



## TOPLINE & METHODOLOGY

### ABC News/Ipsos Poll

Conducted by Ipsos using the probability-based KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
*Interview dates: April 6-7, 2023*

*Number of interviews, adults: 566*

*Margin of error for the total sample: +/- 4.4 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*

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**Annotated Questionnaire:**



## TOPLINE & METHODOLOGY

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

Donald Trump

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>April 6-7</b>	25	61	12	1	*
March 31-April 1, 2023	29	55	14	3	-
October 23-24, 2020	35	57	6	1	1
August 28-29	31	59	7	2	1
August 21-22	32	60	5	2	*
August 11-12	35	58	5	2	*

Joe Biden

Wave:	Favorable	Unfavorable	No opinion	Don't know	Skipped
<b>April 6-7</b>	34	48	14	3	*
March 31-April 1, 2023	32	49	16	3	-
October 23-24, 2020	44	43	9	3	*
August 28-29	46	40	10	4	1
August 21-22	45	40	11	4	1
August 11-12	40	43	12	5	*

- As you may know, Donald Trump has been indicted in New York on charges based on an investigation related to a payment of hush money to an adult film actress in the days before the 2016 election. Do you think the charges against Donald Trump in this case are:

Wave:	<u>Very serious</u>	<u>Somewhat Serious</u>	<u>Not too serious</u>	<u>Not serious at all</u>	<u>Don't know</u>	<u>Skipped</u>	<u>Very/ Somewhat serious (net)</u>	<u>Not too/Not serious at all (net)</u>
<b>April 6-7</b>	30	22	16	24	8	*	52	39
March 31-April 1, 2023	24	26	15	20	14	-	50	36

## TOPLINE & METHODOLOGY

3. Do you think Donald Trump should or should not have been charged with a crime in this case?

Wave:	<u>Should</u>	<u>Should not</u>	<u>Don't know</u>	<u>Skipped</u>
<b>April 6-7</b>	50	33	17	*
March 31-April 1, 2023	45	32	23	*

4. In this case, do you think Donald Trump...

Wave:	<u>Intentionally did something illegal</u>	<u>Acted wrongly but not intentionally</u>	<u>Did not do anything wrong</u>	<u>Don't know</u>	<u>Skipped</u>
<b>April 6-7</b>	53	11	20	16	1

5. Do you think the charges against Donald Trump in this case are politically motivated, or not?

Wave:	<u>Yes</u>	<u>No</u>	<u>Don't know</u>	<u>Skipped</u>
<b>April 6-7</b>	50	36	13	1
March 31-April 1, 2023	47	32	20	*

6. Do you think Donald Trump should or should not suspend his presidential campaign because of this indictment?

Wave:	<u>Should</u>	<u>Should not</u>	<u>Don't know</u>	<u>Skipped</u>
<b>April 6-7</b>	48	35	16	1
March 31-April 1, 2023	43	35	22	*



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### About the Study

This ABC News/Ipsos poll was conducted April 6 to 7, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 566 adults age 18 or older.

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

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population. KnowledgePanel members receive a per survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points, that can be redeemed for cash or prizes. A prenotification email for this study was sent two days prior to field. Given the short field period, no reminder emails were sent for this study. Panelists receive a unique login to the survey and are only able to complete it one time.

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, and party identification. The demographic benchmarks came from 2022 Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)



## TOPLINE & METHODOLOGY

The margin of sampling error is plus or minus 4.4 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 1.16. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



## 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).

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