



## PUBLIC POLL FINDINGS AND METHODOLOGY

### In Pennsylvania, Biden has small edge over Trump in final days before election

Coronavirus and the economy are primary concerns for voters

#### Topline Findings

Washington, DC, November 1, 2020

These are the findings of an Ipsos poll conducted between October 27 – November 1, 2020, on behalf of Thomson Reuters. For this study, a total of 1,006 adults age 18+ from Pennsylvania were interviewed online in English, including 673 likely voters. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents and 4.3 percentage points for likely voters.

#### Full Annotated Questionnaire

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

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Yes, registered to vote at my current address	83%	83%	83%	85%	85%	83%
No, not registered to vote at my current address	16%	15%	16%	12%	13%	14%
Not sure	1%	2%	1%	3%	2%	3%
Total Sample Size:	1006	1005	1001	1002	1000	1005

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

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
The economy and job creation	21%	19%	19%	20%	19%	21%
Immigration	3%	2%	3%	4%	3%	2%
Gun violence	3%	3%	2%	4%	4%	3%
Healthcare	9%	10%	12%	9%	10%	9%
Morality	3%	3%	3%	3%	2%	3%
Education	3%	2%	3%	5%	3%	4%
Racism	5%	5%	3%	4%	6%	6%
Crime	4%	4%	4%	5%	4%	4%
Environment	3%	4%	3%	3%	3%	2%
Coronavirus/COVID-19 outbreak	38%	39%	38%	37%	38%	37%
Other	4%	4%	3%	4%	4%	4%
Don't know	4%	4%	4%	3%	4%	5%
Total Sample Size:	1006	1005	1001	1002	1000	1005





## PUBLIC POLL FINDINGS AND METHODOLOGY

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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
I have not voted yet	60%	64%	68%	77%	82%	81%
I have already voted	25%	21%	15%	6%	2%	1%
I do not plan to vote	13%	12%	13%	10%	11%	9%
Not sure	2%	3%	5%	7%	4%	8%
Total Sample Size:	1006	1005	1001	1002	1000	1005

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
I plan to vote at my polling station on November 3, 2020	47%	45%	45%	48%	53%	49%
I plan to vote early at an early voting location, before November 3, 2020	5%	5%	5%	5%	4%	4%
I plan to vote early via absentee ballot/vote by mail, before November 3, 2020	8%	14%	18%	24%	26%	28%
I have voted at an early voting location already	4%	2%	1%	1%	1%	0%
I have voted via absentee ballot/vote by mail already	21%	19%	13%	6%	2%	1%
I do not plan to vote at all	13%	12%	13%	10%	11%	9%
Not sure	2%	3%	5%	7%	4%	8%
Total Sample Size:	1006	1005	1001	1002	1000	1005





## PUBLIC POLL FINDINGS AND METHODOLOGY

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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
1 – Completely certain I will not vote	16%	14%	15%	10%	12%	9%
2	2%	2%	1%	2%	2%	2%
3	1%	2%	1%	1%	1%	1%
4	1%	1%	1%	1%	2%	1%
5	3%	3%	3%	3%	3%	2%
6	2%	2%	2%	2%	2%	2%
7	2%	3%	2%	2%	1%	3%
8	5%	5%	4%	5%	4%	4%
9	6%	5%	6%	5%	6%	6%
10 – Completely certain I will vote	57%	60%	61%	63%	64%	64%
Don't know	3%	4%	4%	4%	3%	5%
Total Sample Size:	753	806	847	943	979	995

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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Donald Trump	44%	45%	45%	44%	45%	46%
Joe Biden	51%	50%	49%	51%	50%	49%
Some other candidate	3%	3%	3%	1%	2%	2%
I would not vote	0%	0%	0%	0%	0%	0%
Not sure	2%	2%	4%	4%	3%	4%
Total Sample Size:	673	655	653	622	605	611

6. **[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? **[ASKED IF OTHER/NOT VOTE/NOT SURE]** If you had to choose, would you say you lean towards supporting Donald Trump or Joe Biden?

Likely Voters	
	Oct 27 – Nov 1
Donald Trump	46%
Joe Biden	52%
Some other candidate	2%
Total Sample Size:	673



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. **[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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11
Donald Trump	45%	44%	45%	45%
Joe Biden	51%	51%	49%	51%
Kanye West	0%	0%	1%	0%
Jo Jorgensen	1%	3%	2%	1%
Howie Hawkins	1%	0%	0%	0%
Some other candidate	2%	1%	2%	1%
I would not vote	0%	0%	0%	1%
Total Sample Size:	673	655	653	622

8. **[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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Democratic candidate	49%	50%	50%	52%	50%	50%
Republican candidate	45%	44%	45%	43%	44%	45%
Candidate from another political party	3%	3%	2%	1%	1%	1%
Will not vote / Not sure	0%	0%	0%	0%	0%	1%
Prefer not to answer / Refused	3%	3%	3%	4%	4%	3%
Total Sample Size:	673	655	653	622	605	611

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

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly approve	27%	25%	27%	28%	26%	26%
Somewhat approve	16%	17%	17%	15%	19%	16%
Lean towards approve	2%	1%	2%	2%	1%	2%
Lean towards disapprove	2%	1%	1%	1%	1%	1%
Somewhat disapprove	10%	12%	10%	10%	11%	9%
Strongly disapprove	39%	39%	38%	40%	39%	42%
Not sure	4%	5%	5%	5%	3%	5%
<i>Approve (Net)</i>	<i>46%</i>	<i>44%</i>	<i>46%</i>	<i>44%</i>	<i>46%</i>	<i>44%</i>
<i>Disapprove (Net)</i>	<i>50%</i>	<i>52%</i>	<i>49%</i>	<i>51%</i>	<i>50%</i>	<i>51%</i>
Total Sample Size:	1006	1005	1001	1002	1000	1005



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. **[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 27 – Nov 1	Oct 20- 26	Oct 13- 19	Oct 6- 11	Sept 29 – Oct 5	Sept 11-16
Strong on the economy and job creation	23%	23%	20%	20%	20%	22%
Strong on healthcare	9%	13%	12%	11%	12%	9%
Strong on immigration	7%	4%	5%	6%	3%	5%
Has a robust plan to help the nation recover from the impact of coronavirus/COVID-19	29%	29%	29%	30%	28%	29%
Ability to restore trust in American government	15%	16%	17%	17%	17%	16%
Strong on civil rights	6%	4%	4%	4%	6%	4%
Tough on crime and civil unrest	7%	7%	7%	8%	9%	10%
Strong on the environment/climate change	4%	4%	5%	5%	4%	4%
Total Sample Size:	1006	1005	1001	1002	1000	1005



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. 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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
The economy and job creation	40%	38%	37%	38%	38%	40%	48%	48%	47%	48%	51%	48%
Healthcare	47%	46%	45%	47%	46%	46%	36%	37%	36%	35%	37%	37%
Immigration	40%	38%	35%	39%	37%	39%	46%	45%	46%	45%	48%	47%
National recovery from the impact of coronavirus/COVID-19	46%	45%	42%	45%	45%	44%	38%	39%	40%	39%	40%	41%
Ability to restore trust in American government	44%	43%	41%	44%	43%	44%	37%	35%	37%	37%	36%	37%
Strong on civil rights	46%	46%	44%	46%	45%	46%	35%	36%	36%	35%	35%	35%
Tough on crime and civil unrest	36%	36%	33%	38%	35%	37%	45%	45%	47%	45%	48%	46%
Strong on the environment/climate change	50%	50%	46%	48%	51%	48%	27%	28%	30%	29%	27%	28%
Total Sample Size:	1006	1005	1001	1002	1000	1005	1006	1005	1001	1002	1000	1005

#### a. The economy and job creation

	All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16	
Joe Biden	40%	38%	37%	38%	38%	40%	
Donald Trump	48%	48%	47%	48%	51%	48%	
Some other candidate	3%	3%	4%	4%	4%	4%	
Not sure	9%	11%	11%	10%	7%	9%	
Total Sample Size:	1006	1005	1001	1002	1000	1005	

#### b. Healthcare

	All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16	
Joe Biden	47%	46%	45%	47%	46%	46%	
Donald Trump	36%	37%	36%	35%	37%	37%	
Some other candidate	5%	5%	5%	5%	5%	5%	
Not sure	13%	12%	13%	13%	12%	12%	
Total Sample Size:	1006	1005	1001	1002	1000	1005	





## PUBLIC POLL FINDINGS AND METHODOLOGY

### c. Immigration

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	40%	38%	35%	39%	37%	39%
Donald Trump	46%	45%	46%	45%	48%	47%
Some other candidate	4%	4%	7%	5%	4%	5%
Not sure	10%	13%	13%	11%	11%	10%
Total Sample Size:	1006	1005	1001	1002	1000	1005

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

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	46%	45%	42%	45%	45%	44%
Donald Trump	38%	39%	40%	39%	40%	41%
Some other candidate	4%	4%	5%	4%	4%	5%
Not sure	13%	12%	14%	12%	11%	11%
Total Sample Size:	1006	1005	1001	1002	1000	1005

### e. Ability to restore trust in American government

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	44%	43%	41%	44%	43%	44%
Donald Trump	37%	35%	37%	37%	36%	37%
Some other candidate	7%	6%	7%	6%	8%	7%
Not sure	13%	16%	15%	13%	13%	12%
Total Sample Size:	1006	1005	1001	1002	1000	1005

### f. Strong on civil rights

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	46%	46%	44%	46%	45%	46%
Donald Trump	35%	36%	36%	35%	35%	35%
Some other candidate	5%	5%	6%	5%	6%	6%
Not sure	14%	13%	14%	14%	13%	13%
Total Sample Size:	1006	1005	1001	1002	1000	1005

### g. Tough on crime and civil unrest

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	36%	36%	33%	38%	35%	37%
Donald Trump	45%	45%	47%	45%	48%	46%
Some other candidate	5%	5%	5%	3%	5%	5%
Not sure	14%	14%	14%	14%	12%	12%
Total Sample Size:	1006	1005	1001	1002	1000	1005





## PUBLIC POLL FINDINGS AND METHODOLOGY

h. Strong on the environment/climate change

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Joe Biden	50%	50%	46%	48%	51%	48%
Donald Trump	27%	28%	30%	29%	27%	28%
Some other candidate	7%	5%	7%	6%	6%	8%
Not sure	17%	16%	17%	17%	16%	16%
Total Sample Size:	1006	1005	1001	1002	1000	1005

12. In your opinion, who is going to win the upcoming presidential election?

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Donald Trump	36%	37%	41%
Joe Biden	41%	40%	36%
Not Sure	23%	23%	23%
Total Sample Size:	1006	1005	1001

13. [ASKED IF Q12 = DONALD TRUMP OR JOE BIDEN] How likely do you think [INSERT RESPONSE FROM Q11] is to win the upcoming presidential election?

Total Likely Summary

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Donald Trump	(N=386) 96%	(N=419) 95%	(N=463) 99%
Joe Biden	(N=405) 95%	(N=376) 95%	(N=354) 95%

a. Donald Trump

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Very likely	72%	67%	70%
Somewhat likely	24%	28%	30%
Not very likely	1%	1%	0%
Not at all likely	0%	1%	0%
Not sure	3%	2%	0%
<b>Likely (Net)</b>	<b>96%</b>	<b>95%</b>	<b>99%</b>
<b>Not Likely (Net)</b>	<b>1%</b>	<b>3%</b>	<b>0%</b>
Total Sample Size:	386	419	463





## PUBLIC POLL FINDINGS AND METHODOLOGY

### b. Joe Biden

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Very likely	63%	61%	69%
Somewhat likely	32%	34%	26%
Not very likely	3%	2%	3%
Not at all likely	1%	1%	1%
Not sure	1%	3%	1%
<b>Likely (Net)</b>	<b>95%</b>	<b>95%</b>	<b>95%</b>
<b>Not Likely (Net)</b>	<b>4%</b>	<b>2%</b>	<b>4%</b>
Total Sample Size:	405	376	354

14. How likely are you to vote for each of the following parties...where 10 means you are completely certain you would vote for the specific party and 1 means you are completely certain you would NOT?

### 9 or 10 – Completely Certain I Will Vote Summary

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
The Democratic Party	35%	37%	38%
The Republican Party	35%	34%	34%
The Libertarian Party	5%	7%	8%
The Green Party	6%	6%	8%
Total Sample Size:	1006	1005	1001

### a. The Democratic Party

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
1 – Completely certain I will not vote	31%	27%	28%
2	5%	5%	5%
3	3%	3%	2%
4	2%	1%	3%
5	4%	5%	5%
6	4%	4%	3%
7	3%	2%	3%
8	4%	5%	4%
9	5%	6%	7%
10 – Completely certain I will vote	30%	31%	31%
I have never heard of this party	3%	3%	2%
Not sure	7%	8%	7%
Total Sample Size:	1006	1005	1001



## PUBLIC POLL FINDINGS AND METHODOLOGY

### b. The Republican Party

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
1 – Completely certain I will not vote	31%	31%	32%
2	3%	5%	5%
3	3%	2%	2%
4	2%	3%	3%
5	4%	5%	4%
6	4%	3%	4%
7	3%	3%	3%
8	5%	4%	4%
9	6%	6%	7%
10 – Completely certain I will vote	29%	28%	28%
I have never heard of this party	3%	3%	2%
Not sure	8%	8%	8%
Total Sample Size:	1006	1005	1001

### c. The Libertarian Party

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
1 – Completely certain I will not vote	44%	43%	44%
2	9%	7%	7%
3	4%	5%	3%
4	3%	3%	3%
5	6%	5%	7%
6	3%	5%	4%
7	3%	4%	2%
8	3%	1%	3%
9	1%	2%	3%
10 – Completely certain I will vote	4%	6%	5%
I have never heard of this party	10%	11%	8%
Not sure	11%	10%	12%
Total Sample Size:	1006	1005	1001



## PUBLIC POLL FINDINGS AND METHODOLOGY

### d. The Green Party

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
1 – Completely certain I will not vote	44%	45%	43%
2	6%	5%	7%
3	4%	5%	3%
4	3%	3%	3%
5	5%	5%	5%
6	3%	3%	4%
7	3%	2%	1%
8	2%	2%	3%
9	1%	2%	3%
10 – Completely certain I will vote	4%	4%	5%
I have never heard of this party	14%	14%	13%
Not sure	10%	9%	10%
Total Sample Size:	1006	1005	1001

### 15. Do you agree or disagree with the following statements?

#### Total Agree (6/7) Summary

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
I will regret it if I don't vote in the upcoming presidential election	67%	68%	70%
I have a duty/personal responsibility to vote in the upcoming presidential election	70%	72%	72%
I have a great deal of interest in following the news and information about the upcoming presidential election	55%	56%	55%
Total Sample Size:	1006	1005	1001

### a. I will regret it if I don't vote in the upcoming presidential election

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
1 – Strongly disagree	12%	10%	11%
2	4%	3%	2%
3	2%	4%	4%
4	8%	8%	9%
5	7%	7%	5%
6	10%	11%	13%
7 – Strongly agree	57%	58%	57%
Total Sample Size:	1006	1005	1001



## PUBLIC POLL FINDINGS AND METHODOLOGY

b. I have a duty/personal responsibility to vote in the upcoming presidential election

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
1 – Strongly disagree	8%	7%	9%
2	3%	3%	2%
3	2%	3%	2%
4	8%	7%	9%
5	8%	8%	7%
6	10%	10%	12%
7 – Strongly agree	60%	61%	59%
Total Sample Size:	1006	1005	1001

c. I have a great deal of interest in following the news and information about the upcoming presidential election

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
1 – Strongly disagree	10%	8%	8%
2	4%	5%	6%
3	4%	6%	6%
4	14%	14%	14%
5	13%	11%	10%
6	14%	14%	16%
7 – Strongly agree	41%	42%	39%
Total Sample Size:	1006	1005	1001

16. 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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Donald Trump	92%	90%	90%	90%	92%	90%
Joe Biden	88%	87%	84%	85%	87%	85%
Kamala Harris	72%	72%	69%	69%	66%	67%
Mike Pence	81%	78%	76%	79%	76%	76%
Total Sample Size:	1006	1005	1001	1002	1000	1005



## PUBLIC POLL FINDINGS AND METHODOLOGY

### a. Donald Trump

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	72%	72%	70%	70%	70%	69%
Somewhat familiar	20%	18%	20%	20%	21%	20%
Not very familiar	5%	5%	5%	5%	4%	5%
Have heard of them, but that's it	2%	4%	3%	5%	4%	4%
Have not heard of them	1%	1%	2%	1%	1%	1%
<i>Familiar (Net)</i>	<i>92%</i>	<i>90%</i>	<i>90%</i>	<i>90%</i>	<i>92%</i>	<i>90%</i>
<i>Not familiar (Net)</i>	<i>8%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>	<i>8%</i>	<i>10%</i>
Total Sample Size:	1006	1005	1001	1002	1000	1005

### b. Joe Biden

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	61%	60%	55%	56%	56%	57%
Somewhat familiar	27%	27%	29%	29%	31%	28%
Not very familiar	8%	7%	9%	8%	7%	8%
Have heard of them, but that's it	3%	5%	6%	6%	5%	5%
Have not heard of them	1%	1%	2%	1%	1%	1%
<i>Familiar (Net)</i>	<i>88%</i>	<i>87%</i>	<i>84%</i>	<i>85%</i>	<i>87%</i>	<i>85%</i>
<i>Not familiar (Net)</i>	<i>12%</i>	<i>13%</i>	<i>16%</i>	<i>15%</i>	<i>13%</i>	<i>15%</i>
Total Sample Size:	1006	1005	1001	1002	1000	1005

### c. Kamala Harris

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	35%	35%	34%	31%	29%	30%
Somewhat familiar	38%	36%	34%	38%	37%	37%
Not very familiar	16%	18%	19%	18%	20%	18%
Have heard of them, but that's it	7%	7%	9%	10%	9%	10%
Have not heard of them	4%	3%	3%	4%	5%	5%
<i>Familiar (Net)</i>	<i>72%</i>	<i>72%</i>	<i>69%</i>	<i>69%</i>	<i>66%</i>	<i>67%</i>
<i>Not familiar (Net)</i>	<i>28%</i>	<i>28%</i>	<i>31%</i>	<i>31%</i>	<i>34%</i>	<i>33%</i>
Total Sample Size:	1006	1005	1001	1002	1000	1005



## PUBLIC POLL FINDINGS AND METHODOLOGY

### d. Mike Pence

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very familiar	46%	43%	42%	42%	42%	44%
Somewhat familiar	35%	35%	34%	37%	35%	32%
Not very familiar	10%	13%	15%	11%	13%	13%
Have heard of them, but that's it	6%	7%	7%	8%	7%	8%
Have not heard of them	3%	2%	2%	3%	3%	3%
<b>Familiar (Net)</b>	<b>81%</b>	<b>78%</b>	<b>76%</b>	<b>79%</b>	<b>76%</b>	<b>76%</b>
<b>Not familiar (Net)</b>	<b>19%</b>	<b>22%</b>	<b>24%</b>	<b>21%</b>	<b>24%</b>	<b>24%</b>
Total Sample Size:	1006	1005	1001	1002	1000	1005

17. [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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Donald Trump	(N=995) 50%	(N=996) 48%	(N=991) 48%	(N=994) 47%	(N=989) 51%	(N=993) 47%
Joe Biden	(N=993) 54%	(N=998) 56%	(N=989) 56%	(N=993) 54%	(N=989) 55%	(N=993) 54%
Kamala Harris	(N=968) 53%	(N=975) 54%	(N=978) 54%	(N=964) 54%	(N=952) 54%	(N=965) 55%
Mike Pence	(N=982) 52%	(N=988) 51%	(N=987) 54%	(N=979) 50%	(N=966) 54%	(N=980) 52%

### a. Donald Trump

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	28%	28%	27%	28%	27%	28%
Somewhat favorable	15%	14%	15%	14%	15%	15%
Lean towards favorable	7%	6%	7%	6%	8%	5%
Lean towards unfavorable	6%	7%	9%	7%	7%	5%
Somewhat unfavorable	6%	6%	6%	6%	6%	7%
Very unfavorable	37%	38%	37%	39%	37%	40%
<b>Favorable (Net)</b>	<b>50%</b>	<b>48%</b>	<b>48%</b>	<b>47%</b>	<b>51%</b>	<b>47%</b>
<b>Unfavorable (Net)</b>	<b>50%</b>	<b>52%</b>	<b>52%</b>	<b>53%</b>	<b>49%</b>	<b>53%</b>
Total Sample Size:	995	996	991	994	989	993



## PUBLIC POLL FINDINGS AND METHODOLOGY

### b. Joe Biden

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	30%	27%	27%	28%	27%	25%
Somewhat favorable	16%	19%	17%	16%	18%	18%
Lean towards favorable	8%	10%	12%	10%	10%	10%
Lean towards unfavorable	9%	9%	10%	12%	11%	9%
Somewhat unfavorable	8%	9%	8%	9%	9%	8%
Very unfavorable	28%	25%	25%	25%	25%	29%
<b>Favorable (Net)</b>	<b>54%</b>	<b>56%</b>	<b>56%</b>	<b>54%</b>	<b>55%</b>	<b>54%</b>
<b>Unfavorable (Net)</b>	<b>46%</b>	<b>44%</b>	<b>44%</b>	<b>26%</b>	<b>45%</b>	<b>46%</b>
Total Sample Size:	993	998	989	993	989	993

### c. Kamala Harris

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	23%	24%	22%	25%	20%	22%
Somewhat favorable	19%	17%	16%	16%	19%	16%
Lean towards favorable	11%	13%	16%	14%	15%	17%
Lean towards unfavorable	8%	11%	10%	10%	13%	9%
Somewhat unfavorable	8%	8%	9%	10%	9%	8%
Very unfavorable	31%	27%	26%	25%	24%	27%
<b>Favorable (Net)</b>	<b>53%</b>	<b>54%</b>	<b>54%</b>	<b>54%</b>	<b>54%</b>	<b>55%</b>
<b>Unfavorable (Net)</b>	<b>47%</b>	<b>46%</b>	<b>46%</b>	<b>46%</b>	<b>46%</b>	<b>45%</b>
Total Sample Size:	968	975	978	964	952	965

### d. Mike Pence

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Very favorable	23%	22%	23%	23%	22%	24%
Somewhat favorable	17%	18%	16%	17%	18%	14%
Lean towards favorable	11%	11%	15%	10%	13%	14%
Lean towards unfavorable	11%	13%	11%	13%	11%	11%
Somewhat unfavorable	11%	10%	10%	10%	10%	9%
Very unfavorable	26%	26%	26%	27%	24%	28%
<b>Favorable (Net)</b>	<b>52%</b>	<b>51%</b>	<b>54%</b>	<b>50%</b>	<b>54%</b>	<b>52%</b>
<b>Unfavorable (Net)</b>	<b>48%</b>	<b>49%</b>	<b>46%</b>	<b>50%</b>	<b>46%</b>	<b>48%</b>
Total Sample Size:	982	988	987	979	966	980





## PUBLIC POLL FINDINGS AND METHODOLOGY

18. 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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Right direction	38%	37%	38%	37%	38%	36%
Wrong track	48%	50%	50%	53%	50%	50%
Don't know	14%	12%	12%	10%	12%	14%
Total Sample Size:	1006	1005	1001	1002	1000	1005

b. Employment and jobs

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Right direction	42%	40%	40%	37%	40%	39%
Wrong track	47%	49%	48%	53%	49%	48%
Don't know	11%	12%	12%	10%	11%	13%
Total Sample Size:	1006	1005	1001	1002	1000	1005

c. Pennsylvania's economy

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Right direction	31%	30%	36%
Wrong track	49%	51%	46%
Don't know	20%	19%	19%
Total Sample Size:	1006	1005	1001

19. What comes closer to your opinion?

All Respondents				
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11
Donald Trump has been paying his fair share of income taxes	33%	30%	32%	30%
Donald Trump has NOT been paying his fair share of income taxes	44%	48%	47%	50%
Don't know	23%	22%	22%	20%
Total Sample Size:	1006	1005	1001	1002







## PUBLIC POLL FINDINGS AND METHODOLOGY

20. When do you expect the country will know who won the election for president that is going to be held on November 3, 2020?

All Respondents	
	Oct 27 – Nov 1
The night of November 3, 2020	13%
The next day, November 4, 2020	13%
A few days after the election	21%
About a week after the election	16%
About two weeks after the election	12%
About a month after the election	10%
Not sure	14%
Total Sample Size:	1006

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

### Total Agree Summary

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
President Donald Trump is helping to ease racial tensions	36%	36%	39%	35%	35%	35%
Joe Biden supports defunding the police	50%	50%	47%	46%	48%	49%
President Donald Trump lies regularly for personal political gain	57%	59%	60%	58%	59%	56%
The high number of coronavirus cases in the United States is a result of poor leadership and policy decisions from President Trump	54%	56%	55%	55%	53%	52%
Total Sample Size:	1006	1005	1001	1002	1000	1005



## PUBLIC POLL FINDINGS AND METHODOLOGY

### a. President Donald Trump is helping to ease racial tensions

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	19%	18%	20%	19%	16%	17%
Somewhat agree	17%	18%	19%	16%	19%	18%
Somewhat disagree	12%	10%	10%	12%	13%	12%
Strongly disagree	41%	42%	40%	42%	41%	42%
Not sure	11%	12%	12%	11%	10%	11%
<i>Agree (Net)</i>	36%	36%	39%	35%	35%	35%
<i>Disagree (Net)</i>	53%	52%	49%	54%	55%	54%
Total Sample Size:	1006	1005	1001	1002	1000	1005

### b. Joe Biden supports defunding the police

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	28%	29%	27%	28%	26%	30%
Somewhat agree	22%	21%	20%	18%	22%	19%
Somewhat disagree	12%	15%	13%	14%	14%	12%
Strongly disagree	23%	21%	24%	24%	22%	24%
Not sure	15%	14%	16%	16%	15%	15%
<i>Agree (Net)</i>	50%	50%	47%	46%	48%	49%
<i>Disagree (Net)</i>	35%	36%	37%	38%	36%	36%
Total Sample Size:	1006	1005	1001	1002	1000	1005

### c. President Donald Trump lies regularly for personal political gain

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	43%	44%	43%	45%	42%	43%
Somewhat agree	14%	15%	17%	12%	18%	12%
Somewhat disagree	12%	10%	11%	11%	13%	13%
Strongly disagree	22%	21%	20%	21%	21%	22%
Not sure	9%	10%	9%	10%	7%	9%
<i>Agree (Net)</i>	57%	59%	60%	58%	59%	56%
<i>Disagree (Net)</i>	34%	31%	31%	32%	34%	35%
Total Sample Size:	1006	1005	1001	1002	1000	1005



## PUBLIC POLL FINDINGS AND METHODOLOGY

- d. 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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Strongly agree	40%	40%	39%	40%	39%	38%
Somewhat agree	14%	15%	16%	15%	14%	14%
Somewhat disagree	11%	12%	11%	10%	12%	12%
Strongly disagree	28%	26%	27%	29%	29%	29%
Not sure	7%	6%	7%	6%	5%	7%
<i>Agree (Net)</i>	<i>54%</i>	<i>56%</i>	<i>55%</i>	<i>55%</i>	<i>53%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>38%</i>	<i>39%</i>	<i>39%</i>	<i>41%</i>	<i>41%</i>
Total Sample Size:	1006	1005	1001	1002	1000	1005

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

### Total Agree Summary

All Respondents					
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5
Abortion should be legal in most cases	54%	54%	56%	57%	55%
Young people who were brought into the country as children should be allowed to apply for deportation deferrals and work permits	64%	68%	68%	65%	67%
The Affordable Care Act (ACA, or sometimes called Obamacare) should be repealed completely	44%	41%	43%	43%	43%
The winner of the election should be able to appoint Ruth Bader Ginsburg's replacement on the Supreme Court	56%	57%	60%	62%	59%
Total Sample Size:	1006	1005	1001	1002	1000



## PUBLIC POLL FINDINGS AND METHODOLOGY

a. Abortion should be legal in most cases

All Respondents					
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5
Strongly agree	31%	34%	33%	34%	33%
Somewhat agree	22%	21%	23%	23%	22%
Somewhat disagree	13%	14%	15%	13%	13%
Strongly disagree	23%	22%	19%	20%	21%
Not sure	10%	10%	10%	11%	10%
<i>Agree (Net)</i>	<i>54%</i>	<i>54%</i>	<i>56%</i>	<i>57%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>35%</i>	<i>34%</i>	<i>32%</i>	<i>35%</i>
Total Sample Size:	1006	1005	1001	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 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5
Strongly agree	35%	36%	34%	34%	34%
Somewhat agree	30%	32%	34%	31%	33%
Somewhat disagree	12%	9%	10%	11%	10%
Strongly disagree	10%	9%	10%	11%	9%
Not sure	14%	14%	12%	13%	13%
<i>Agree (Net)</i>	<i>64%</i>	<i>68%</i>	<i>68%</i>	<i>65%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>18%</i>	<i>20%</i>	<i>21%</i>	<i>20%</i>
Total Sample Size:	1006	1005	1001	1002	1000

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

All Respondents					
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5
Strongly agree	27%	23%	26%	25%	25%
Somewhat agree	17%	18%	17%	17%	18%
Somewhat disagree	14%	16%	12%	13%	14%
Strongly disagree	28%	29%	29%	29%	29%
Not sure	13%	14%	16%	15%	13%
<i>Agree (Net)</i>	<i>44%</i>	<i>41%</i>	<i>43%</i>	<i>43%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>43%</i>	<i>45%</i>	<i>41%</i>	<i>42%</i>	<i>43%</i>
Total Sample Size:	1006	1005	1001	1002	1000



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

All Respondents					
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5
Strongly agree	38%	39%	41%	43%	41%
Somewhat agree	18%	18%	19%	19%	18%
Somewhat disagree	9%	11%	9%	8%	10%
Strongly disagree	18%	16%	15%	14%	16%
Not sure	17%	16%	16%	16%	15%
<i>Agree (Net)</i>	<i>56%</i>	<i>57%</i>	<i>60%</i>	<i>62%</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>28%</i>	<i>24%</i>	<i>22%</i>	<i>26%</i>
Total Sample Size:	1006	1005	1001	1002	1000

23. How much, if at all, do you support or oppose the following policies?

### Total Support Summary

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Congress' overall response to the coronavirus	39%	38%	38%
Giving all Americans stimulus checks to counter the coronavirus' economic damage	79%	78%	81%
Additional loans to small businesses for coronavirus-related economic relief	83%	84%	84%
Eviction postponement for coronavirus-related economic relief	78%	79%	77%
Additional unemployment payments for people who lost jobs due to the coronavirus pandemic	78%	79%	78%
Total Sample Size:	1006	1005	1001

- a. Congress' overall response to the coronavirus

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Strongly support	14%	14%	14%
Somewhat support	24%	23%	24%
Somewhat oppose	23%	23%	25%
Strongly oppose	21%	22%	19%
Not sure	17%	17%	18%
<i>Support (Net)</i>	<i>39%</i>	<i>38%</i>	<i>38%</i>
<i>Oppose (Net)</i>	<i>44%</i>	<i>45%</i>	<i>44%</i>
Total Sample Size:	1006	1005	1001

## PUBLIC POLL FINDINGS AND METHODOLOGY

### b. Giving all Americans stimulus checks to counter the coronavirus' economic damage

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Strongly support	54%	51%	53%
Somewhat support	26%	27%	27%
Somewhat oppose	8%	9%	9%
Strongly oppose	5%	5%	3%
Not sure	8%	7%	7%
<b>Support (Net)</b>	<b>79%</b>	<b>78%</b>	<b>81%</b>
<b>Oppose (Net)</b>	<b>13%</b>	<b>14%</b>	<b>12%</b>
Total Sample Size:	1006	1005	1001

### c. Additional loans to small businesses for coronavirus-related economic relief

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Strongly support	50%	53%	46%
Somewhat support	33%	31%	37%
Somewhat oppose	6%	5%	5%
Strongly oppose	3%	2%	2%
Not sure	9%	8%	8%
<b>Support (Net)</b>	<b>83%</b>	<b>84%</b>	<b>84%</b>
<b>Oppose (Net)</b>	<b>8%</b>	<b>7%</b>	<b>8%</b>
Total Sample Size:	1006	1005	1001

### d. Eviction postponement for coronavirus-related economic relief

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Strongly support	46%	47%	46%
Somewhat support	32%	32%	31%
Somewhat oppose	7%	8%	9%
Strongly oppose	5%	4%	3%
Not sure	11%	9%	11%
<b>Support (Net)</b>	<b>78%</b>	<b>79%</b>	<b>77%</b>
<b>Oppose (Net)</b>	<b>12%</b>	<b>12%</b>	<b>12%</b>
Total Sample Size:	1006	1005	1001

### e. Additional unemployment payments for people who lost jobs due to the coronavirus pandemic

All Respondents			
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19
Strongly support	47%	47%	45%
Somewhat support	31%	31%	33%
Somewhat oppose	11%	9%	10%
Strongly oppose	4%	5%	5%
Not sure	7%	7%	7%
<b>Support (Net)</b>	<b>78%</b>	<b>79%</b>	<b>78%</b>
<b>Oppose (Net)</b>	<b>15%</b>	<b>14%</b>	<b>15%</b>
Total Sample Size:	1006	1005	1001

## PUBLIC POLL FINDINGS AND METHODOLOGY

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

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
FOX News	21%	19%	19%	20%	20%	20%
CNN	16%	16%	14%	17%	16%	16%
MSNBC	7%	7%	4%	6%	6%	5%
ABC	14%	15%	17%	15%	15%	14%
CBS	7%	6%	7%	7%	7%	7%
NBC	9%	10%	11%	8%	9%	10%
Public Television	5%	5%	6%	4%	4%	5%
Other	8%	8%	7%	8%	8%	9%
None of the above	14%	14%	14%	14%	14%	14%
Total Sample Size:	1006	1005	1001	1002	1000	1005

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

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
2008 presidential election (Obama vs. McCain)	54%	57%	55%	56%	57%	57%
2010 midterm congressional election (local Congressperson)	41%	40%	40%	40%	38%	42%
2012 presidential election (Obama vs. Romney)	57%	57%	58%	56%	60%	60%
2014 midterm congressional election (local Congressperson)	42%	43%	42%	43%	41%	45%
2018 midterm congressional election (local Congressperson)	46%	47%	46%	47%	48%	50%
None of these	28%	27%	28%	26%	25%	28%
Total Sample Size:	1006	1005	1001	1002	1000	1005

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

All Respondents						
	Oct 27 – Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11-16
Democrat	42%	41%	41%	43%	46%	46%
Republican	40%	39%	38%	41%	43%	40%
Independent	11%	12%	11%	11%	7%	7%
Other / Don't know	8%	8%	9%	5%	4%	7%
Total Sample Size:	1006	1005	1001	1002	1000	1005



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are the findings of an Ipsos poll conducted October 27 – November 1, 2020, on behalf of Thomson Reuters. For this study, a total of 1,006 adults age 18+ from Pennsylvania were interviewed online in English, including 673 likely voters. The first wave of this poll was conducted September 11-16, 2020, among 1,005 adults age 18+ from Pennsylvania, including 611 likely voters. The second wave of this poll was conducted September 29 – October 5, 2020, among 1,000 adults age 18+ from Pennsylvania, including 605 likely voters. The third wave of this poll was conducted October 6-11, 2020, among 1,002 adults age 18+ from Pennsylvania, including 622 likely voters. The fourth wave of this poll was conducted October 13-19, 2020, among 1,001 adults age 18+ from Pennsylvania, including 653 likely voters. The fifth wave of this poll was conducted October 20-26, 2020, among 1,005 adults age 18+ from Pennsylvania, including 655 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=1,006, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points). The online poll also has a credibility interval of plus or minus 4.3 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 4.5 points for likely voters. The third wave has a credibility interval of plus or minus 3.5 percentage points for all online respondents and plus or minus 4.5 points for likely voters. The fourth wave has a credibility interval of plus or minus 3.5 percentage points for all online respondents and plus or minus 4.4 points for likely voters. The fifth wave has a credibility interval of plus or minus 3.5 percentage points for all online respondents and plus or minus 4.4 points for likely voters.





## PUBLIC POLL FINDINGS AND METHODOLOGY

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### 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.

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