)</i>	<i>67%</i>	<i>68%</i>	<i>86%</i>	<i>53%</i>	<i>65%</i>
<i>Not concerned (Net)</i>	<i>32%</i>	<i>32%</i>	<i>14%</i>	<i>47%</i>	<i>34%</i>

TM3273Y24_1. Which presidential candidate do you believe will prioritize these issues? Lower prices for everyday things like groceries and gas

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	34%	36%	74%	5%	31%
Donald Trump	40%	43%	5%	84%	40%
None	25%	20%	20%	10%	27%
Skipped	2%	1%	*	1%	2%



TOPLINE & METHODOLOGY

TM3273Y24_2. Which presidential candidate do you believe will prioritize these issues? Create an economic climate that is good for me and my family

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	40%	43%	86%	6%	39%
Donald Trump	39%	42%	3%	82%	42%
None	19%	14%	11%	11%	17%
Skipped	2%	1%	*	1%	2%

TM3273Y24_3. Which presidential candidate do you believe will prioritize these issues? Build or repair highways, bridges, etc., in my community

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	38%	42%	82%	8%	38%
Donald Trump	30%	32%	4%	64%	30%
None	29%	26%	14%	27%	30%
Skipped	2%	1%	*	*	2%

TM3273Y24_4. Which presidential candidate do you believe will prioritize these issues? Make it possible for my family to receive affordable, good quality healthcare

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	43%	46%	90%	9%	44%
Donald Trump	30%	31%	2%	67%	25%
None	26%	21%	8%	23%	29%
Skipped	2%	1%	*	1%	2%

TM3273Y24_5. Which presidential candidate do you believe will prioritize these issues? Increase taxes on people and businesses who haven't been paying their fair share

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	50%	54%	85%	33%	50%
Donald Trump	21%	20%	6%	40%	14%
None	27%	24%	8%	27%	33%
Skipped	2%	2%	-	1%	3%





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TM3273Y24_6. Which presidential candidate do you believe will prioritize these issues? Decrease taxes for me and my family

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	33%	35%	72%	5%	32%
Donald Trump	37%	41%	5%	81%	37%
None	28%	23%	23%	14%	29%
Skipped	2%	1%	*	*	2%

TM3273Y24_7. Which presidential candidate do you believe will prioritize these issues? Foster a good climate for business

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	35%	37%	80%	5%	31%
Donald Trump	44%	47%	7%	86%	48%
None	20%	15%	13%	9%	18%
Skipped	2%	1%	*	*	2%

TM3273Y24_8. Which presidential candidate do you believe will prioritize these issues? Decrease the U.S. national debt

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	28%	30%	66%	4%	23%
Donald Trump	36%	37%	5%	74%	34%
None	34%	31%	29%	20%	41%
Skipped	2%	1%	*	1%	2%

TM3273Y24_9. Which presidential candidate do you believe will prioritize these issues? Maintain or increase America's national defense capabilities (Army, Navy, etc.)

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	31%	34%	71%	5%	27%
Donald Trump	47%	51%	13%	91%	51%
None	20%	14%	16%	4%	19%
Skipped	2%	1%	1%	*	2%





TOPLINE & METHODOLOGY

TM3273Y24_10. Which presidential candidate do you believe will prioritize these issues? Make necessary changes to keep Social Security and Medicare stable, available programs

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	42%	45%	87%	9%	41%
Donald Trump	32%	34%	3%	71%	30%
None	25%	20%	10%	20%	28%
Skipped	2%	1%	-	*	2%

TM3273Y24_11. Which presidential candidate do you believe will prioritize these issues? Work to decrease gun violence

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Kamala Harris	45%	48%	90%	14%	45%
Donald Trump	25%	27%	2%	59%	21%
None	27%	23%	8%	26%	31%
Skipped	2%	1%	*	1%	2%

TM3272Y24_sum1. In the election for president in 2024, are you more or less likely to support a candidate who does the following? Summary - More likely

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Supports making income from tips exempt from taxes	67%	70%	68%	72%	70%
Supports establishing a minimum tax for billionaires	63%	66%	81%	54%	64%
Supports raising the maximum tax rate for corporations from 20% to 28%	59%	61%	86%	37%	63%
Supports enacting a 10% tariff, or tax, on all imports as well as a 60% tariff on imports from China	53%	56%	35%	79%	56%





TOPLINE & METHODOLOGY

TM3272Y24_1. In the election for president in 2024, are you more or less likely to support a candidate who does the following? Supports enacting a 10% tariff, or tax, on all imports as well as a 60% tariff on imports from China

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Much more likely	20%	22%	10%	36%	21%
Somewhat more likely	33%	34%	25%	43%	35%
Somewhat less likely	25%	24%	31%	12%	26%
Much less likely	17%	17%	31%	6%	14%
Skipped	6%	3%	3%	2%	3%
<i>More likely (Net)</i>	<i>53%</i>	<i>56%</i>	<i>35%</i>	<i>79%</i>	<i>56%</i>
<i>Less likely (Net)</i>	<i>42%</i>	<i>41%</i>	<i>62%</i>	<i>19%</i>	<i>41%</i>

TM3272Y24_2. In the election for president in 2024, are you more or less likely to support a candidate who does the following? Supports making income from tips exempt from taxes

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Much more likely	25%	26%	23%	31%	25%
Somewhat more likely	43%	43%	46%	41%	45%
Somewhat less likely	20%	20%	25%	17%	18%
Much less likely	8%	7%	5%	8%	9%
Skipped	5%	3%	2%	2%	3%
<i>More likely (Net)</i>	<i>67%</i>	<i>70%</i>	<i>68%</i>	<i>72%</i>	<i>70%</i>
<i>Less likely (Net)</i>	<i>28%</i>	<i>27%</i>	<i>30%</i>	<i>26%</i>	<i>26%</i>

TM3272Y24_3. In the election for president in 2024, are you more or less likely to support a candidate who does the following? Supports establishing a minimum tax for billionaires

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Much more likely	32%	34%	55%	17%	32%
Somewhat more likely	31%	32%	26%	36%	33%
Somewhat less likely	16%	17%	8%	25%	18%
Much less likely	15%	15%	10%	19%	14%
Skipped	5%	3%	2%	2%	3%
<i>More likely (Net)</i>	<i>63%</i>	<i>66%</i>	<i>81%</i>	<i>54%</i>	<i>64%</i>
<i>Less likely (Net)</i>	<i>32%</i>	<i>32%</i>	<i>17%</i>	<i>44%</i>	<i>33%</i>





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TM3272Y24_4. In the election for president in 2024, are you more or less likely to support a candidate who does the following? Supports raising the maximum tax rate for corporations from 20% to 28%

	Total (N=1,690)	Registered Voters (N=1,405)	RV Democrats (N=503)	RV Republicans (N=450)	RV independents (N=388)
Much more likely	27%	29%	50%	12%	28%
Somewhat more likely	32%	32%	36%	26%	35%
Somewhat less likely	21%	20%	9%	32%	19%
Much less likely	16%	16%	4%	28%	17%
Skipped	5%	2%	1%	3%	2%
<i>More likely (Net)</i>	<i>59%</i>	<i>61%</i>	<i>86%</i>	<i>37%</i>	<i>63%</i>
<i>Less likely (Net)</i>	<i>36%</i>	<i>37%</i>	<i>13%</i>	<i>60%</i>	<i>35%</i>





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About the Study

This poll, conducted by Ipsos for Reuters, was conducted between September 11-12, 2024, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,690 general population adults age 18 or older. This poll also includes 1,405 registered voters, 503 Democratic registered voters, 450 Republican registered voters, and 388 independent registered voters.

The margin of sampling error for this study is plus or minus 2.5 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 1.10 for all respondents. For registered voters, the margin of sampling error is plus or minus 2.7 percentage points at the 95% confidence level. The design effect was 1.05 for registered voters. For Democratic registered voters, the margin of sampling error is plus or minus 4.5 percentage points at the 95% confidence level. The design effect was 1.06 for Democratic registered voters. For Republican registered voters, the margin of sampling error is plus or minus 4.8 percentage points at the 95% confidence level. The design effect was 1.06 for Republican registered voters. For independent registered voters, the margin of sampling error is plus or minus 5.2 percentage points at the 95% confidence level. The design effect was 1.08 for independent registered voters.

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 the total sample 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 NPORS 2024. 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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GAME CHANGERS





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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+)
- Party ID (Republican, Lean Republican, Independent/No lean, Lean Democrat, Democrat)

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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.

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