



PUBLIC POLL FINDINGS AND METHODOLOGY

Biden continues to lead Trump in Wisconsin among likely voters

New Reuters/Ipsos poll shows Biden’s position strengthening among Wisconsinites on key issues

Topline Findings

Washington, DC, October 12, 2020

These are the findings of an Ipsos poll conducted between October 6-11, 2020 on behalf of Thomson Reuters. For this study, a total of 1,002 adults age 18+ from Wisconsin were interviewed online in English, including 577 likely voters. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents and 4.7 percentage points for likely voters.

Full Annotated Questionnaire

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Yes, registered to vote at my current address	86%	83%	84%
No, not registered to vote at my current address	12%	14%	13%
Not sure	2%	3%	3%
Total Sample Size:	1002	1000	1005

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
The economy and job creation	15%	15%	18%
Immigration	2%	2%	2%
Gun violence	2%	3%	2%
Healthcare	9%	12%	10%
Morality	3%	3%	4%
Education	4%	3%	3%
Racism	6%	6%	9%
Crime	6%	5%	7%
Environment	2%	3%	2%
Coronavirus/COVID-19 outbreak	44%	42%	34%
Other	5%	4%	5%
Don't know	2%	2%	5%
Total Sample Size:	1002	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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
I have not voted yet	69%	73%	83%
I have already voted	20%	13%	1%
I do not plan to vote	7%	8%	10%
Not sure	5%	6%	7%
Total Sample Size:	1002	1000	1005

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
I plan to vote at my polling station on November 3, 2020	40%	40%	41%
I plan to vote early at an early voting location, before November 3, 2020	11%	11%	9%
I plan to vote early via absentee ballot/vote by mail, before November 3, 2020	17%	22%	32%
I have voted at an early voting location already	0%	1%	0%
I have voted via absentee ballot/vote by mail already	19%	13%	0%
I do not plan to vote at all	7%	8%	10%
Not sure	5%	6%	7%
Total Sample Size:	1002	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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
1 – Completely certain I will not vote	11%	11%	13%
2	1%	2%	1%
3	1%	1%	1%
4	1%	2%	1%
5	3%	3%	3%
6	2%	2%	2%
7	5%	2%	3%
8	5%	5%	4%
9	7%	6%	5%
10 – Completely certain I will vote	63%	64%	64%
Don't know	3%	2%	3%
Total Sample Size:	794	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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Donald Trump	44%	44%	43%
Joe Biden	51%	50%	48%
Some other candidate	3%	2%	2%
I would not vote	0%	0%	0%
Not sure	2%	4%	6%
Total Sample Size:	577	601	609

6. **[ASKED IF VOTED]** You mentioned you have already voted in the 2020 presidential election; for whom did you vote? **[ASKED IF NOT VOTED]** If the 2020 presidential election were held today, and the candidates were as below, for whom would you vote?

Likely Voters	
	Oct 6-11
Donald Trump	45%
Joe Biden	52%
Kanye West	0%
Jo Jorgensen	2%
Howie Hawkins	0%
Some other candidate	1%
I would not vote	0%
Total Sample Size:	577



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7. **[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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Democratic candidate	51%	49%	47%
Republican candidate	45%	47%	46%
Candidate from another political party	2%	1%	1%
Will not vote / Not sure	0%	0%	0%
Prefer not to answer / Refused	2%	3%	6%
Total Sample Size:	577	601	609

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly approve	23%	24%	24%
Somewhat approve	17%	16%	17%
Lean towards approve	2%	3%	1%
Lean towards disapprove	1%	1%	1%
Somewhat disapprove	9%	9%	11%
Strongly disapprove	45%	43%	41%
Not sure	3%	3%	5%
<i>Approve (Net)</i>	<i>42%</i>	<i>43%</i>	<i>43%</i>
<i>Disapprove (Net)</i>	<i>55%</i>	<i>53%</i>	<i>52%</i>
Total Sample Size:	1002	1000	1005



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9. **[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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strong on the economy and job creation	20%	20%	21%
Strong on healthcare	12%	11%	9%
Strong on immigration	2%	3%	3%
Has a robust plan to help the nation recover from the impact of coronavirus/COVID-19	30%	25%	28%
Ability to restore trust in American government	18%	20%	18%
Strong on civil rights	4%	5%	6%
Tough on crime and civil unrest	10%	11%	11%
Strong on the environment/climate change	4%	5%	4%
Total Sample Size:	1002	1000	1005



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10. 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		
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
The economy and job creation	43%	41%	36%	45%	49%	47%
Healthcare	51%	50%	44%	33%	34%	35%
Immigration	44%	42%	39%	42%	43%	42%
National recovery from the impact of coronavirus/COVID-19	48%	47%	42%	36%	37%	38%
Ability to restore trust in American government	48%	45%	42%	33%	33%	35%
Strong on civil rights	48%	48%	45%	34%	33%	34%
Tough on crime and civil unrest	39%	37%	32%	45%	45%	47%
Strong on the environment/climate change	53%	53%	47%	25%	25%	27%
Total Sample Size:	1002	1000	1005	1002	1000	1005

a. The economy and job creation

	All Respondents		
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	43%	41%	36%
Donald Trump	45%	49%	47%
Some other candidate	4%	3%	4%
Not sure	8%	8%	13%
Total Sample Size:	1002	1000	1005

b. Healthcare

	All Respondents		
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	51%	50%	44%
Donald Trump	33%	34%	35%
Some other candidate	5%	5%	6%
Not sure	11%	11%	15%
Total Sample Size:	1002	1000	1005



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c. Immigration

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	44%	42%	39%
Donald Trump	42%	43%	42%
Some other candidate	4%	4%	5%
Not sure	10%	11%	15%
Total Sample Size:	1002	1000	1005

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	48%	47%	42%
Donald Trump	36%	37%	38%
Some other candidate	5%	4%	5%
Not sure	11%	12%	15%
Total Sample Size:	1002	1000	1005

e. Ability to restore trust in American government

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	48%	45%	42%
Donald Trump	33%	33%	35%
Some other candidate	7%	8%	7%
Not sure	12%	14%	16%
Total Sample Size:	1002	1000	1005

f. Strong on civil rights

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	48%	48%	45%
Donald Trump	34%	33%	34%
Some other candidate	6%	6%	6%
Not sure	12%	13%	15%
Total Sample Size:	1002	1000	1005

g. Tough on crime and civil unrest

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	39%	37%	32%
Donald Trump	45%	45%	47%
Some other candidate	5%	5%	5%
Not sure	11%	13%	16%
Total Sample Size:	1002	1000	1005



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h. Strong on the environment/climate change

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	53%	53%	47%
Donald Trump	25%	25%	27%
Some other candidate	6%	6%	8%
Not sure	16%	16%	19%
Total Sample Size:	1002	1000	1005

11. 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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Donald Trump	94%	95%	92%
Joe Biden	89%	89%	87%
Kamala Harris	71%	65%	64%
Mike Pence	79%	77%	77%
Total Sample Size:	1002	1000	1005

a. Donald Trump

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	72%	74%	71%
Somewhat familiar	22%	20%	21%
Not very familiar	4%	3%	4%
Have heard of them, but that's it	2%	2%	3%
Have not heard of them	1%	1%	1%
Familiar (Net)	94%	95%	92%
Not familiar (Net)	6%	5%	8%
Total Sample Size:	1002	1000	1005

b. Joe Biden

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	57%	59%	53%
Somewhat familiar	32%	30%	34%
Not very familiar	7%	7%	8%
Have heard of them, but that's it	4%	3%	5%
Have not heard of them	1%	1%	1%
Familiar (Net)	89%	89%	87%
Not familiar (Net)	11%	11%	13%
Total Sample Size:	1002	1000	1005



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c. Kamala Harris

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	33%	29%	27%
Somewhat familiar	39%	36%	37%
Not very familiar	19%	20%	21%
Have heard of them, but that's it	7%	9%	9%
Have not heard of them	3%	5%	6%
Familiar (Net)	71%	65%	64%
Not familiar (Net)	29%	35%	36%
Total Sample Size:	1002	1000	1005

d. Mike Pence

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	41%	40%	41%
Somewhat familiar	38%	37%	36%
Not very familiar	14%	15%	13%
Have heard of them, but that's it	5%	6%	6%
Have not heard of them	2%	3%	3%
Familiar (Net)	79%	77%	77%
Not familiar (Net)	21%	23%	23%
Total Sample Size:	1002	1000	1005

12. **[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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Donald Trump	(N=994) 43%	(N=994) 46%	(N=999) 47%
Joe Biden	(N=997) 55%	(N=990) 55%	(N=996) 51%
Kamala Harris	(N=972) 54%	(N=948) 54%	(N=952) 50%
Mike Pence	(N=981) 47%	(N=972) 51%	(N=980) 49%



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a. Donald Trump

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	25%	25%	26%
Somewhat favorable	12%	12%	14%
Lean towards favorable	6%	8%	7%
Lean towards unfavorable	6%	6%	8%
Somewhat unfavorable	6%	6%	5%
Very unfavorable	44%	42%	40%
<i>Favorable (Net)</i>	<i>43%</i>	<i>46%</i>	<i>47%</i>
<i>Unfavorable (Net)</i>	<i>57%</i>	<i>54%</i>	<i>53%</i>
Total Sample Size:	994	994	999

b. Joe Biden

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	26%	27%	22%
Somewhat favorable	19%	19%	16%
Lean towards favorable	9%	10%	13%
Lean towards unfavorable	11%	10%	10%
Somewhat unfavorable	9%	10%	9%
Very unfavorable	26%	25%	30%
<i>Favorable (Net)</i>	<i>55%</i>	<i>55%</i>	<i>51%</i>
<i>Unfavorable (Net)</i>	<i>45%</i>	<i>45%</i>	<i>49%</i>
Total Sample Size:	997	990	996

c. Kamala Harris

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	24%	23%	19%
Somewhat favorable	16%	17%	16%
Lean towards favorable	14%	14%	15%
Lean towards unfavorable	13%	12%	14%
Somewhat unfavorable	7%	9%	10%
Very unfavorable	26%	25%	26%
<i>Favorable (Net)</i>	<i>54%</i>	<i>54%</i>	<i>50%</i>
<i>Unfavorable (Net)</i>	<i>46%</i>	<i>46%</i>	<i>50%</i>
Total Sample Size:	972	948	952



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d. Mike Pence

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	23%	21%	22%
Somewhat favorable	14%	15%	14%
Lean towards favorable	10%	14%	13%
Lean towards unfavorable	12%	14%	16%
Somewhat unfavorable	10%	9%	9%
Very unfavorable	30%	27%	26%
Favorable (Net)	47%	51%	49%
Unfavorable (Net)	53%	49%	51%
Total Sample Size:	981	972	980

13. 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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Right direction	35%	37%	37%
Wrong track	56%	51%	50%
Don't know	9%	11%	12%
Total Sample Size:	1002	1000	1005

b. Employment and jobs

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Right direction	36%	40%	39%
Wrong track	54%	49%	49%
Don't know	9%	11%	13%
Total Sample Size:	1002	1000	1005

14. What comes closer to your opinion?

All Respondents	
	Oct 6-11
Donald Trump has been paying his fair share of income taxes	29%
Donald Trump has NOT been paying his fair share of income taxes	55%
Don't know	16%
Total Sample Size:	1002



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

Total Agree Summary

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
I am sympathetic to people who are out protesting right now	48%	48%	48%
President Donald Trump is helping to ease racial tensions	31%	32%	32%
Joe Biden supports defunding the police	45%	44%	48%
Joe Biden is suffering from dementia	39%	37%	41%
As president, Joe Biden would be a puppet for the socialist wing of the Democratic Party	46%	46%	48%
President Donald Trump lies regularly for personal political gain	62%	60%	56%
President Donald Trump is beholden to Russian President Vladimir Putin	46%	45%	42%
The high number of coronavirus cases in the United States is a result of poor leadership and policy decisions from President Trump	56%	55%	51%
Businesses and schools remain closed in the United States because of poor leadership and policy decisions from President Trump	49%	48%	43%
Total Sample Size:	1002	1000	1005

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	22%	22%	22%
Somewhat agree	26%	26%	26%
Somewhat disagree	16%	16%	15%
Strongly disagree	29%	28%	28%
Not sure	7%	9%	9%
<i>Agree (Net)</i>	<i>48%</i>	<i>48%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>45%</i>	<i>44%</i>	<i>43%</i>
Total Sample Size:	1002	1000	1005



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b. President Donald Trump is helping to ease racial tensions

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	15%	16%	12%
Somewhat agree	16%	16%	21%
Somewhat disagree	15%	16%	14%
Strongly disagree	45%	44%	43%
Not sure	9%	9%	11%
<i>Agree (Net)</i>	31%	32%	32%
<i>Disagree (Net)</i>	60%	59%	57%
Total Sample Size:	1002	1000	1005

c. Joe Biden supports defunding the police

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	26%	25%	27%
Somewhat agree	20%	19%	20%
Somewhat disagree	13%	16%	12%
Strongly disagree	26%	26%	23%
Not sure	16%	14%	18%
<i>Agree (Net)</i>	45%	44%	48%
<i>Disagree (Net)</i>	39%	41%	35%
Total Sample Size:	1002	1000	1005

d. Joe Biden is suffering from dementia

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	21%	20%	22%
Somewhat agree	18%	17%	19%
Somewhat disagree	11%	9%	10%
Strongly disagree	35%	36%	30%
Not sure	15%	18%	19%
<i>Agree (Net)</i>	39%	37%	41%
<i>Disagree (Net)</i>	46%	45%	40%
Total Sample Size:	1002	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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	32%	31%	33%
Somewhat agree	14%	15%	15%
Somewhat disagree	12%	10%	12%
Strongly disagree	31%	33%	27%
Not sure	11%	12%	13%
Agree (Net)	46%	46%	48%
Disagree (Net)	43%	43%	39%
Total Sample Size:	1002	1000	1005

f. President Donald Trump lies regularly for personal political gain

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	48%	46%	42%
Somewhat agree	14%	15%	14%
Somewhat disagree	10%	11%	12%
Strongly disagree	20%	21%	23%
Not sure	8%	8%	9%
Agree (Net)	62%	60%	56%
Disagree (Net)	30%	32%	35%
Total Sample Size:	1002	1000	1005

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	27%	28%	25%
Somewhat agree	18%	17%	17%
Somewhat disagree	10%	11%	13%
Strongly disagree	26%	25%	24%
Not sure	18%	19%	21%
Agree (Net)	46%	45%	42%
Disagree (Net)	36%	36%	36%
Total Sample Size:	1002	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			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	43%	40%	40%
Somewhat agree	13%	14%	12%
Somewhat disagree	10%	12%	13%
Strongly disagree	29%	29%	29%
Not sure	5%	5%	7%
<i>Agree (Net)</i>	<i>56%</i>	<i>55%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>40%</i>	<i>42%</i>
Total Sample Size:	1002	1000	1005

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	34%	34%	28%
Somewhat agree	15%	14%	15%
Somewhat disagree	13%	14%	16%
Strongly disagree	30%	30%	30%
Not sure	8%	7%	10%
<i>Agree (Net)</i>	<i>49%</i>	<i>48%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>45%</i>	<i>47%</i>
Total Sample Size:	1002	1000	1005

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

Total Agree Summary

All Respondents		
	Oct 6-11	Sept 29 – Oct 5
Abortion should be legal in most cases	56%	56%
Young people who were brought into the country as children should be allowed to apply for deportation deferrals and work permits	69%	70%
The Affordable Care Act (ACA, or sometimes called Obamacare) should be repealed completely	38%	35%
The winner of the election should be able to appoint Ruth Bader Ginsburg's replacement on the Supreme Court	58%	57%
Total Sample Size:	1002	1000



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a. Abortion should be legal in most cases

All Respondents		
	Oct 6-11	Sept 29 – Oct 5
Strongly agree	34%	35%
Somewhat agree	22%	21%
Somewhat disagree	13%	13%
Strongly disagree	23%	22%
Not sure	8%	9%
<i>Agree (Net)</i>	<i>56%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>35%</i>
Total Sample Size:	1002	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		
	Oct 6-11	Sept 29 – Oct 5
Strongly agree	38%	37%
Somewhat agree	30%	32%
Somewhat disagree	11%	10%
Strongly disagree	8%	9%
Not sure	12%	12%
<i>Agree (Net)</i>	<i>69%</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>19%</i>	<i>18%</i>
Total Sample Size:	1002	1000

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

All Respondents		
	Oct 6-11	Sept 29 – Oct 5
Strongly agree	22%	18%
Somewhat agree	16%	17%
Somewhat disagree	15%	16%
Strongly disagree	35%	36%
Not sure	13%	13%
<i>Agree (Net)</i>	<i>38%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>50%</i>	<i>52%</i>
Total Sample Size:	1002	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		
	Oct 6-11	Sept 29 – Oct 5
Strongly agree	42%	42%
Somewhat agree	16%	15%
Somewhat disagree	11%	9%
Strongly disagree	17%	18%
Not sure	14%	17%
<i>Agree (Net)</i>	<i>58%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>27%</i>
Total Sample Size:	1002	1000

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
FOX News	20%	21%	21%
CNN	11%	13%	10%
MSNBC	7%	4%	5%
ABC	14%	12%	12%
CBS	6%	7%	8%
NBC	9%	9%	8%
Public Television	6%	7%	6%
Other	11%	10%	11%
None of the above	16%	16%	19%
Total Sample Size:	1002	1000	1005



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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
2008 presidential election (Obama vs. McCain)	65%	61%	60%
2010 midterm congressional election (local Congressperson)	45%	41%	43%
2012 presidential election (Obama vs. Romney)	68%	66%	63%
2014 midterm congressional election (local Congressperson)	48%	44%	47%
2018 midterm congressional election (local Congressperson)	53%	50%	52%
None of these	21%	24%	25%
Total Sample Size:	1002	1000	1005

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

All Respondents			
	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Democrat	43%	42%	40%
Republican	40%	43%	43%
Independent	11%	11%	11%
Other / Don't know	6%	5%	7%
Total Sample Size:	1002	1000	1005



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are the findings of an Ipsos poll conducted October 6-11, 2020, on behalf of Thomson Reuters. For this study, a total of 1,002 adults age 18+ from Wisconsin were interviewed online in English, including 577 likely voters. The first wave of this poll was conducted September 11-16, 2020, among 1,005 adults age 18+ from Wisconsin, including 577 likely voters. The second wave of this poll was conducted September 29 – October 5, 2020 among 1,000 adults age 18+ from Wisconsin, including 601 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 ($n=1,002$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points). The online poll also has a credibility interval of plus or minus 4.7 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. The second wave has a credibility interval of plus or minus 3.5 percentage points for all online respondents and plus or minus 4.6 points for likely voters.

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PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 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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