Evers (D) Tied with Walker (R) in the Wisconsin Governor Race

Healthcare cited as the strongest motivator to vote among likely voters

Washington, D.C., October 24, 2018 — Today, Ipsos released new election data in partnership with Reuters and the University of Virginia Center for Politics, showing that Democrat Tony Evers (48%) and Republican Scott Walker (45%) are neck and neck in the Wisconsin race for Governor. In the Senate race, Democrat Tammy Baldwin (54%) holds a 15-point lead over Republican Leah Vukmir (39%).

Among likely voters, 55% disapprove of the way Donald Trump is handling his job as President, compared to 43% who approve. Similarly, 53% of likely voters said they were motivated to vote for a candidate who will oppose President Trump, compared to 48% who said they were not. Meanwhile, 68% of likely voters disapprove of the way Congress as a whole is handling its job.

The top issue in determining the vote in Wisconsin is healthcare (20%). On this issue, 48% of likely voters feel that Baldwin has a better policy, as opposed to Vukmir (30%), among the candidates for Senator. Likely voters feel that Evers (44%) has a better policy on healthcare, as opposed to Walker (39%), among candidates for Governor.

For more information on Wisconsin and other races, please reference the Political Atlas, an interactive website collaboration between Ipsos and the University of Virginia Center for Politics.

The Political Atlas site provides daily updates of the main issues affecting citizens in all 50 states, along with poll and social media indicators for every congressional, senate, and gubernatorial race in the country, with expert assessments. Bringing this to the midterm election provides further resolution to the ebbs and flows of the campaigns. Ipsos uses machine learning and natural language processing algorithms to collect and categorize over 5 million individual posts a day.

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Press Release – continued –

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