



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Biden maintains his lead over Trump in Wisconsin

New Reuters/Ipsos poll shows voters are most concerned with candidate’s plan for coronavirus recovery

#### Topline Findings

Washington, DC, October 5, 2020

These are the findings of an Ipsos poll conducted between September 29 – October 5, 2020 on behalf of Thomson Reuters. For this study, a total of 1,000 adults age 18+ from Wisconsin were interviewed online in English, including 601 likely voters. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents and 4.6 percentage points for likely voters.

#### Full Annotated Questionnaire

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

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Yes, registered to vote at my current address	83%	84%
No, not registered to vote at my current address	14%	13%
Not sure	3%	3%
Total Sample Size:	1000	1005

2. In your opinion, what is the most important problem facing Wisconsin today? (Select from below or write in)

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
The economy and job creation	15%	18%
Immigration	2%	2%
Gun violence	3%	2%
Healthcare	12%	10%
Morality	3%	4%
Education	3%	3%
Racism	6%	9%
Crime	5%	7%
Environment	3%	2%
Coronavirus/COVID-19 outbreak	42%	34%
Other	4%	5%
Don't know	2%	5%
Total Sample Size:	1000	1005



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3. Which of the following best describes how you will vote or have voted in this year's presidential election, to be held on November 3rd?

### Plan to Vote/Voted Summary

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
I have not voted yet	73%	83%
I have already voted	13%	1%
I do not plan to vote	8%	10%
Not sure	6%	7%
Total Sample Size:	1000	1005

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
I plan to vote at my polling station on November 3, 2020	40%	41%
I plan to vote early at an early voting location, before November 3, 2020	11%	9%
I plan to vote early via absentee ballot/vote by mail, before November 3, 2020	22%	32%
I have voted at an early voting location already	1%	0%
I have voted via absentee ballot/vote by mail already	13%	0%
I do not plan to vote at all	8%	10%
Not sure	6%	7%
Total Sample Size:	1000	1005



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4. **[ASKED IF NOT VOTED]** On November 3, 2020 the next presidential election will be held. How likely are you to vote in the upcoming presidential election? (Select one)

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
1 – Completely certain I will not vote	11%	13%
2	2%	1%
3	1%	1%
4	2%	1%
5	3%	3%
6	2%	2%
7	2%	3%
8	5%	4%
9	6%	5%
10 – Completely certain I will vote	64%	64%
Don't know	2%	3%
Total Sample Size:	858	999

5. **[ASKED IF VOTED]** You mentioned you have already voted in the 2020 presidential election, did you vote for Donald Trump or Joe Biden? **[ASKED IF NOT VOTED]** If the 2020 presidential election were held today, would you vote for Donald Trump or Joe Biden?

Likely Voters		
	Sept 29 – Oct 5	Sept 11-16
Donald Trump	44%	43%
Joe Biden	50%	48%
Some other candidate	2%	2%
I would not vote	0%	0%
Not sure	4%	6%
Total Sample Size:	601	609

6. **[ASKED IF VOTED]** In the election for U.S. Congress, did you vote for the Democratic candidate or the Republican candidate in your district where you live? **[ASKED IF NOT VOTED]** Thinking about the elections in 2020, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?

Likely Voters		
	Sept 29 – Oct 5	Sept 11-16
Democratic candidate	49%	47%
Republican candidate	47%	46%
Candidate from another political party	1%	1%
Will not vote / Not sure	0%	0%
Prefer not to answer / Refused	3%	6%
Total Sample Size:	601	609



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7. Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly approve	24%	24%
Somewhat approve	16%	17%
Lean towards approve	3%	1%
Lean towards disapprove	1%	1%
Somewhat disapprove	9%	11%
Strongly disapprove	43%	41%
Not sure	3%	5%
<i>Approve (Net)</i>	<i>43%</i>	<i>43%</i>
<i>Disapprove (Net)</i>	<i>53%</i>	<i>52%</i>
Total Sample Size:	1000	1005

8. **[ASKED IF VOTED]** When voting in the presidential election this year, which of the following candidate traits was the MOST important factor for you in deciding who to vote for? **[ASKED IF NOT VOTED]** If the 2020 presidential election were being held today, which of the following candidate traits would be the MOST important factor for you in deciding who to vote for?

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strong on the economy and job creation	20%	21%
Strong on healthcare	11%	9%
Strong on immigration	3%	3%
Has a robust plan to help the nation recover from the impact of coronavirus/COVID-19	25%	28%
Ability to restore trust in American government	20%	18%
Strong on civil rights	5%	6%
Tough on crime and civil unrest	11%	11%
Strong on the environment/climate change	5%	4%
Total Sample Size:	1000	1005



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9. For each of the following, please select the candidate you think is the best on that particular issue.

### Summary

All Respondents				
	Joe Biden		Donald Trump	
	Sept 29 – Oct 5	Sept 11-16	Sept 29 – Oct 5	Sept 11-16
The economy and job creation	41%	36%	49%	47%
Healthcare	50%	44%	34%	35%
Immigration	42%	39%	43%	42%
National recovery from the impact of coronavirus/COVID-19	47%	42%	37%	38%
Ability to restore trust in American government	45%	42%	33%	35%
Strong on civil rights	48%	45%	33%	34%
Tough on crime and civil unrest	37%	32%	45%	47%
Strong on the environment/climate change	53%	47%	25%	27%
Total Sample Size:	1000	1005	1000	1005

- a. The economy and job creation

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Joe Biden	41%	36%
Donald Trump	49%	47%
Some other candidate	3%	4%
Not sure	8%	13%
Total Sample Size:	1000	1005

- b. Healthcare

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Joe Biden	50%	44%
Donald Trump	34%	35%
Some other candidate	5%	6%
Not sure	11%	15%
Total Sample Size:	1000	1005



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c. Immigration

<b>All Respondents</b>		
	<b>Sept 29 – Oct 5</b>	<b>Sept 11-16</b>
Joe Biden	42%	39%
Donald Trump	43%	42%
Some other candidate	4%	5%
Not sure	11%	15%
Total Sample Size:	1000	1005

d. National recovery from the impact of coronavirus/COVID-19

<b>All Respondents</b>		
	<b>Sept 29 – Oct 5</b>	<b>Sept 11-16</b>
Joe Biden	47%	42%
Donald Trump	37%	38%
Some other candidate	4%	5%
Not sure	12%	15%
Total Sample Size:	1000	1005

e. Ability to restore trust in American government

<b>All Respondents</b>		
	<b>Sept 29 – Oct 5</b>	<b>Sept 11-16</b>
Joe Biden	45%	42%
Donald Trump	33%	35%
Some other candidate	8%	7%
Not sure	14%	16%
Total Sample Size:	1000	1005

f. Strong on civil rights

<b>All Respondents</b>		
	<b>Sept 29 – Oct 5</b>	<b>Sept 11-16</b>
Joe Biden	48%	45%
Donald Trump	33%	34%
Some other candidate	6%	6%
Not sure	13%	15%
Total Sample Size:	1000	1005

g. Tough on crime and civil unrest

<b>All Respondents</b>		
	<b>Sept 29 – Oct 5</b>	<b>Sept 11-16</b>
Joe Biden	37%	32%
Donald Trump	45%	47%
Some other candidate	5%	5%
Not sure	13%	16%
Total Sample Size:	1000	1005



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### h. Strong on the environment/climate change

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Joe Biden	53%	47%
Donald Trump	25%	27%
Some other candidate	6%	8%
Not sure	16%	19%
Total Sample Size:	1000	1005

### 10. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

#### Total Familiar Summary

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Donald Trump	95%	92%
Joe Biden	89%	87%
Kamala Harris	65%	64%
Mike Pence	77%	77%
Total Sample Size:	1000	1005

#### a. Donald Trump

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very familiar	74%	71%
Somewhat familiar	20%	21%
Not very familiar	3%	4%
Have heard of them, but that's it	2%	3%
Have not heard of them	1%	1%
<i>Familiar (Net)</i>	95%	92%
<i>Not familiar (Net)</i>	5%	8%
Total Sample Size:	1000	1005

#### b. Joe Biden

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very familiar	59%	53%
Somewhat familiar	30%	34%
Not very familiar	7%	8%
Have heard of them, but that's it	3%	5%
Have not heard of them	1%	1%
<i>Familiar (Net)</i>	89%	87%
<i>Not familiar (Net)</i>	11%	13%
Total Sample Size:	1000	1005



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### c. Kamala Harris

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very familiar	29%	27%
Somewhat familiar	36%	37%
Not very familiar	20%	21%
Have heard of them, but that's it	9%	9%
Have not heard of them	5%	6%
<b>Familiar (Net)</b>	<b>65%</b>	<b>64%</b>
<b>Not familiar (Net)</b>	<b>35%</b>	<b>36%</b>
Total Sample Size:	1000	1005

### d. Mike Pence

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very familiar	40%	41%
Somewhat familiar	37%	36%
Not very familiar	15%	13%
Have heard of them, but that's it	6%	6%
Have not heard of them	3%	3%
<b>Familiar (Net)</b>	<b>77%</b>	<b>77%</b>
<b>Not familiar (Net)</b>	<b>23%</b>	<b>23%</b>
Total Sample Size:	1000	1005

11. **[ASKED IF AT LEAST HEARD OF PERSON]** Would you say you are generally favorable or unfavorable towards these public figures?

#### Total Favorable Summary

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Donald Trump	(N=994) 46%	(N=999) 47%
Joe Biden	(N=990) 55%	(N=996) 51%
Kamala Harris	(N=948) 54%	(N=952) 50%
Mike Pence	(N=972) 51%	(N=980) 49%





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### a. Donald Trump

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very favorable	25%	26%
Somewhat favorable	12%	14%
Lean towards favorable	8%	7%
Lean towards unfavorable	6%	8%
Somewhat unfavorable	6%	5%
Very unfavorable	42%	40%
<i>Favorable (Net)</i>	46%	47%
<i>Unfavorable (Net)</i>	54%	53%
Total Sample Size:	994	999

### b. Joe Biden

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very favorable	27%	22%
Somewhat favorable	19%	16%
Lean towards favorable	10%	13%
Lean towards unfavorable	10%	10%
Somewhat unfavorable	10%	9%
Very unfavorable	25%	30%
<i>Favorable (Net)</i>	55%	51%
<i>Unfavorable (Net)</i>	45%	49%
Total Sample Size:	990	996

### c. Kamala Harris

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very favorable	23%	19%
Somewhat favorable	17%	16%
Lean towards favorable	14%	15%
Lean towards unfavorable	12%	14%
Somewhat unfavorable	9%	10%
Very unfavorable	25%	26%
<i>Favorable (Net)</i>	54%	50%
<i>Unfavorable (Net)</i>	46%	50%
Total Sample Size:	948	952



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### d. Mike Pence

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Very favorable	21%	22%
Somewhat favorable	15%	14%
Lean towards favorable	14%	13%
Lean towards unfavorable	14%	16%
Somewhat unfavorable	9%	9%
Very unfavorable	27%	26%
<i>Favorable (Net)</i>	51%	49%
<i>Unfavorable (Net)</i>	49%	51%
Total Sample Size:	972	980

12. Generally speaking, would you say the following things are heading in the right direction, or are they off on the wrong track?

#### a. The national economy

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Right direction	37%	37%
Wrong track	51%	50%
Don't know	11%	12%
Total Sample Size:	1000	1005

#### b. Employment and jobs

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Right direction	40%	39%
Wrong track	49%	49%
Don't know	11%	13%
Total Sample Size:	1000	1005



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13. Please indicate how much you agree or disagree with the following statements.

### Total Agree Summary

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
I am sympathetic to people who are out protesting right now	48%	48%
President Donald Trump is helping to ease racial tensions	32%	32%
Joe Biden supports defunding the police	44%	48%
Joe Biden is suffering from dementia	37%	41%
As president, Joe Biden would be a puppet for the socialist wing of the Democratic Party	46%	48%
President Donald Trump lies regularly for personal political gain	60%	56%
President Donald Trump is beholden to Russian President Vladimir Putin	45%	42%
The high number of coronavirus cases in the United States is a result of poor leadership and policy decisions from President Trump	55%	51%
Businesses and schools remain closed in the United States because of poor leadership and policy decisions from President Trump	48%	43%
Total Sample Size:	1000	1005

a. I am sympathetic to people who are out protesting right now

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	22%	22%
Somewhat agree	26%	26%
Somewhat disagree	16%	15%
Strongly disagree	28%	28%
Not sure	9%	9%
<i>Agree (Net)</i>	<i>48%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>44%</i>	<i>43%</i>
Total Sample Size:	1000	1005



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b. President Donald Trump is helping to ease racial tensions

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	16%	12%
Somewhat agree	16%	21%
Somewhat disagree	16%	14%
Strongly disagree	44%	43%
Not sure	9%	11%
<i>Agree (Net)</i>	32%	32%
<i>Disagree (Net)</i>	59%	57%
Total Sample Size:	1000	1005

c. Joe Biden supports defunding the police

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	25%	27%
Somewhat agree	19%	20%
Somewhat disagree	16%	12%
Strongly disagree	26%	23%
Not sure	14%	18%
<i>Agree (Net)</i>	44%	48%
<i>Disagree (Net)</i>	41%	35%
Total Sample Size:	1000	1005

d. Joe Biden is suffering from dementia

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	20%	22%
Somewhat agree	17%	19%
Somewhat disagree	9%	10%
Strongly disagree	36%	30%
Not sure	18%	19%
<i>Agree (Net)</i>	37%	41%
<i>Disagree (Net)</i>	45%	40%
Total Sample Size:	1000	1005



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- e. As president, Joe Biden would be a puppet for the socialist wing of the Democratic Party

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	31%	33%
Somewhat agree	15%	15%
Somewhat disagree	10%	12%
Strongly disagree	33%	27%
Not sure	12%	13%
<i>Agree (Net)</i>	<i>46%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>39%</i>
Total Sample Size:	1000	1005

- f. President Donald Trump lies regularly for personal political gain

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	46%	42%
Somewhat agree	15%	14%
Somewhat disagree	11%	12%
Strongly disagree	21%	23%
Not sure	8%	9%
<i>Agree (Net)</i>	<i>60%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>32%</i>	<i>35%</i>
Total Sample Size:	1000	1005

- g. President Donald Trump is beholden to Russian President Vladimir Putin

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	28%	25%
Somewhat agree	17%	17%
Somewhat disagree	11%	13%
Strongly disagree	25%	24%
Not sure	19%	21%
<i>Agree (Net)</i>	<i>45%</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>36%</i>
Total Sample Size:	1000	1005



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- h. The high number of coronavirus cases in the United States is a result of poor leadership and policy decisions from President Trump

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	40%	40%
Somewhat agree	14%	12%
Somewhat disagree	12%	13%
Strongly disagree	29%	29%
Not sure	5%	7%
<i>Agree (Net)</i>	<i>55%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>42%</i>
Total Sample Size:	1000	1005

- i. Businesses and schools remain closed in the United States because of poor leadership and policy decisions from President Trump

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Strongly agree	34%	28%
Somewhat agree	14%	15%
Somewhat disagree	14%	16%
Strongly disagree	30%	30%
Not sure	7%	10%
<i>Agree (Net)</i>	<i>48%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>45%</i>	<i>47%</i>
Total Sample Size:	1000	1005

14. Please indicate how much you agree or disagree with the following statements.

### Total Agree Summary

All Respondents	
	Sept 29 – Oct 5
Abortion should be legal in most cases	56%
Young people who were brought into the country as children should be allowed to apply for deportation deferrals and work permits	70%
The Affordable Care Act (ACA, or sometimes called Obamacare) should be repealed completely	35%
The winner of the election should be able to appoint Ruth Bader Ginsburg's replacement on the Supreme Court	57%
Total Sample Size:	1000



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- a. Abortion should be legal in most cases

All Respondents	
	Sept 29 – Oct 5
Strongly agree	35%
Somewhat agree	21%
Somewhat disagree	13%
Strongly disagree	22%
Not sure	9%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>35%</i>
Total Sample Size:	1000

- b. Young people who were brought into the country as children should be allowed to apply for deportation deferrals and work permits

All Respondents	
	Sept 29 – Oct 5
Strongly agree	37%
Somewhat agree	32%
Somewhat disagree	10%
Strongly disagree	9%
Not sure	12%
<i>Agree (Net)</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>18%</i>
Total Sample Size:	1000

- c. The Affordable Care Act (ACA, or sometimes called Obamacare) should be repealed completely

All Respondents	
	Sept 29 – Oct 5
Strongly agree	18%
Somewhat agree	17%
Somewhat disagree	16%
Strongly disagree	36%
Not sure	13%
<i>Agree (Net)</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>52%</i>
Total Sample Size:	1000



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- d. The winner of the election should be able to appoint Ruth Bader Ginsburg's replacement on the Supreme Court

All Respondents	
	Sept 29 – Oct 5
Strongly agree	42%
Somewhat agree	15%
Somewhat disagree	9%
Strongly disagree	18%
Not sure	17%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>27%</i>
Total Sample Size:	1000

15. Of the choices listed below, which is your main source of television news about current events and politics? (Select one)

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
FOX News	21%	21%
CNN	13%	10%
MSNBC	4%	5%
ABC	12%	12%
CBS	7%	8%
NBC	9%	8%
Public Television	7%	6%
Other	10%	11%
None of the above	16%	19%
Total Sample Size:	1000	1005





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16. Did you happen to vote in any of these other elections? (Select all that apply)

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
2008 presidential election (Obama vs. McCain)	61%	60%
2010 midterm congressional election (local Congressperson)	41%	43%
2012 presidential election (Obama vs. Romney)	66%	63%
2014 midterm congressional election (local Congressperson)	44%	47%
2018 midterm congressional election (local Congressperson)	50%	52%
None of these	24%	25%
Total Sample Size:	1000	1005

17. Do you consider yourself a Democrat, a Republican, an independent or none of these?

All Respondents		
	Sept 29 – Oct 5	Sept 11-16
Democrat	42%	40%
Republican	43%	43%
Independent	11%	11%
Other / Don't know	5%	7%
Total Sample Size:	1000	1005



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### About the Study

These are the findings of an Ipsos poll conducted September 29 – October 5, 2020, on behalf of Thomson Reuters. For this study, a total of 1,000 adults age 18+ from Wisconsin were interviewed online in English, including 601 likely voters. The first wave of this poll was conducted September 11-16, 2020, among 1,005 adults age 18+ from Wisconsin, including 609 likely voters.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the online sample for this poll has a credibility interval of plus or minus 3.5 percentage points for all online respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,000, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points). The online poll also has a credibility interval of plus or minus 4.6 percentage points for likely voters. The first wave has a credibility interval of plus or minus 3.5 percentage points for all online respondents and plus or minus 4.5 percentage points for likely voters.

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