



## TOPLINE & METHODOLOGY

### Ipsos National Election Poll

Conducted by Ipsos using the probability-based KnowledgePanel®  
**A survey of the US general population (ages 18+)**

*Interview dates: November 12-19, 2024*

*Number of interviews, adults: 1,587*

*Margin of error for the total sample: +/- 2.8 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*

Q1. Which of the following topics are the most important issues facing the country? (Select up to three)

	All Americans
Inflation or increasing costs	53%
Immigration	37%
Political extremism or polarization	24%
Housing cost or availability	18%
Healthcare	18%
Crime or gun violence	17%
Government budget and debt	16%
Climate change	14%
Abortion	14%
Economic inequality	11%
Taxes	9%
Foreign conflicts or terrorism	9%
Race and racism	9%
Education	6%
Opioid or drug addiction	5%
Unemployment	4%
Natural disasters	3%
Election security or fraud	2%
COVID-19/coronavirus	1%
Other	3%
None of these	2%

## TOPLINE & METHODOLOGY

Q2. And which one issue is the most important to you at this time? (Select up to one)

	All Americans
Inflation or increasing costs	34%
Immigration	12%
Political extremism or polarization	10%
Abortion	5%
Crime or gun violence	5%
Housing cost or availability	5%
Healthcare	5%
Climate change	4%
Economic inequality	3%
Government budget and debt	3%
Taxes	2%
Race and racism	2%
Foreign conflicts or terrorism	1%
Education	1%
Opioid or drug addiction	1%
Unemployment	1%
Natural disasters	1%
Election security or fraud	1%
COVID-19/coronavirus	*
Other	2%
None of these	3%

## TOPLINE & METHODOLOGY

Q3. In the past month, which of these topics have you seen a lot of in the news? (Select all that apply)

	All Americans
Immigration	64%
Inflation or increasing costs	61%
Abortion	53%
Foreign conflicts or terrorism	45%
Political extremism or polarization	44%
Crime or gun violence	37%
Natural disasters	37%
Election security or fraud	34%
Housing cost or availability	31%
Government budget and debt	28%
Race and racism	27%
Climate change	25%
Taxes	22%
Healthcare	19%
Economic inequality	17%
Opioid or drug addiction	16%
Education	12%
Unemployment	9%
COVID-19/coronavirus	5%
Other	2%
None of these	7%

Q4. Are you currently registered to vote at your current address?

	All Americans
Yes	73%
No	26%
Skipped	1%

## TOPLINE & METHODOLOGY

Q5. How closely if at all are you following news and information about these topics?

Total Very/Somewhat Closely Summary

	All Americans
The economy, inflation, and jobs	67%
Immigration and border security	57%
Court cases involving Donald Trump	56%
War, foreign conflicts, or terrorism	51%
Political extremism, polarization, and election legitimacy	48%
Abortion and contraception	47%
Supreme Court decisions and issues around the Court	46%
Healthcare	39%

Q5\_1. How closely if at all are you following news and information about these topics? - Immigration and border security

	All Americans
Very closely	25%
Somewhat closely	32%
Not too closely	22%
Not closely at all	17%
Don't know	3%
Skipped	1%
NET Close	57%
NET Not close	39%

Q5\_2. How closely if at all are you following news and information about these topics? - The economy, inflation, and jobs

	All Americans
Very closely	29%
Somewhat closely	38%
Not too closely	18%
Not closely at all	11%
Don't know	3%
Skipped	1%
NET Close	67%
NET Not close	29%

## TOPLINE & METHODOLOGY

Q5\_3. How closely if at all are you following news and information about these topics? - Political extremism, polarization, and election legitimacy

	All Americans
Very closely	19%
Somewhat closely	30%
Not too closely	25%
Not closely at all	22%
Don't know	4%
Skipped	2%
<i>NET Close</i>	<i>48%</i>
<i>NET Not close</i>	<i>47%</i>

Q5\_4. How closely if at all are you following news and information about these topics? - Abortion and contraception

	All Americans
Very closely	19%
Somewhat closely	28%
Not too closely	24%
Not closely at all	25%
Don't know	3%
Skipped	1%
<i>NET Close</i>	<i>47%</i>
<i>NET Not close</i>	<i>49%</i>

Q5\_5. How closely if at all are you following news and information about these topics? - Court cases involving Donald Trump

	All Americans
Very closely	18%
Somewhat closely	38%
Not too closely	23%
Not closely at all	17%
Don't know	4%
Skipped	1%
<i>NET Close</i>	<i>56%</i>
<i>NET Not close</i>	<i>40%</i>

## TOPLINE & METHODOLOGY

Q5\_6. How closely if at all are you following news and information about these topics? - War, foreign conflicts, or terrorism

	All Americans
Very closely	15%
Somewhat closely	36%
Not too closely	27%
Not closely at all	18%
Don't know	3%
Skipped	1%
<i>NET Close</i>	<i>51%</i>
<i>NET Not close</i>	<i>45%</i>

Q5\_7. How closely if at all are you following news and information about these topics? - Healthcare

	All Americans
Very closely	16%
Somewhat closely	23%
Not too closely	28%
Not closely at all	28%
Don't know	3%
Skipped	1%
<i>NET Close</i>	<i>39%</i>
<i>NET Not close</i>	<i>57%</i>

Q5\_8. How closely if at all are you following news and information about these topics? - Supreme Court decisions and issues around the Court

	All Americans
Very closely	17%
Somewhat closely	29%
Not too closely	26%
Not closely at all	23%
Don't know	4%
Skipped	1%
<i>NET Close</i>	<i>46%</i>
<i>NET Not close</i>	<i>50%</i>

## TOPLINE & METHODOLOGY

Q6. Do you agree or disagree with the following statements?

### Total Agree Summary

	All Americans
America needs a strong leader to take the country back from the rich and powerful	58%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	51%
Traditional family structures, with a wage-earning father and home-making mother, best equips children to succeed	35%
America's best days are behind it	31%
The Democratic Party is hostile to masculine values	29%
Discrimination against women is no longer a problem in the United States	21%
Some groups of people are simply inferior to other groups	13%

Q6\_1. Do you agree or disagree with the following statements? - Traditional family structures, with a wage-earning father and home-making mother, best equips children to succeed

	All Americans
Strongly agree	18%
Somewhat agree	17%
Neither agree nor disagree	26%
Somewhat disagree	14%
Strongly disagree	21%
Don't know	4%
Skipped	1%
<i>NET Agree</i>	<i>35%</i>
<i>NET Disagree</i>	<i>34%</i>

## TOPLINE & METHODOLOGY

Q6\_2. Do you agree or disagree with the following statements? - Discrimination against women is no longer a problem in the United States

	All Americans
Strongly agree	8%
Somewhat agree	13%
Neither agree nor disagree	19%
Somewhat disagree	22%
Strongly disagree	33%
Don't know	4%
Skipped	1%
<i>NET Agree</i>	<i>21%</i>
<i>NET Disagree</i>	<i>55%</i>

Q6\_3. Do you agree or disagree with the following statements? - The Democratic Party is hostile to masculine values

	All Americans
Strongly agree	17%
Somewhat agree	12%
Neither agree nor disagree	24%
Somewhat disagree	10%
Strongly disagree	25%
Don't know	11%
Skipped	2%
<i>NET Agree</i>	<i>29%</i>
<i>NET Disagree</i>	<i>35%</i>

Q6\_4. Do you agree or disagree with the following statements? - When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	All Americans
Strongly agree	31%
Somewhat agree	20%
Neither agree nor disagree	26%
Somewhat disagree	8%
Strongly disagree	8%
Don't know	5%
Skipped	1%
<i>NET Agree</i>	<i>51%</i>
<i>NET Disagree</i>	<i>16%</i>



## TOPLINE & METHODOLOGY

Q6\_5. Do you agree or disagree with the following statements? - Some groups of people are simply inferior to other groups

	All Americans
Strongly agree	4%
Somewhat agree	9%
Neither agree nor disagree	21%
Somewhat disagree	10%
Strongly disagree	50%
Don't know	5%
Skipped	1%
<i>NET Agree</i>	<i>13%</i>
<i>NET Disagree</i>	<i>60%</i>

Q6\_6. Do you agree or disagree with the following statements? - America needs a strong leader to take the country back from the rich and powerful

	All Americans
Strongly agree	34%
Somewhat agree	24%
Neither agree nor disagree	23%
Somewhat disagree	6%
Strongly disagree	7%
Don't know	6%
Skipped	1%
<i>NET Agree</i>	<i>58%</i>
<i>NET Disagree</i>	<i>13%</i>

Q6\_7. Do you agree or disagree with the following statements? - America's best days are behind it

	All Americans
Strongly agree	11%
Somewhat agree	20%
Neither agree nor disagree	28%
Somewhat disagree	13%
Strongly disagree	20%
Don't know	7%
Skipped	2%
<i>NET Agree</i>	<i>31%</i>
<i>NET Disagree</i>	<i>33%</i>



## TOPLINE & METHODOLOGY

Q7. Do you agree or disagree with the following statements?

### Total Agree Summary

	All Americans
Elections in America are usually fair	52%
Elections in the U.S. are rigged in favor of the rich and powerful.	33%
Voter discrimination is a problem in the United States	32%
It doesn't matter who won the election in 2024, nothing will really change to improve the lives of people like me.	30%
In-person voter fraud is a problem in the United States	19%
I don't bother to vote in elections, since there won't ever be a real change that will make my day to day life better	15%

Q7\_1. Do you agree or disagree with the following statements? - Elections in the U.S. are rigged in favor of the rich and powerful.

	All Americans
Strongly agree	12%
Somewhat agree	21%
Neither agree nor disagree	27%
Somewhat disagree	16%
Strongly disagree	17%
Don't know	7%
Skipped	1%
NET Agree	33%
NET Disagree	32%



## TOPLINE & METHODOLOGY

Q7\_2. Do you agree or disagree with the following statements? - It doesn't matter who won the election in 2024, nothing will really change to improve the lives of people like me.

	All Americans
Strongly agree	13%
Somewhat agree	17%
Neither agree nor disagree	17%
Somewhat disagree	18%
Strongly disagree	29%
Don't know	4%
Skipped	2%
NET Agree	30%
NET Disagree	47%

Q7\_3. Do you agree or disagree with the following statements? - I don't bother to vote in elections, since there won't ever be a real change that will make my day to day life better

	All Americans
Strongly agree	6%
Somewhat agree	9%
Neither agree nor disagree	16%
Somewhat disagree	10%
Strongly disagree	54%
Don't know	4%
Skipped	2%
NET Agree	15%
NET Disagree	64%

Q7\_4. Do you agree or disagree with the following statements? - Elections in America are usually fair

	All Americans
Strongly agree	19%
Somewhat agree	33%
Neither agree nor disagree	22%
Somewhat disagree	13%
Strongly disagree	6%
Don't know	5%
Skipped	1%
NET Agree	52%
NET Disagree	19%

## TOPLINE & METHODOLOGY

Q7\_5. Do you agree or disagree with the following statements? - In-person voter fraud is a problem in the United States

	All Americans
Strongly agree	6%
Somewhat agree	13%
Neither agree nor disagree	24%
Somewhat disagree	19%
Strongly disagree	25%
Don't know	12%
Skipped	1%
<i>NET Agree</i>	<i>19%</i>
<i>NET Disagree</i>	<i>45%</i>

Q7\_6. Do you agree or disagree with the following statements? - Voter discrimination is a problem in the United States

	All Americans
Strongly agree	11%
Somewhat agree	21%
Neither agree nor disagree	25%
Somewhat disagree	13%
Strongly disagree	20%
Don't know	9%
Skipped	1%
<i>NET Agree</i>	<i>32%</i>
<i>NET Disagree</i>	<i>33%</i>

Q8. How much did you see, hear, or read about the following before the election?

Total Great deal/Fair amount Summary

	All Americans
Donald Trump's plans and policies for if he won the election	60%
Kamala Harris's plans and policies for if she won the election	44%
The "Project 2025" policy proposal	40%

## TOPLINE & METHODOLOGY

Q8\_1. How much did you see, hear, or read about the following before the election? - Donald Trump's plans and policies for if he won the election

	All Americans
A great deal	26%
A fair amount	34%
Not very much	24%
Nothing at all	14%
Skipped	2%
<i>Total fair amount + great deal</i>	<i>60%</i>
<i>Total not much</i>	<i>38%</i>

Q8\_2. How much did you see, hear, or read about the following before the election? - Kamala Harris's plans and policies for if she won the election

	All Americans
A great deal	16%
A fair amount	28%
Not very much	31%
Nothing at all	23%
Skipped	2%
<i>Total fair amount + great deal</i>	<i>44%</i>
<i>Total not much</i>	<i>54%</i>

Q8\_3. How much did you see, hear, or read about the following before the election? - The "Project 2025" policy proposal

	All Americans
A great deal	14%
A fair amount	26%
Not very much	33%
Nothing at all	24%
Skipped	2%
<i>Total fair amount + great deal</i>	<i>40%</i>
<i>Total not much</i>	<i>57%</i>

## TOPLINE & METHODOLOGY

Q9. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally?

### Total Would help Summary

	All Americans
Donald Trump's plans and policies for if he won the election	38%
Kamala Harris's plans and policies for if she won the election	31%
The "Project 2025" policy proposal	9%

Q9\_1. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally? - Donald Trump's plans and policies for if he won the election

	All Americans
Would help	38%
Would hurt	40%
Would have no impact	18%
Skipped	4%

Q9\_2. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally? - Kamala Harris's plans and policies for if she won the election

	All Americans
Would help	31%
Would hurt	39%
Would have no impact	25%
Skipped	4%

Q9\_3. Before the election, did you think the following would help you personally, hurt you personally, or have no impact on you personally? - The "Project 2025" policy proposal

	All Americans
Would help	9%
Would hurt	44%
Would have no impact	40%
Skipped	8%



## TOPLINE & METHODOLOGY

Q10. Did you vote in the 2024 Presidential election?

	All Americans
Yes	85%
No	15%
Skipped	*

Q11. [Base: If voted in 2024] How did you cast your vote in the 2024 election?

	2024 voters (N=1,270)
Early by mail or dropbox	31%
Early in person	33%
On election day by mail or dropbox	4%
On election day in person	32%
Skipped	*

Q12. [Base: If voted in 2024] Who did you vote for in the 2024 election?

	2024 voters (N=1,270)
Donald Trump	47%
Kamala Harris	45%
A third party candidate	2%
Skipped	6%

## TOPLINE & METHODOLOGY

Q13. During the 2024 campaign, did you...

### Total Yes Summary

	All Americans
See an ad for Donald Trump	80%
See an ad for Kamala Harris	81%
Received a phone call, email, or text message supporting the Trump campaign	36%
Received a phone call, email, or text message supporting the Harris campaign	40%
Received a visit from someone working for the Trump campaign	5%
Received a visit from someone working for the Harris campaign	7%
Did you talk with people in your community about supporting Donald Trump	22%
Did you talk with people in your community about supporting Kamala Harris	21%

Q13\_1. During the 2024 campaign, did you... - See an ad for Donald Trump

	All Americans
Yes	80%
No	15%
Don't know	4%
Skipped	2%

Q13\_2. During the 2024 campaign, did you... - See an ad for Kamala Harris

	All Americans
Yes	81%
No	14%
Don't know	3%
Skipped	1%



## TOPLINE & METHODOLOGY

Q13\_3. During the 2024 campaign, did you... - Received a phone call, email, or text message supporting the Trump campaign

	All Americans
Yes	36%
No	56%
Don't know	7%
Skipped	2%

Q13\_4. During the 2024 campaign, did you... - Received a phone call, email, or text message supporting the Harris campaign

	All Americans
Yes	40%
No	51%
Don't know	7%
Skipped	2%

Q13\_5. During the 2024 campaign, did you... - Received a visit from someone working for the Trump campaign

	All Americans
Yes	5%
No	89%
Don't know	4%
Skipped	2%

Q13\_6. During the 2024 campaign, did you... - Received a visit from someone working for the Harris campaign

	All Americans
Yes	7%
No	87%
Don't know	4%
Skipped	2%



## TOPLINE & METHODOLOGY

Q13\_7. During the 2024 campaign, did you... - Did you talk with people in your community about supporting Donald Trump

	All Americans
Yes	22%
No	73%
Don't know	3%
Skipped	1%

Q13\_8. During the 2024 campaign, did you... - Did you talk with people in your community about supporting Kamala Harris

	All Americans
Yes	21%
No	74%
Don't know	3%
Skipped	2%

Q14. In the last three months, have you...

	All Americans
Had to delay making a major purchase because you didn't have the money	42%
Seen grocery or gasoline costs <u>go down</u>	29%
Been unable to pay a bill on time	24%
Had to go into debt or use retirement savings to make ends meet	20%
Received a pay raise or gotten a new, higher paying job	13%

Q14\_1. In the last three months, have you... - Received a pay raise or gotten a new, higher paying job

	All Americans
Yes	13%
No	83%
Don't know	3%
Skipped	1%



## TOPLINE & METHODOLOGY

Q14\_2. In the last three months, have you... - Seen grocery or gasoline costs go down

	All Americans
Yes	29%
No	62%
Don't know	8%
Skipped	1%

Q14\_3. In the last three months, have you... - Been unable to pay a bill on time

	All Americans
Yes	24%
No	72%
Don't know	3%
Skipped	1%

Q14\_4. In the last three months, have you... - Had to go into debt or use retirement savings to make ends meet

	All Americans
Yes	20%
No	75%
Don't know	3%
Skipped	2%

Q14\_5. In the last three months, have you... - Had to delay making a major purchase because you didn't have the money

	All Americans
Yes	42%
No	54%
Don't know	3%
Skipped	1%



## TOPLINE & METHODOLOGY

### About the Study

This Ipsos poll was conducted November 12-19, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,587 adults age 18 or older.

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 2.8 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 1.30. 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 Pew NPORS 2024. 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) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School graduate or equivalent, Some College, Bachelor, Master or higher)





## TOPLINE & METHODOLOGY

- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- Party ID (Republican, Lean Republican, Independent/Something else, Lean Democrat, Democrat)

**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](mailto:Chris.Jackson@ipsos.com)





## 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. 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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

