



# TOPLINE & METHODOLOGY

## Syracuse University/Ipsos Poll

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

Interview dates: September 20-22, 2024

Number of interviews: 1,029

Number of interviews, Republicans: 290

Number of interviews, Democrats: 351

Number of interviews, independents: 310

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

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

Margin of error: +/- 5.5 percentage points at the 95% confidence level for Democrats

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

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:

1. Imagine you have 100 minutes to prepare yourself to cast an informed vote in the 2024 elections. How many minutes would you spend using the information sources listed below?

#### Total Mean Summary

	<b>Total (N=1,029)</b>	<b>Republican (N=290)</b>	<b>Democrat (N=351)</b>	<b>Independent (N=310)</b>
Talking to family and friends	18.5	19.7	13.7	18.0
Conservative news (e.g., Fox News, NewsMax, Daily Wire)	13.0	27.7	2.4	11.4
Online news sources (e.g., Yahoo News, Politico, Axios)	12.1	7.7	14.1	15.4
Local news sources based in [STATE]	10.6	9.3	13.9	9.0
National broadcast TV news	10.3	8.3	13.5	10.4
Social media	10.3	9.0	8.7	11.4
National cable news (e.g., CNN, MSNBC, CNBC)	10.2	5.8	17.1	8.8
National newspapers (e.g., New York Times, Washington Post, Wall Street Journal, USA Today)	9.3	5.4	13.0	9.5
Talk or news radio	5.8	7.2	3.7	6.2





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- Imagine you have 100 minutes to prepare yourself to cast an informed vote in the 2024 elections. How many minutes would you spend using the information sources listed below? *(Continued)*

### Total Mean Summary

	September 2024 Total (N=1,029)	August 2024 Total (N=1,091)	July 2024 Total (N=1,024)	May 2024 Total (N=1,017)
Talking to family and friends	18.5	17.0	19.3	16.1
Conservative news (e.g., Fox News, NewsMax, Daily Wire)	13.0	13.1	11.1	10.6
Online news sources (e.g., Yahoo News, Politico, Axios)	12.1	13.0	14.5	13.9
Local news sources based in <b>[STATE]</b>	10.6	11.8	11.5	13.1
National broadcast TV news	10.3	10.1	9.1	10.8
Social media	10.3	9.1	9.1	9.9
National cable news (e.g., CNN, MSNBC, CNBC)	10.2	11.0	9.9	10.3
National newspapers (e.g., New York Times, Washington Post, Wall Street Journal, USA Today)	9.3	9.1	9.5	9.5
Talk or news radio	5.8	5.6	5.8	5.9

- How important, if at all, do you feel it is for there to be a second televised debate between Donald Trump and Kamala Harris?

	Total	Republican	Democrat	Independent
Very important	19%	23%	20%	19%
Somewhat important	26%	27%	30%	24%
Not too important	25%	22%	30%	24%
Not at all important	27%	28%	20%	30%
Skipped	3%	*	-	2%
<i>Important (Net)</i>	<i>46%</i>	<i>49%</i>	<i>50%</i>	<i>44%</i>
<i>Not Important (Net)</i>	<i>51%</i>	<i>50%</i>	<i>50%</i>	<i>54%</i>





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3. How great a threat, if at all, do you view the following to the American democratic system and rule of law?

Total Major Threat Summary

	Total	Republican	Democrat	Independent
Donald Trump	45%	9%	86%	46%
Undocumented immigrants	42%	75%	14%	44%
Mainstream media	38%	63%	18%	38%
Big corporations	35%	25%	43%	39%
Kamala Harris	33%	72%	4%	30%
Conservative media	32%	10%	58%	32%
JD Vance	32%	7%	64%	30%
Joe Biden	29%	62%	5%	26%
Tim Walz	24%	53%	5%	18%
Legal immigrants	10%	17%	5%	9%

	September 2024 Total	August 2024 Total	July 2024 Total	May 2024 Total
Donald Trump	45%	43%	44%	49%
Undocumented immigrants	42%	N/A	N/A	N/A
Mainstream media	38%	35%	37%	N/A
Big corporations	35%	N/A	N/A	N/A
Kamala Harris	33%	32%	25%	N/A
Conservative media	32%	30%	37%	N/A
JD Vance	32%	26%	25%	N/A
Joe Biden	29%	28%	32%	34%
Tim Walz	24%	21%	N/A	N/A
Legal immigrants	10%	N/A	N/A	N/A

a. Donald Trump

	Total	Republican	Democrat	Independent
A major threat	45%	9%	86%	46%
A minor threat	10%	10%	6%	14%
Not a threat	33%	73%	4%	30%
Don't know/no opinion	9%	7%	3%	10%
Skipped	3%	1%	1%	1%





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3. How great a threat, if at all, do you view the following to the American democratic system and rule of law? (Continued)

b. Joe Biden

	Total	Republican	Democrat	Independent
A major threat	29%	62%	5%	26%
A minor threat	14%	19%	7%	18%
Not a threat	45%	14%	83%	44%
Don't know/no opinion	10%	4%	5%	12%
Skipped	2%	1%	-	1%

c. Kamala Harris

	Total	Republican	Democrat	Independent
A major threat	33%	72%	4%	30%
A minor threat	9%	12%	4%	14%
Not a threat	43%	10%	85%	42%
Don't know/no opinion	11%	5%	7%	12%
Skipped	3%	1%	*	1%

d. JD Vance

	Total	Republican	Democrat	Independent
A major threat	32%	7%	64%	30%
A minor threat	13%	7%	13%	18%
Not a threat	32%	68%	5%	31%
Don't know/no opinion	20%	17%	17%	21%
Skipped	3%	1%	*	1%

e. Mainstream media

	Total	Republican	Democrat	Independent
A major threat	38%	63%	18%	38%
A minor threat	30%	19%	44%	32%
Not a threat	17%	8%	28%	17%
Don't know/no opinion	13%	9%	10%	12%
Skipped	3%	1%	-	1%

f. Conservative media

	Total	Republican	Democrat	Independent
A major threat	32%	10%	58%	32%
A minor threat	22%	20%	20%	27%
Not a threat	27%	54%	8%	25%
Don't know/no opinion	17%	15%	13%	15%
Skipped	3%	2%	1%	1%





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3. How great a threat, if at all, do you view the following to the American democratic system and rule of law? (Continued)

g. Tim Walz

	Total	Republican	Democrat	Independent
A major threat	24%	53%	5%	18%
A minor threat	11%	15%	3%	17%
Not a threat	40%	13%	75%	40%
Don't know/no opinion	22%	19%	17%	24%
Skipped	3%	1%	1%	1%

h. Undocumented immigrants

	Total	Republican	Democrat	Independent
A major threat	42%	75%	14%	44%
A minor threat	23%	12%	32%	28%
Not a threat	22%	5%	44%	19%
Don't know/no opinion	10%	5%	10%	9%
Skipped	3%	2%	-	1%

i. Legal immigrants

	Total	Republican	Democrat	Independent
A major threat	10%	17%	5%	9%
A minor threat	14%	15%	13%	15%
Not a threat	63%	58%	73%	65%
Don't know/no opinion	11%	8%	9%	10%
Skipped	3%	1%	*	1%

j. Big corporations

	Total	Republican	Democrat	Independent
A major threat	35%	25%	43%	39%
A minor threat	35%	38%	37%	37%
Not a threat	12%	20%	11%	9%
Don't know/no opinion	15%	15%	9%	13%
Skipped	3%	1%	*	2%





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4. The following are some words or phrases that have been used to describe political candidates. For each, please indicate if you think they are appropriate or not appropriate.

### Total Appropriate Summary

	Total	Republican	Democrat	Independent
Incompetent	71%	77%	70%	76%
Disgraceful	64%	65%	68%	69%
Weak	63%	77%	58%	66%
Radical	61%	70%	58%	65%
Criminal	59%	47%	70%	65%
Crooked	56%	64%	55%	56%
Socialist	54%	73%	39%	57%
Lazy	48%	53%	43%	55%
Weird	46%	40%	54%	50%
Fascist	42%	42%	45%	42%
Marxist	37%	52%	26%	38%
Insane	35%	34%	40%	37%

	September 2024 Total	August 2024 Total
Radical	61%	61%
Socialist	54%	56%
Lazy	48%	41%
Weird	46%	45%
Fascist	42%	43%

#### a. Weird

	Total	Republican	Democrat	Independent
Appropriate	46%	40%	54%	50%
Not appropriate	48%	56%	44%	47%
Skipped	7%	4%	2%	3%

#### b. Lazy

	Total	Republican	Democrat	Independent
Appropriate	48%	53%	43%	55%
Not appropriate	45%	42%	54%	42%
Skipped	7%	5%	3%	3%

#### c. Radical

	Total	Republican	Democrat	Independent
Appropriate	61%	70%	58%	65%
Not appropriate	32%	27%	40%	32%
Skipped	6%	3%	2%	3%





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4. The following are some words or phrases that have been used to describe political candidates. For each, please indicate if you think they are appropriate or not appropriate. (Continued)

d. Fascist

	Total	Republican	Democrat	Independent
Appropriate	42%	42%	45%	42%
Not appropriate	52%	55%	51%	55%
Skipped	7%	3%	3%	3%

e. Socialist

	Total	Republican	Democrat	Independent
Appropriate	54%	73%	39%	57%
Not appropriate	40%	25%	58%	40%
Skipped	6%	3%	3%	3%

f. Disgraceful

	Total	Republican	Democrat	Independent
Appropriate	64%	65%	68%	69%
Not appropriate	30%	31%	30%	29%
Skipped	7%	5%	2%	2%

g. Weak

	Total	Republican	Democrat	Independent
Appropriate	63%	77%	58%	66%
Not appropriate	30%	20%	39%	31%
Skipped	7%	4%	3%	3%

h. Marxist

	Total	Republican	Democrat	Independent
Appropriate	37%	52%	26%	38%
Not appropriate	56%	45%	71%	58%
Skipped	7%	3%	2%	4%

i. Crooked

	Total	Republican	Democrat	Independent
Appropriate	56%	64%	55%	56%
Not appropriate	37%	32%	43%	42%
Skipped	7%	3%	2%	3%

j. Criminal

	Total	Republican	Democrat	Independent
Appropriate	59%	47%	70%	65%
Not appropriate	35%	49%	27%	33%
Skipped	6%	4%	2%	2%





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4. The following are some words or phrases that have been used to describe political candidates. For each, please indicate if you think they are appropriate or not appropriate. *(Continued)*

k. Insane

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Appropriate	35%	34%	40%	37%
Not appropriate	57%	61%	58%	60%
Skipped	7%	5%	2%	3%

l. Incompetent

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Appropriate	71%	77%	70%	76%
Not appropriate	23%	20%	28%	21%
Skipped	6%	3%	2%	3%

5. To what extent do you support or oppose the following?

Total Support Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Deporting immigrants who are in the country illegally	66%	90%	47%	68%
Deporting immigrants in your community who are in the country illegally	65%	88%	48%	66%
Deporting immigrants who are in the country legally	13%	16%	10%	12%
Deporting immigrants in your community who are in the country legally	12%	15%	13%	9%

a. Deporting immigrants who are in the country illegally

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly support	39%	71%	13%	39%
Somewhat support	27%	19%	34%	29%
Somewhat oppose	18%	6%	35%	15%
Strongly oppose	11%	2%	16%	14%
Skipped	6%	2%	2%	3%
<i>Support (Net)</i>	<i>66%</i>	<i>90%</i>	<i>47%</i>	<i>68%</i>
<i>Oppose (Net)</i>	<i>29%</i>	<i>8%</i>	<i>51%</i>	<i>30%</i>



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5. To what extent do you support or oppose the following? (Continued)

b. Deporting immigrants in your community who are in the country illegally

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly support	38%	68%	14%	39%
Somewhat support	27%	20%	34%	27%
Somewhat oppose	18%	8%	33%	16%
Strongly oppose	12%	3%	17%	14%
Skipped	5%	1%	1%	3%
<i>Support (Net)</i>	<b>65%</b>	<b>88%</b>	<b>48%</b>	<b>66%</b>
<i>Oppose (Net)</i>	<b>30%</b>	<b>10%</b>	<b>51%</b>	<b>31%</b>

c. Deporting immigrants who are in the country legally

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly support	5%	7%	3%	6%
Somewhat support	7%	10%	7%	7%
Somewhat oppose	16%	21%	11%	18%
Strongly oppose	66%	61%	77%	67%
Skipped	5%	2%	1%	3%
<i>Support (Net)</i>	<b>13%</b>	<b>16%</b>	<b>10%</b>	<b>12%</b>
<i>Oppose (Net)</i>	<b>82%</b>	<b>81%</b>	<b>88%</b>	<b>85%</b>

d. Deporting immigrants in your community who are in the country legally

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly support	6%	8%	5%	4%
Somewhat support	6%	8%	7%	5%
Somewhat oppose	15%	21%	9%	16%
Strongly oppose	68%	62%	77%	72%
Skipped	5%	2%	1%	3%
<i>Support (Net)</i>	<b>12%</b>	<b>15%</b>	<b>13%</b>	<b>9%</b>
<i>Oppose (Net)</i>	<b>83%</b>	<b>83%</b>	<b>86%</b>	<b>88%</b>



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6. To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	Total	Republican	Democrat	Independent
The U.S. has always been a nation of immigrants, and that is a great part of American tradition	80%	77%	93%	80%
Cities should place a limit on the percentage of foreign-born residents that can live there	23%	31%	17%	25%
It is not politicians' responsibility to make sure stories/accusations are accurate before spreading them	21%	25%	19%	22%

a. Cities should place a limit on the percentage of foreign-born residents that can live there

	Total	Republican	Democrat	Independent
Strongly agree	8%	16%	5%	7%
Somewhat agree	15%	16%	12%	19%
Somewhat disagree	25%	31%	19%	24%
Strongly disagree	46%	34%	62%	47%
Skipped	6%	3%	2%	4%
<b>Agree (Net)</b>	<b>23%</b>	<b>31%</b>	<b>17%</b>	<b>25%</b>
<b>Disagree (Net)</b>	<b>70%</b>	<b>65%</b>	<b>82%</b>	<b>71%</b>

b. The U.S. has always been a nation of immigrants, and that is a great part of American tradition

	Total	Republican	Democrat	Independent
Strongly agree	46%	35%	63%	47%
Somewhat agree	33%	42%	29%	33%
Somewhat disagree	10%	15%	4%	11%
Strongly disagree	5%	6%	2%	5%
Skipped	6%	2%	1%	3%
<b>Agree (Net)</b>	<b>80%</b>	<b>77%</b>	<b>93%</b>	<b>80%</b>
<b>Disagree (Net)</b>	<b>15%</b>	<b>21%</b>	<b>6%</b>	<b>16%</b>

c. It is not politicians' responsibility to make sure stories/accusations are accurate before spreading them

	Total	Republican	Democrat	Independent
Strongly agree	10%	10%	11%	12%
Somewhat agree	10%	15%	8%	10%
Somewhat disagree	17%	23%	12%	17%
Strongly disagree	57%	49%	68%	58%
Skipped	5%	2%	1%	3%
<b>Agree (Net)</b>	<b>21%</b>	<b>25%</b>	<b>19%</b>	<b>22%</b>
<b>Disagree (Net)</b>	<b>74%</b>	<b>72%</b>	<b>80%</b>	<b>75%</b>



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7. To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	Total	Republican	Democrat	Independent
Social media promotes too many people using violent and divisive language	71%	72%	80%	71%
The mainstream media covers too many people using violent and divisive language	63%	71%	66%	60%
Donald Trump uses too much violent and divisive language	58%	32%	88%	62%
Conservative media covers too many people using violent and divisive language	54%	37%	76%	57%
Republicans use too much violent and divisive language	52%	24%	81%	58%
Democrats use too much violent and divisive language	42%	75%	12%	46%
Kamala Harris uses too much violent and divisive language	33%	62%	8%	37%

	September 2024 Total	August 2024 Total	July 2024 Total
Social media promotes too many people using violent and divisive language	71%	68%	75%
The mainstream media covers too many people using violent and divisive language	63%	60%	69%
Donald Trump uses too much violent and divisive language	58%	61%	61%
Conservative media covers too many people using violent and divisive language	54%	54%	59%
Republicans use too much violent and divisive language	52%	53%	55%
Democrats use too much violent and divisive language	42%	39%	41%
Kamala Harris uses too much violent and divisive language*	33%	29%	30%

\*In July 2024, this statement read "Joe Biden uses too much violent and divisive language"





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7. To what extent do you agree or disagree with the following statements? (Continued)

a. Donald Trump uses too much violent and divisive language

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	43%	10%	78%	45%
Somewhat agree	15%	21%	10%	18%
Somewhat disagree	13%	22%	4%	15%
Strongly disagree	16%	38%	1%	12%
Don't know	9%	7%	6%	8%
Skipped	5%	2%	1%	2%
<i>Agree (Net)</i>	<i>58%</i>	<i>32%</i>	<i>88%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>60%</i>	<i>5%</i>	<i>27%</i>

b. Republicans use too much violent and divisive language

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	33%	8%	61%	32%
Somewhat agree	20%	16%	19%	26%
Somewhat disagree	15%	26%	7%	15%
Strongly disagree	17%	41%	2%	11%
Don't know	12%	7%	9%	12%
Skipped	5%	2%	1%	3%
<i>Agree (Net)</i>	<i>52%</i>	<i>24%</i>	<i>81%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>31%</i>	<i>67%</i>	<i>9%</i>	<i>27%</i>

c. Kamala Haris uses too much violent and divisive language

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	19%	41%	2%	18%
Somewhat agree	14%	20%	6%	18%
Somewhat disagree	16%	16%	13%	19%
Strongly disagree	34%	8%	73%	29%
Don't know	12%	13%	6%	12%
Skipped	5%	2%	1%	3%
<i>Agree (Net)</i>	<i>33%</i>	<i>62%</i>	<i>8%</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>50%</i>	<i>24%</i>	<i>85%</i>	<i>48%</i>

d. Democrats use too much violent and divisive language

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	25%	51%	3%	25%
Somewhat agree	17%	23%	9%	21%
Somewhat disagree	16%	8%	22%	21%
Strongly disagree	25%	5%	57%	19%
Don't know	12%	10%	8%	12%
Skipped	5%	2%	1%	2%
<i>Agree (Net)</i>	<i>42%</i>	<i>75%</i>	<i>12%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>42%</i>	<i>14%</i>	<i>79%</i>	<i>39%</i>





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7. To what extent do you agree or disagree with the following statements? (Continued)

e. The mainstream media covers too many people using violent and divisive language

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	32%	43%	23%	32%
Somewhat agree	31%	28%	43%	28%
Somewhat disagree	14%	10%	19%	16%
Strongly disagree	5%	5%	4%	6%
Don't know	14%	13%	9%	13%
Skipped	5%	2%	2%	4%
<i>Agree (Net)</i>	<b>63%</b>	<b>71%</b>	<b>66%</b>	<b>60%</b>
<i>Disagree (Net)</i>	<b>18%</b>	<b>14%</b>	<b>23%</b>	<b>23%</b>

f. Conservative media covers too many people using violent and divisive language

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	30%	14%	49%	31%
Somewhat agree	24%	23%	27%	25%
Somewhat disagree	13%	22%	7%	14%
Strongly disagree	12%	25%	4%	12%
Don't know	15%	14%	13%	14%
Skipped	5%	2%	1%	3%
<i>Agree (Net)</i>	<b>54%</b>	<b>37%</b>	<b>76%</b>	<b>57%</b>
<i>Disagree (Net)</i>	<b>26%</b>	<b>47%</b>	<b>10%</b>	<b>26%</b>

g. Social media promotes too many people using violent and divisive language

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Strongly agree	39%	40%	46%	38%
Somewhat agree	32%	33%	34%	33%
Somewhat disagree	8%	9%	6%	9%
Strongly disagree	5%	5%	4%	6%
Don't know	12%	11%	8%	12%
Skipped	5%	2%	1%	3%
<i>Agree (Net)</i>	<b>71%</b>	<b>72%</b>	<b>80%</b>	<b>71%</b>
<i>Disagree (Net)</i>	<b>12%</b>	<b>14%</b>	<b>10%</b>	<b>15%</b>





## TOPLINE & METHODOLOGY

### 8. How important are the following to your identity?

#### Total Important Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Being an American	80%	94%	80%	80%
Your ancestry or heritage	68%	74%	71%	66%
Living in [STATE]	57%	66%	63%	52%
Your religious affiliation	52%	68%	46%	50%
Your political affiliation	43%	54%	58%	29%

#### a. Living in [STATE]

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Very important	27%	32%	30%	25%
Somewhat important	30%	34%	33%	28%
Not too important	20%	18%	22%	22%
Not at all important	15%	12%	12%	19%
Not applicable	4%	3%	3%	5%
Skipped	4%	1%	*	2%
<i>Important (Net)</i>	<i>57%</i>	<i>66%</i>	<i>63%</i>	<i>52%</i>
<i>Not Important (Net)</i>	<i>35%</i>	<i>30%</i>	<i>34%</i>	<i>41%</i>

#### b. Being an American

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Very important	58%	78%	53%	54%
Somewhat important	22%	16%	27%	26%
Not too important	8%	4%	11%	9%
Not at all important	5%	1%	5%	5%
Not applicable	4%	2%	3%	3%
Skipped	3%	-	*	3%
<i>Important (Net)</i>	<i>80%</i>	<i>94%</i>	<i>80%</i>	<i>80%</i>
<i>Not Important (Net)</i>	<i>13%</i>	<i>4%</i>	<i>16%</i>	<i>15%</i>

#### c. Your religious affiliation

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Very important	33%	47%	26%	30%
Somewhat important	19%	21%	20%	20%
Not too important	15%	14%	17%	16%
Not at all important	19%	11%	24%	22%
Not applicable	10%	6%	13%	9%
Skipped	3%	-	*	3%
<i>Important (Net)</i>	<i>52%</i>	<i>68%</i>	<i>46%</i>	<i>50%</i>
<i>Not Important (Net)</i>	<i>34%</i>	<i>25%</i>	<i>41%</i>	<i>38%</i>



## TOPLINE & METHODOLOGY

8. How important are the following to your identity? (Continued)

d. Your ancestry or heritage

	Total	Republican	Democrat	Independent
Very important	33%	36%	40%	27%
Somewhat important	35%	39%	31%	40%
Not too important	17%	16%	18%	19%
Not at all important	7%	6%	7%	7%
Not applicable	5%	3%	4%	5%
Skipped	4%	1%	*	3%
<i>Important (Net)</i>	<i>68%</i>	<i>74%</i>	<i>71%</i>	<i>66%</i>
<i>Not Important (Net)</i>	<i>24%</i>	<i>22%</i>	<i>25%</i>	<i>26%</i>

e. Your political affiliation

	Total	Republican	Democrat	Independent
Very important	16%	24%	24%	6%
Somewhat important	27%	30%	34%	23%
Not too important	28%	30%	27%	34%
Not at all important	18%	11%	9%	27%
Not applicable	7%	4%	6%	7%
Skipped	4%	2%	*	3%
<i>Important (Net)</i>	<i>43%</i>	<i>54%</i>	<i>58%</i>	<i>29%</i>
<i>Not Important (Net)</i>	<i>46%</i>	<i>40%</i>	<i>36%</i>	<i>61%</i>

9. In politics today, do you consider yourself a...

	Total
Republican	29%
Democrat	29%
Independent	31%
Something else	8%
Skipped	3%

10. As of today do you lean more to...

Base: Did not select Republican or Democrat in Q9

	Total (N=388)
The Republican Party	42%
The Democratic Party	40%
Skipped	18%



## TOPLINE & METHODOLOGY

### About the Study

This Syracuse University/Ipsos poll was conducted by Ipsos from September 20 to September 22, 2024, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,029 adults age 18 or older. The sample includes 290 Republicans, 351 Democrats, and 310 independents.

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 U.S. 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 study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. 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).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- 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+)
- Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error 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 1.15. For Republicans, the margin of sampling error is plus or minus 6.0 percentage points, and the design effect is 1.10. For Democrats, the margin of sampling error is plus or minus 5.5 percentage points, and the design effect is 1.10. For independents, the margin of sampling error is plus or minus 6.0 percentage points, and the design effect is 1.16.

The margin of sampling error is higher and varies for results based on sub-samples. 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.







## TOPLINE & METHODOLOGY

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## 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. 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 [www.ipsos.com](http://www.ipsos.com)

