



TOPLINE & METHODOLOGY

Reuters/Ipsos October Election Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 4-7, 2024
Number of interviews: 1,272

Margin of error: +/- 2.8 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 3.1 percentage points at the 95% confidence level for Registered Voters
Margin of error: +/- 3.2 percentage points at the 95% confidence level for likely 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=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Yes, registered to vote at my current address	80%	100%	100%	100%	100%
No, not registered to vote at my current address	18%	-	-	-	-
Not sure	3%	-	-	-	-
Skipped	0%	-	-	-	-





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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=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Completely certain I will NOT vote	14%	3%	3%	1%	4%
Not certain I will vote	6%	3%	2%	3%	5%
Mostly certain I will vote	11%	13%	9%	11%	16%
Completely certain I will vote	64%	78%	85%	83%	70%
Don't know	5%	3%	0%	2%	5%
Skipped	1%	0%	-	-	0%

BFB2. In your opinion, what is the most important problem facing the U.S. today?

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Economy, unemployment, and jobs	26%	26%	32%	22%	22%
War and foreign conflicts	3%	3%	3%	3%	4%
Immigration	16%	18%	34%	4%	18%
Terrorism and extremism	1%	1%	2%	0%	0%
Healthcare system	4%	4%	2%	4%	6%
Public health, disease, and illness	1%	1%	0%	2%	1%
Energy issues	0%	0%	0%	-	-
Morality	3%	3%	5%	2%	2%
Education	2%	2%	0%	2%	3%
Crime or corruption	4%	4%	4%	3%	4%
Environment and climate	4%	4%	2%	5%	5%
Inequality and discrimination	2%	2%	1%	4%	2%
Abortion issues	4%	4%	2%	8%	2%
Political extremism or threats to democracy	17%	20%	6%	33%	24%
Other	5%	5%	6%	4%	4%
Don't know	5%	2%	1%	2%	3%
Skipped	1%	1%	0%	-	-



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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=1,272)	Registered Voter (RV) (N=1,076)	Likely Voter (LV) (N=969)	Republican LV (N=351)	Democrat LV (N=335)	Independent LV (N=247)
Kamala Harris (Democrat RV)	42%	46%	47%	6%	93%	46%
Donald Trump (Republican RV)	38%	43%	45%	89%	5%	41%
Some other candidate	3%	3%	3%	2%	1%	7%
I wouldn't vote	9%	3%	-	-	-	-
Don't know	7%	5%	4%	3%	1%	6%
Skipped	1%	0%	0%	0%	0%	1%

TM3252Y24. If the election for president were held today and the candidates were Democrat Kamala Harris and Republican Donald Trump, for whom would you vote? If you had to choose, would you say you lean towards supporting Donald Trump or Kamala Harris?

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Likely Voter (LV) (N=969)	Republican LV (N=351)	Democrat LV (N=335)	Independent LV (N=247)
Kamala Harris	48%	50%	51%	8%	94%	52%
Donald Trump	47%	48%	49%	91%	6%	48%
Skipped	4%	1%	0%	0%	0%	0%

TM3274Y24. How certain are you that you will vote for Donald Trump in the 2024 presidential election?

	Total (N=593)	Registered Voter (RV) (N=510)	Republican RV (N=342)	Democrat RV (N=22)	Independent RV (N=125)
I am completely certain I will vote for Donald Trump	67%	73%	87%	40%	52%
I am fairly certain I will vote for Donald Trump	15%	14%	9%	18%	27%
I could change my mind	17%	12%	5%	42%	22%
Skipped	2%	-	-	-	-



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TM3275Y24. How certain are you that you will vote for Kamala Harris in the 2024 presidential election?

	Total (N=649)	Registered Voter (RV) (N=559)	Republican RV (N=38)	Democrat RV (N=340)	Independent RV (N=154)
I am completely certain I will vote for Kamala Harris	72%	76%	41%	85%	67%
I am fairly certain I will vote for Kamala Harris	15%	13%	30%	11%	15%
I could change my mind	12%	11%	29%	4%	18%
Skipped	1%	0%	-	-	-

EarlyVote_2024. As you may know, early voting has begun in some states. Just to confirm, have you already voted in the November 5, 2024, general election, or not?

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Yes, I already voted	6%	7%	6%	9%	6%
No, I haven't voted	94%	93%	94%	90%	94%
Skipped	1%	0%	-	0%	-

TM3276Y24. Which of the following best describes your opinion, even if neither is exactly right? Donald Trump's assertion that immigrants are eating pets make me ...

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
... more likely to vote for Trump	33%	35%	71%	4%	31%
... less likely to vote for Trump	61%	63%	26%	96%	67%
Skipped	6%	2%	3%	0%	2%





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TM3277Y24. To what extent do you agree or disagree with the following statements? Summary - Agree

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump is mentally sharp and able to deal with challenges	44%	46%	89%	9%	42%
Kamala Harris is mentally sharp and able to deal with challenges	52%	55%	20%	91%	55%
Too much immigration poses a risk to Americans' national identity	46%	48%	74%	23%	46%
Immigrants who are in the country illegally are a danger to public safety	49%	53%	84%	21%	52%
Large numbers of illegal immigrants are likely to vote in the November presidential election	34%	37%	66%	11%	34%
Kamala Harris represents a direct continuation of Joe Biden's policies	65%	69%	83%	59%	68%
I'm worried the next president might sign a national ban on abortions	39%	41%	16%	69%	38%

TM3277Y24_1. 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=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Strongly agree	28%	32%	68%	4%	24%
Somewhat agree	15%	14%	21%	5%	17%
Somewhat disagree	10%	9%	4%	7%	16%
Strongly disagree	36%	39%	5%	78%	37%
Don't know	8%	4%	2%	5%	4%
Skipped	2%	1%	-	0%	1%
Agree (Net)	44%	46%	89%	9%	42%
Disagree (Net)	46%	49%	10%	86%	53%





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TM3277Y24_2. 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=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Strongly agree	35%	38%	9%	77%	31%
Somewhat agree	17%	17%	11%	14%	23%
Somewhat disagree	11%	11%	18%	3%	12%
Strongly disagree	25%	28%	55%	3%	25%
Don't know	10%	6%	7%	2%	8%
Skipped	2%	1%	-	1%	1%
Agree (Net)	52%	55%	20%	91%	55%
Disagree (Net)	36%	39%	73%	6%	37%

TM3277Y24_3. To what extent do you agree or disagree with the following statements? Too much immigration poses a risk to Americans' national identity

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Strongly agree	27%	29%	53%	7%	28%
Somewhat agree	19%	19%	21%	17%	19%
Somewhat disagree	18%	19%	13%	24%	23%
Strongly disagree	24%	26%	7%	47%	24%
Don't know	10%	6%	6%	6%	6%
Skipped	2%	1%	1%	0%	1%
Agree (Net)	46%	48%	74%	23%	46%
Disagree (Net)	42%	45%	20%	70%	47%





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TM3277Y24_4. To what extent do you agree or disagree with the following statements? Immigrants who are in the country illegally are a danger to public safety

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Strongly agree	25%	28%	52%	6%	25%
Somewhat agree	24%	25%	33%	16%	27%
Somewhat disagree	19%	20%	8%	30%	24%
Strongly disagree	20%	21%	4%	42%	19%
Don't know	9%	5%	4%	6%	5%
Skipped	2%	1%	-	0%	1%
Agree (Net)	49%	53%	84%	21%	52%
Disagree (Net)	40%	41%	12%	72%	42%

TM3277Y24_5. To what extent do you agree or disagree with the following statements? Large numbers of illegal immigrants are likely to vote in the November presidential election

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Strongly agree	17%	19%	37%	5%	13%
Somewhat agree	16%	18%	29%	5%	21%
Somewhat disagree	10%	10%	9%	9%	10%
Strongly disagree	35%	38%	12%	64%	40%
Don't know	19%	14%	12%	16%	16%
Skipped	2%	1%	-	0%	1%
Agree (Net)	34%	37%	66%	11%	34%
Disagree (Net)	45%	48%	22%	73%	50%





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TM3277Y24_6. To what extent do you agree or disagree with the following statements? Kamala Harris represents a direct continuation of Joe Biden's policies

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Strongly agree	33%	37%	65%	13%	32%
Somewhat agree	32%	32%	18%	46%	36%
Somewhat disagree	15%	17%	5%	27%	18%
Strongly disagree	5%	5%	5%	7%	4%
Don't know	12%	8%	7%	7%	9%
Skipped	2%	1%	0%	0%	1%
Agree (Net)	65%	69%	83%	59%	68%
Disagree (Net)	20%	22%	10%	34%	23%

TM3277Y24_7. To what extent do you agree or disagree with the following statements? I'm worried the next president might sign a national ban on abortions

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Strongly agree	22%	23%	8%	44%	20%
Somewhat agree	17%	17%	8%	25%	18%
Somewhat disagree	13%	14%	18%	7%	19%
Strongly disagree	25%	28%	50%	8%	26%
Don't know	21%	16%	16%	16%	17%
Skipped	2%	1%	0%	0%	1%
Agree (Net)	39%	41%	16%	69%	38%
Disagree (Net)	38%	42%	68%	15%	45%





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TM318Y14. How concerned, if at all, are you about the following types of voter or election fraud?
Summary - Concerned

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Voter suppression, i.e. preventing eligible voters from casting their vote freely	54%	58%	52%	69%	54%
Voter intimidation	55%	59%	57%	65%	56%
Vote buying	52%	55%	77%	39%	50%
Organized voter fraud by political actors hoping to sway the results of the elections	59%	64%	83%	52%	59%
Large numbers of non-citizens voting in the November election	44%	47%	82%	15%	44%

TM318Y14_1. How concerned, if at all, are you about the following types of voter or election fraud? Voter suppression, i.e. preventing eligible voters from casting their vote freely

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Very concerned	29%	31%	30%	38%	27%
Somewhat concerned	25%	27%	23%	31%	27%
Not very concerned	19%	20%	21%	14%	26%
Not at all concerned	15%	15%	21%	11%	14%
Don't know	10%	5%	5%	5%	5%
Skipped	3%	1%	0%	0%	1%
Concerned (Net)	54%	58%	52%	69%	54%
Not concerned (Net)	33%	35%	42%	25%	40%





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TM318Y14_2. How concerned, if at all, are you about the following types of voter or election fraud? Voter intimidation

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Very concerned	26%	28%	32%	29%	23%
Somewhat concerned	29%	31%	25%	36%	33%
Not very concerned	20%	22%	25%	19%	24%
Not at all concerned	12%	13%	13%	10%	15%
Don't know	10%	5%	5%	6%	5%
Skipped	2%	1%	0%	1%	1%
Concerned (Net)	55%	59%	57%	65%	56%
Not concerned (Net)	33%	35%	38%	28%	39%

TM318Y14_3. How concerned, if at all, are you about the following types of voter or election fraud? Vote buying

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Very concerned	25%	27%	45%	14%	22%
Somewhat concerned	26%	28%	33%	24%	27%
Not very concerned	18%	19%	10%	25%	22%
Not at all concerned	16%	17%	6%	26%	20%
Don't know	12%	8%	7%	10%	8%
Skipped	2%	1%	0%	0%	1%
Concerned (Net)	52%	55%	77%	39%	50%
Not concerned (Net)	34%	36%	16%	51%	42%





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TM318Y14_4. How concerned, if at all, are you about the following types of voter or election fraud?
Organized voter fraud by political actors hoping to sway the results of the elections

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Very concerned	30%	33%	52%	22%	27%
Somewhat concerned	29%	30%	30%	31%	32%
Not very concerned	16%	16%	8%	19%	22%
Not at all concerned	12%	12%	4%	18%	13%
Don't know	11%	7%	5%	10%	5%
Skipped	2%	1%	0%	0%	1%
Concerned (Net)	59%	64%	83%	52%	59%
Not concerned (Net)	27%	28%	12%	38%	34%

TM318Y14_5. How concerned, if at all, are you about the following types of voter or election fraud? Large numbers of non-citizens voting in the November election

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Very concerned	26%	28%	59%	6%	22%
Somewhat concerned	18%	19%	24%	10%	22%
Not very concerned	17%	17%	9%	21%	20%
Not at all concerned	28%	30%	5%	56%	30%
Don't know	9%	5%	4%	7%	5%
Skipped	2%	1%	0%	0%	1%
Concerned (Net)	44%	47%	82%	15%	44%
Not concerned (Net)	45%	47%	14%	78%	50%



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TM3278Y24. In your opinion, what's the most important aspect of the economy for the next president to focus on?

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Leaving me better off financially	10%	9%	9%	9%	10%
The U.S. Stock Market	1%	1%	1%	1%	0%
The cost of living	69%	70%	71%	72%	69%
Taxes	8%	9%	10%	8%	8%
The job market	4%	4%	3%	5%	3%
Something else	6%	6%	5%	4%	9%
Skipped	2%	0%	-	-	0%

TM3263Y24_3. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? The overall U.S. Economy

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	42%	46%	89%	8%	43%
Kamala Harris	35%	38%	5%	79%	34%
Other	2%	2%	1%	1%	4%
None	6%	4%	1%	2%	8%
Don't know	13%	9%	4%	9%	10%
Skipped	2%	1%	0%	0%	1%

TM3263Y24_19. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? Leaving me better off financially

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	40%	44%	85%	6%	42%
Kamala Harris	33%	36%	5%	76%	31%
Other	2%	2%	0%	1%	3%
None	8%	7%	3%	6%	12%
Don't know	14%	10%	6%	10%	11%
Skipped	2%	1%	1%	0%	1%



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TM3263Y24_21. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? The U.S. Stock Market

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	41%	44%	82%	8%	41%
Kamala Harris	27%	29%	4%	62%	26%
Other	1%	2%	1%	1%	3%
None	9%	7%	2%	8%	11%
Don't know	20%	17%	10%	21%	18%
Skipped	2%	2%	1%	0%	1%

TM3263Y24_22. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? Cost of living

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	40%	44%	87%	6%	41%
Kamala Harris	35%	38%	6%	81%	32%
Other	2%	1%	0%	1%	3%
None	7%	6%	1%	4%	12%
Don't know	13%	9%	5%	9%	11%
Skipped	2%	1%	0%	0%	2%

TM3263Y24_23. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? Taxes

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	40%	43%	85%	5%	40%
Kamala Harris	36%	39%	5%	81%	34%
Other	2%	2%	2%	0%	3%
None	7%	6%	3%	3%	12%
Don't know	13%	9%	5%	10%	9%
Skipped	2%	1%	1%	0%	1%





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TM3263Y24_24. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? The job market

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	41%	45%	86%	7%	42%
Kamala Harris	35%	38%	6%	79%	34%
Other	2%	1%	-	0%	3%
None	7%	5%	2%	4%	9%
Don't know	13%	9%	5%	10%	10%
Skipped	2%	2%	1%	1%	1%

TM3263Y24_25. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? Economy, unemployment and jobs

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	42%	45%	87%	5%	42%
Kamala Harris	36%	39%	5%	82%	35%
Other	2%	2%	1%	1%	3%
None	6%	4%	1%	3%	7%
Don't know	13%	9%	4%	8%	11%
Skipped	2%	2%	1%	1%	1%





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TM3157Y23. How important, if at all, will each of the following be in determining how you vote in the next election? Summary - Important

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Issues related to sex, sexuality, and gender identity being discussed in public schools	57%	60%	69%	62%	53%
The growing gap between the wealthy and average Americans	73%	76%	62%	91%	77%
Immigration making life harder for native-born Americans	55%	59%	85%	37%	55%
Protecting or increasing abortion access in your state	59%	62%	42%	86%	62%
Government efforts to fight climate change	60%	64%	41%	89%	64%
The economy / my personal economic situation	85%	92%	93%	92%	93%

TM3157Y23_1. How important, if at all, will each of the following be in determining how you vote in the next election? Issues related to sex, sexuality, and gender identity being discussed in public schools

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Most important – only issue I really care about	3%	2%	3%	3%	2%
Very important	29%	31%	42%	30%	23%
Somewhat important	25%	27%	24%	29%	28%
Not very important	16%	16%	11%	16%	23%
Not at all important	16%	17%	16%	16%	17%
Not sure	10%	5%	4%	6%	5%
Skipped	2%	1%	0%	1%	1%
Important (Net)	57%	60%	69%	62%	53%
Not important (Net)	32%	33%	27%	32%	41%





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TM3157Y23_3. How important, if at all, will each of the following be in determining how you vote in the next election? The growing gap between the wealthy and average Americans

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Most important – only issue I really care about	6%	5%	3%	9%	3%
Very important	41%	43%	28%	60%	41%
Somewhat important	26%	28%	32%	22%	32%
Not very important	11%	13%	22%	5%	13%
Not at all important	6%	6%	12%	1%	5%
Not sure	9%	4%	3%	3%	4%
Skipped	2%	1%	0%	0%	1%
Important (Net)	73%	76%	62%	91%	77%
Not important (Net)	17%	19%	34%	6%	18%

TM3157Y23_5. How important, if at all, will each of the following be in determining how you vote in the next election? Immigration making life harder for native-born Americans

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Most important – only issue I really care about	5%	5%	7%	4%	4%
Very important	29%	32%	55%	12%	29%
Somewhat important	21%	22%	23%	21%	22%
Not very important	18%	19%	8%	29%	22%
Not at all important	14%	16%	3%	27%	16%
Not sure	11%	5%	3%	6%	6%
Skipped	2%	1%	1%	1%	1%
Important (Net)	55%	59%	85%	37%	55%
Not important (Net)	32%	35%	11%	56%	39%





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TM3157Y23_6. How important, if at all, will each of the following be in determining how you vote in the next election? Protecting or increasing abortion access in your state

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Most important – only issue I really care about	5%	5%	1%	12%	1%
Very important	34%	36%	21%	57%	32%
Somewhat important	21%	21%	19%	17%	30%
Not very important	11%	12%	17%	5%	14%
Not at all important	18%	19%	36%	3%	19%
Not sure	10%	5%	4%	5%	5%
Skipped	2%	1%	1%	1%	1%
Important (Net)	59%	62%	42%	86%	62%
Not important (Net)	29%	31%	53%	8%	33%

TM3157Y23_9. How important, if at all, will each of the following be in determining how you vote in the next election? Government efforts to fight climate change

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Most important – only issue I really care about	4%	4%	2%	8%	2%
Very important	31%	34%	11%	57%	35%
Somewhat important	25%	26%	27%	24%	27%
Not very important	14%	15%	24%	4%	18%
Not at all important	16%	17%	31%	4%	15%
Not sure	8%	4%	4%	3%	3%
Skipped	2%	1%	0%	0%	1%
Important (Net)	60%	64%	41%	89%	64%
Not important (Net)	30%	32%	55%	8%	33%





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TM3157Y23_12. How important, if at all, will each of the following be in determining how you vote in the next election? The economy / my personal economic situation

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Most important – only issue I really care about	12%	11%	16%	10%	8%
Very important	53%	59%	65%	52%	62%
Somewhat important	19%	21%	12%	29%	23%
Not very important	3%	3%	3%	4%	3%
Not at all important	2%	1%	1%	1%	1%
Not sure	8%	3%	3%	3%	3%
Skipped	2%	1%	0%	0%	1%
Important (Net)	85%	92%	93%	92%	93%
Not important (Net)	5%	4%	3%	5%	4%

TM3279Y24_1. And thinking about the same things, which candidate do you think has the best approach to these things? Issues related to sex, sexuality, and gender identity being discussed in public schools

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	32%	34%	68%	5%	33%
Kamala Harris	38%	42%	13%	80%	36%
Other	2%	2%	1%	1%	3%
None	10%	9%	8%	4%	14%
Don't know	15%	11%	10%	9%	14%
Skipped	3%	1%	0%	1%	1%

TM3279Y24_3. And thinking about the same things, which candidate do you think has the best approach to these things? The growing gap between the wealthy and average Americans

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	32%	35%	71%	7%	28%
Kamala Harris	39%	42%	9%	82%	38%
Other	2%	2%	1%	0%	3%
None	12%	11%	9%	5%	19%
Don't know	13%	9%	10%	5%	10%
Skipped	3%	1%	1%	0%	1%





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TM3279Y24_5. And thinking about the same things, which candidate do you think has the best approach to these things? Immigration making life harder for native-born Americans

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	42%	45%	82%	12%	43%
Kamala Harris	27%	30%	7%	60%	27%
Other	3%	3%	2%	2%	2%
None	10%	10%	3%	11%	13%
Don't know	16%	11%	7%	15%	13%
Skipped	3%	1%	0%	0%	1%

TM3279Y24_6. And thinking about the same things, which candidate do you think has the best approach to these things? Protecting or increasing abortion access in your state

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	21%	23%	49%	2%	19%
Kamala Harris	49%	52%	22%	88%	50%
Other	2%	2%	1%	1%	2%
None	11%	12%	16%	2%	17%
Don't know	14%	10%	12%	6%	10%
Skipped	3%	2%	0%	1%	1%

TM3279Y24_9. And thinking about the same things, which candidate do you think has the best approach to these things? Government efforts to fight climate change

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	23%	25%	51%	2%	21%
Kamala Harris	42%	46%	14%	83%	47%
Other	3%	2%	1%	1%	3%
None	14%	13%	18%	4%	17%
Don't know	16%	12%	16%	9%	10%
Skipped	3%	1%	1%	1%	1%





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TM3279Y24_12. And thinking about the same things, which candidate do you think has the best approach to these things? The economy / my personal economic situation

	Total (N=1,272)	Registered Voter (RV) (N=1,076)	Republican RV (N=381)	Democrat RV (N=362)	Independent RV (N=281)
Donald Trump	42%	45%	87%	8%	42%
Kamala Harris	34%	38%	7%	77%	33%
Other	2%	2%	0%	1%	2%
None	7%	6%	2%	4%	10%
Don't know	12%	8%	4%	9%	10%
Skipped	3%	1%	1%	1%	1%





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About the Study

This Ipsos poll was conducted October 4-7, 2024 on behalf of Reuters using the KnowledgePanel®. This poll is based on a representative sample of 1,272 U.S. residents, age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, Census region, metropolitan status, education, household income, and party ID. Party ID benchmarks are from the 2024 NPORS annual survey. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic and 2+ Races/Non-Hispanic, Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (High School graduate or less, Some College, Bachelor or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 2.8 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of error takes into account the design effect, which was 1.19 for all adults. The margin of sampling error is plus or minus 3.1 percentage points for registered voters and 3.2 percentage points for likely 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.

For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Annaleise Azevedo Lohr
Director, U.S.
Public Affairs
Annaleise.Lohr@ipsos.com





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About Ipsos

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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

