



PUBLIC POLL FINDINGS AND METHODOLOGY

In Wisconsin, Biden leads Trump in final days before election

Coronavirus and the economy are top 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 1,007 adults age 18+ from Wisconsin were interviewed online in English, including 696 likely voters. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents and 4.2 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	89%	87%	86%	86%	83%	84%
No, not registered to vote at my current address	9%	11%	11%	12%	14%	13%
Not sure	2%	2%	3%	2%	3%	3%
Total Sample Size:	1007	1008	1001	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 27- Nov 1	Oct 20- 26	Oct 13- 19	Oct 6-11	Sept 29 – Oct 5	Sept 11- 16
The economy and job creation	16%	15%	14%	15%	15%	18%
Immigration	1%	1%	1%	2%	2%	2%
Gun violence	1%	2%	2%	2%	3%	2%
Healthcare	10%	8%	10%	9%	12%	10%
Morality	2%	2%	3%	3%	3%	4%
Education	3%	3%	3%	4%	3%	3%
Racism	5%	5%	5%	6%	6%	9%
Crime	3%	5%	5%	6%	5%	7%
Environment	2%	3%	3%	2%	3%	2%
Coronavirus/COVID-19 outbreak	50%	49%	47%	44%	42%	34%
Other	4%	6%	4%	5%	4%	5%
Don't know	3%	3%	3%	2%	2%	5%
Total Sample Size:	1007	1008	1001	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 27- Nov 1	Oct 20-26	Oct 13-19	Oct 6-11	Sept 29 – Oct 5	Sept 11- 16
I have not voted yet	48%	56%	63%	69%	73%	83%
I have already voted	41%	32%	24%	20%	13%	1%
I do not plan to vote	7%	8%	9%	7%	8%	10%
Not sure	3%	4%	3%	5%	6%	7%
Total Sample Size:	1007	1008	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	35%	38%	40%	40%	40%	41%
I plan to vote early at an early voting location, before November 3, 2020	8%	10%	9%	11%	11%	9%
I plan to vote early via absentee ballot/vote by mail, before November 3, 2020	5%	8%	14%	17%	22%	32%
I have voted at an early voting location already	10%	5%	2%	0%	1%	0%
I have voted via absentee ballot/vote by mail already	31%	27%	22%	19%	13%	0%
I do not plan to vote at all	7%	8%	9%	7%	8%	10%
Not sure	3%	4%	3%	5%	6%	7%
Total Sample Size:	1007	1008	1001	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 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	12%	13%	12%	11%	11%	13%
2	2%	2%	2%	1%	2%	1%
3	2%	1%	1%	1%	1%	1%
4	2%	2%	1%	1%	2%	1%
5	5%	4%	2%	3%	3%	3%
6	3%	1%	2%	2%	2%	2%
7	3%	3%	3%	5%	2%	3%
8	4%	5%	5%	5%	5%	4%
9	8%	7%	6%	7%	6%	5%
10 – Completely certain I will vote	57%	60%	63%	63%	64%	64%
Don't know	3%	2%	3%	3%	2%	3%
Total Sample Size:	594	677	743	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 27- Nov 1	Oct 20- 26	Oct 13- 19	Oct 6-11	Sept 29 – Oct 5	Sept 11- 16
Donald Trump	43%	44%	43%	44%	44%	43%
Joe Biden	53%	53%	51%	51%	50%	48%
Some other candidate	2%	2%	3%	3%	2%	2%
I would not vote	0%	0%	0%	0%	0%	0%
Not sure	2%	2%	3%	2%	4%	6%
Total Sample Size:	696	664	663	577	601	609

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 more towards supporting Donald Trump or Joe Biden

Likely Voters	
	Oct 27- Nov 1
Donald Trump	45%
Joe Biden	53%
Some other candidate	2%
Total Sample Size:	696



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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	43%	44%	45%	45%
Joe Biden	53%	53%	51%	52%
Kanye West	0%	0%	1%	0%
Jo Jorgensen	2%	2%	2%	2%
Howie Hawkins	0%	1%	0%	0%
Some other candidate	2%	1%	2%	1%
I would not vote	0%	0%	0%	0%
Total Sample Size:	696	664	663	577

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	52%	51%	50%	51%	49%	47%
Republican candidate	44%	45%	45%	45%	47%	46%
Candidate from another political party	2%	2%	2%	2%	1%	1%
Will not vote / Not sure	0%	0%	0%	0%	0%	0%
Prefer not to answer / Refused	2%	2%	4%	2%	3%	6%
Total Sample Size:	696	664	663	577	601	609

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	25%	23%	22%	23%	24%	24%
Somewhat approve	16%	17%	19%	17%	16%	17%
Lean towards approve	2%	3%	2%	2%	3%	1%
Lean towards disapprove	1%	0%	1%	1%	1%	1%
Somewhat disapprove	10%	11%	10%	9%	9%	11%
Strongly disapprove	44%	43%	44%	45%	43%	41%
Not sure	3%	3%	2%	3%	3%	5%
<i>Approve (Net)</i>	<i>43%</i>	<i>42%</i>	<i>42%</i>	<i>42%</i>	<i>43%</i>	<i>43%</i>
<i>Disapprove (Net)</i>	<i>54%</i>	<i>55%</i>	<i>56%</i>	<i>55%</i>	<i>53%</i>	<i>52%</i>
Total Sample Size:	1007	1008	1001	1002	1000	1005



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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	20%	21%	21%	20%	20%	21%
Strong on healthcare	9%	12%	10%	12%	11%	9%
Strong on immigration	3%	3%	3%	2%	3%	3%
Has a robust plan to help the nation recover from the impact of coronavirus/COVID-19	33%	31%	31%	30%	25%	28%
Ability to restore trust in American government	18%	16%	17%	18%	20%	18%
Strong on civil rights	5%	5%	5%	4%	5%	6%
Tough on crime and civil unrest	10%	9%	9%	10%	11%	11%
Strong on the environment/climate change	3%	3%	5%	4%	5%	4%
Total Sample Size:	1007	1008	1001	1002	1000	1005





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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	42%	43%	42%	43%	41%	36%	45%	45%	46%	45%	49%	47%
Healthcare	50%	51%	49%	51%	50%	44%	35%	33%	33%	33%	34%	35%
Immigration	43%	43%	42%	44%	42%	39%	42%	43%	43%	42%	43%	42%
National recovery from the impact of coronavirus/COVID-19	48%	48%	48%	48%	47%	42%	36%	36%	37%	36%	37%	38%
Ability to restore trust in American government	47%	47%	48%	48%	45%	42%	33%	32%	31%	33%	33%	35%
Strong on civil rights	48%	50%	49%	48%	48%	45%	35%	32%	32%	34%	33%	34%
Tough on crime and civil unrest	38%	38%	39%	39%	37%	32%	44%	44%	43%	45%	45%	47%
Strong on the environment/climate change	52%	53%	51%	53%	53%	47%	27%	24%	23%	25%	25%	27%
Total Sample Size:	1007	1008	1001	1002	1000	1005	1007	1008	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	42%	43%	42%	43%	41%	36%
Donald Trump	45%	45%	46%	45%	49%	47%
Some other candidate	4%	2%	3%	4%	3%	4%
Not sure	9%	10%	10%	8%	8%	13%
Total Sample Size:	1007	1008	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	50%	51%	49%	51%	50%	44%
Donald Trump	35%	33%	33%	33%	34%	35%
Some other candidate	4%	4%	6%	5%	5%	6%
Not sure	11%	13%	12%	11%	11%	15%
Total Sample Size:	1007	1008	1001	1002	1000	1005





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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	43%	43%	42%	44%	42%	39%
Donald Trump	42%	43%	43%	42%	43%	42%
Some other candidate	5%	2%	4%	4%	4%	5%
Not sure	11%	12%	12%	10%	11%	15%
Total Sample Size:	1007	1008	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	48%	48%	48%	48%	47%	42%
Donald Trump	36%	36%	37%	36%	37%	38%
Some other candidate	5%	4%	4%	5%	4%	5%
Not sure	11%	13%	12%	11%	12%	15%
Total Sample Size:	1007	1008	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	47%	47%	48%	48%	45%	42%
Donald Trump	33%	32%	31%	33%	33%	35%
Some other candidate	7%	6%	7%	7%	8%	7%
Not sure	13%	14%	14%	12%	14%	16%
Total Sample Size:	1007	1008	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	48%	50%	49%	48%	48%	45%
Donald Trump	35%	32%	32%	34%	33%	34%
Some other candidate	5%	5%	6%	6%	6%	6%
Not sure	12%	13%	13%	12%	13%	15%
Total Sample Size:	1007	1008	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	38%	38%	39%	39%	37%	32%
Donald Trump	44%	44%	43%	45%	45%	47%
Some other candidate	4%	4%	4%	5%	5%	5%
Not sure	14%	14%	14%	11%	13%	16%
Total Sample Size:	1007	1008	1001	1002	1000	1005





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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	52%	53%	51%	53%	53%	47%
Donald Trump	27%	24%	23%	25%	25%	27%
Some other candidate	7%	6%	7%	6%	6%	8%
Not sure	14%	17%	18%	16%	16%	19%
Total Sample Size:	1007	1008	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%	33%	35%
Joe Biden	43%	45%	42%
Not Sure	22%	22%	22%
Total Sample Size:	1007	1008	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=348) 97%	(N=330) 99%	(N=348) 98%
Joe Biden	(N=439) 95%	(N=455) 99%	(N=423) 97%

a. Donald Trump

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
Very likely	63%	66%	65%
Somewhat likely	34%	33%	32%
Not very likely	1%	1%	0%
Not at all likely	1%	1%	1%
Not sure	1%	0%	1%
<i>Likely (Net)</i>	<i>97%</i>	<i>99%</i>	<i>98%</i>
<i>Not Likely (Net)</i>	<i>2%</i>	<i>1%</i>	<i>2%</i>
Total Sample Size:	348	330	348



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b. Joe Biden

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
Very likely	58%	60%	60%
Somewhat likely	37%	38%	37%
Not very likely	3%	1%	1%
Not at all likely	0%	0%	0%
Not sure	2%	1%	1%
<i>Likely (Net)</i>	95%	99%	97%
<i>Not Likely (Net)</i>	3%	1%	2%
Total Sample Size:	439	455	423

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	37%	37%	38%
The Republican Party	34%	33%	32%
The Libertarian Party	5%	3%	4%
The Green Party	4%	4%	4%
Total Sample Size:	1007	1008	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%	31%	31%
2	5%	4%	4%
3	3%	3%	3%
4	2%	3%	2%
5	5%	4%	4%
6	3%	5%	3%
7	3%	4%	3%
8	5%	4%	3%
9	4%	6%	6%
10 – Completely certain I will vote	32%	31%	32%
I have never heard of this party	1%	1%	1%
Not sure	6%	5%	7%
Total Sample Size:	1007	1008	1001



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b. The Republican Party

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
1 – Completely certain I will not vote	34%	36%	34%
2	5%	4%	5%
3	2%	3%	3%
4	3%	2%	3%
5	5%	7%	4%
6	3%	3%	2%
7	3%	3%	3%
8	4%	3%	5%
9	5%	6%	6%
10 – Completely certain I will vote	29%	27%	27%
I have never heard of this party	1%	1%	2%
Not sure	6%	5%	7%
Total Sample Size:	1007	1008	1001

c. The Libertarian Party

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
1 – Completely certain I will not vote	50%	50%	46%
2	8%	7%	8%
3	5%	4%	5%
4	3%	3%	3%
5	6%	7%	5%
6	3%	5%	4%
7	2%	2%	2%
8	2%	2%	2%
9	2%	1%	1%
10 – Completely certain I will vote	3%	2%	3%
I have never heard of this party	7%	8%	9%
Not sure	10%	9%	11%
Total Sample Size:	1007	1008	1001



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d. The Green Party

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
1 – Completely certain I will not vote	49%	48%	47%
2	7%	8%	6%
3	4%	3%	4%
4	3%	3%	3%
5	6%	6%	5%
6	4%	4%	4%
7	2%	2%	2%
8	1%	1%	1%
9	1%	1%	1%
10 – Completely certain I will vote	3%	3%	3%
I have never heard of this party	11%	10%	12%
Not sure	10%	10%	12%
Total Sample Size:	1007	1008	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	73%	71%	72%
I have a duty/personal responsibility to vote in the upcoming presidential election	76%	76%	74%
I have a great deal of interest in following the news and information about the upcoming presidential election	57%	56%	54%
Total Sample Size:	1007	1008	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	8%	9%	8%
2	2%	3%	3%
3	4%	4%	3%
4	7%	8%	8%
5	5%	6%	6%
6	9%	10%	10%
7 – Strongly agree	64%	61%	63%
Total Sample Size:	1007	1008	1001



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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	5%	6%	6%
2	2%	2%	2%
3	4%	3%	2%
4	6%	8%	7%
5	6%	6%	8%
6	10%	11%	9%
7 – Strongly agree	66%	65%	65%
Total Sample Size:	1007	1008	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	8%	8%	7%
2	5%	5%	5%
3	5%	5%	5%
4	14%	14%	15%
5	12%	13%	14%
6	14%	17%	15%
7 – Strongly agree	43%	39%	39%
Total Sample Size:	1007	1008	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%	93%	95%	94%	95%	92%
Joe Biden	90%	90%	89%	89%	89%	87%
Kamala Harris	74%	74%	71%	71%	65%	64%
Mike Pence	82%	82%	82%	79%	77%	77%
Total Sample Size:	1007	1008	1001	1002	1000	1005





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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	73%	73%	75%	72%	74%	71%
Somewhat familiar	20%	21%	20%	22%	20%	21%
Not very familiar	4%	3%	3%	4%	3%	4%
Have heard of them, but that's it	2%	3%	1%	2%	2%	3%
Have not heard of them	2%	0%	0%	1%	1%	1%
<i>Familiar (Net)</i>	92%	93%	95%	94%	95%	92%
<i>Not familiar (Net)</i>	8%	7%	5%	6%	5%	8%
Total Sample Size:	1007	1008	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	62%	58%	61%	57%	59%	53%
Somewhat familiar	28%	31%	28%	32%	30%	34%
Not very familiar	6%	5%	8%	7%	7%	8%
Have heard of them, but that's it	3%	4%	2%	4%	3%	5%
Have not heard of them	2%	1%	1%	1%	1%	1%
<i>Familiar (Net)</i>	90%	90%	89%	89%	89%	87%
<i>Not familiar (Net)</i>	10%	10%	11%	11%	11%	13%
Total Sample Size:	1007	1008	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	38%	33%	34%	33%	29%	27%
Somewhat familiar	36%	41%	37%	39%	36%	37%
Not very familiar	16%	17%	18%	19%	20%	21%
Have heard of them, but that's it	6%	6%	8%	7%	9%	9%
Have not heard of them	4%	3%	3%	3%	5%	6%
<i>Familiar (Net)</i>	74%	74%	71%	71%	65%	64%
<i>Not familiar (Net)</i>	26%	26%	29%	29%	35%	36%
Total Sample Size:	1007	1008	1001	1002	1000	1005



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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	47%	43%	47%	41%	40%	41%
Somewhat familiar	35%	39%	35%	38%	37%	36%
Not very familiar	11%	12%	11%	14%	15%	13%
Have heard of them, but that's it	5%	5%	5%	5%	6%	6%
Have not heard of them	2%	1%	2%	2%	3%	3%
<i>Familiar (Net)</i>	<i>82%</i>	<i>82%</i>	<i>82%</i>	<i>79%</i>	<i>77%</i>	<i>77%</i>
<i>Not familiar (Net)</i>	<i>18%</i>	<i>18%</i>	<i>18%</i>	<i>21%</i>	<i>23%</i>	<i>23%</i>
Total Sample Size:	1007	1008	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=991) 44%	(N=1005) 44%	(N=999) 44%	(N=994) 43%	(N=994) 46%	(N=999) 47%
Joe Biden	(N=991) 55%	(N=1003) 56%	(N=993) 55%	(N=997) 55%	(N=990) 55%	(N=996) 51%
Kamala Harris	(N=972) 54%	(N=978) 56%	(N=974) 54%	(N=972) 54%	(N=948) 54%	(N=952) 50%
Mike Pence	(N=989) 47%	(N=994) 48%	(N=983) 47%	(N=981) 47%	(N=972) 51%	(N=980) 49%





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 favorable	26%	24%	24%	25%	25%	26%
Somewhat favorable	11%	12%	13%	12%	12%	14%
Lean towards favorable	8%	7%	7%	6%	8%	7%
Lean towards unfavorable	7%	7%	6%	6%	6%	8%
Somewhat unfavorable	5%	6%	7%	6%	6%	5%
Very unfavorable	44%	43%	43%	44%	42%	40%
<i>Favorable (Net)</i>	<i>44%</i>	<i>44%</i>	<i>44%</i>	<i>43%</i>	<i>46%</i>	<i>47%</i>
<i>Unfavorable (Net)</i>	<i>56%</i>	<i>56%</i>	<i>56%</i>	<i>57%</i>	<i>54%</i>	<i>53%</i>
Total Sample Size:	991	1005	999	994	994	999

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	31%	28%	27%	26%	27%	22%
Somewhat favorable	15%	17%	18%	19%	19%	16%
Lean towards favorable	9%	11%	9%	9%	10%	13%
Lean towards unfavorable	9%	8%	9%	11%	10%	10%
Somewhat unfavorable	10%	10%	9%	9%	10%	9%
Very unfavorable	26%	26%	27%	26%	25%	30%
<i>Favorable (Net)</i>	<i>55%</i>	<i>56%</i>	<i>55%</i>	<i>55%</i>	<i>55%</i>	<i>51%</i>
<i>Unfavorable (Net)</i>	<i>45%</i>	<i>44%</i>	<i>45%</i>	<i>45%</i>	<i>45%</i>	<i>49%</i>
Total Sample Size:	991	1003	993	997	990	996

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%	23%	23%	24%	23%	19%
Somewhat favorable	16%	17%	19%	16%	17%	16%
Lean towards favorable	14%	16%	12%	14%	14%	15%
Lean towards unfavorable	10%	10%	10%	13%	12%	14%
Somewhat unfavorable	7%	7%	9%	7%	9%	10%
Very unfavorable	29%	27%	27%	26%	25%	26%
<i>Favorable (Net)</i>	<i>54%</i>	<i>56%</i>	<i>54%</i>	<i>54%</i>	<i>54%</i>	<i>50%</i>
<i>Unfavorable (Net)</i>	<i>46%</i>	<i>44%</i>	<i>46%</i>	<i>46%</i>	<i>46%</i>	<i>50%</i>
Total Sample Size:	972	978	974	972	948	952





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 favorable	24%	21%	21%	23%	21%	22%
Somewhat favorable	13%	15%	14%	14%	15%	14%
Lean towards favorable	10%	12%	12%	10%	14%	13%
Lean towards unfavorable	13%	12%	13%	12%	14%	16%
Somewhat unfavorable	11%	11%	10%	10%	9%	9%
Very unfavorable	30%	30%	30%	30%	27%	26%
Favorable (Net)	47%	48%	47%	47%	51%	49%
Unfavorable (Net)	53%	52%	53%	53%	49%	51%
Total Sample Size:	989	994	983	981	972	980

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	35%	35%	34%	35%	37%	37%
Wrong track	54%	54%	57%	56%	51%	50%
Don't know	11%	10%	9%	9%	11%	12%
Total Sample Size:	1007	1008	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	39%	38%	37%	36%	40%	39%
Wrong track	51%	54%	56%	54%	49%	49%
Don't know	10%	8%	7%	9%	11%	13%
Total Sample Size:	1007	1008	1001	1002	1000	1005

c. Wisconsin's economy

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
Right direction	28%	28%	28%
Wrong track	58%	57%	57%
Don't know	14%	16%	15%
Total Sample Size:	1007	1008	1001



PUBLIC POLL FINDINGS AND METHODOLOGY

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	30%	28%	27%	29%
Donald Trump has NOT been paying his fair share of income taxes	53%	52%	53%	55%
Don't know	17%	20%	19%	16%
Total Sample Size:	1007	1008	1001	1002

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	16%
A few days after the election	24%
About a week after the election	16%
About two weeks after the election	10%
About a month after the election	8%
Not sure	12%
Total Sample Size:	1007

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	35%	31%	32%	31%	32%	32%
Joe Biden supports defunding the police	49%	48%	45%	45%	44%	48%
President Donald Trump lies regularly for personal political gain	59%	60%	60%	62%	60%	56%
The high number of coronavirus cases in the United States is a result of poor leadership and policy decisions from President Trump	54%	55%	55%	56%	55%	51%
Total Sample Size:	1007	1008	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	18%	16%	16%	15%	16%	12%
Somewhat agree	17%	15%	16%	16%	16%	21%
Somewhat disagree	12%	16%	14%	15%	16%	14%
Strongly disagree	44%	44%	46%	45%	44%	43%
Not sure	10%	9%	9%	9%	9%	11%
<i>Agree (Net)</i>	35%	31%	32%	31%	32%	32%
<i>Disagree (Net)</i>	55%	60%	59%	60%	59%	57%
Total Sample Size:	1007	1008	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	31%	27%	26%	26%	25%	27%
Somewhat agree	18%	21%	19%	20%	19%	20%
Somewhat disagree	13%	12%	15%	13%	16%	12%
Strongly disagree	26%	27%	26%	26%	26%	23%
Not sure	12%	13%	15%	16%	14%	18%
<i>Agree (Net)</i>	49%	48%	45%	45%	44%	48%
<i>Disagree (Net)</i>	39%	39%	40%	39%	41%	35%
Total Sample Size:	1007	1008	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	46%	45%	47%	48%	46%	42%
Somewhat agree	13%	15%	13%	14%	15%	14%
Somewhat disagree	12%	10%	11%	10%	11%	12%
Strongly disagree	21%	22%	20%	20%	21%	23%
Not sure	7%	8%	8%	8%	8%	9%
<i>Agree (Net)</i>	59%	60%	60%	62%	60%	56%
<i>Disagree (Net)</i>	33%	32%	32%	30%	32%	35%
Total Sample Size:	1007	1008	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	42%	40%	42%	43%	40%	40%
Somewhat agree	12%	15%	14%	13%	14%	12%
Somewhat disagree	12%	12%	13%	10%	12%	13%
Strongly disagree	28%	28%	28%	29%	29%	29%
Not sure	5%	5%	4%	5%	5%	7%
<i>Agree (Net)</i>	<i>54%</i>	<i>55%</i>	<i>55%</i>	<i>56%</i>	<i>55%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>40%</i>	<i>41%</i>	<i>39%</i>	<i>40%</i>	<i>42%</i>
Total Sample Size:	1007	1008	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	55%	56%	55%	56%	56%
Young people who were brought into the country as children should be allowed to apply for deportation deferrals and work permits	70%	70%	69%	69%	70%
The Affordable Care Act (ACA, or sometimes called Obamacare) should be repealed completely	37%	35%	35%	38%	35%
The winner of the election should be able to appoint Ruth Bader Ginsburg's replacement on the Supreme Court	55%	56%	57%	58%	57%
Total Sample Size:	1007	1008	1001	1002	1000

- 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	33%	33%	32%	34%	35%
Somewhat agree	22%	23%	23%	22%	21%
Somewhat disagree	13%	13%	13%	13%	13%
Strongly disagree	23%	23%	23%	23%	22%
Not sure	10%	8%	8%	8%	9%
<i>Agree (Net)</i>	<i>55%</i>	<i>56%</i>	<i>55%</i>	<i>56%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>35%</i>	<i>36%</i>	<i>36%</i>	<i>36%</i>	<i>35%</i>
Total Sample Size:	1007	1008	1001	1002	1000



PUBLIC POLL FINDINGS AND METHODOLOGY

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	38%	38%	38%	38%	37%
Somewhat agree	32%	33%	31%	30%	32%
Somewhat disagree	11%	9%	12%	11%	10%
Strongly disagree	9%	11%	8%	8%	9%
Not sure	11%	10%	11%	12%	12%
<i>Agree (Net)</i>	<i>70%</i>	<i>70%</i>	<i>69%</i>	<i>69%</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>19%</i>	<i>20%</i>	<i>20%</i>	<i>19%</i>	<i>18%</i>
Total Sample Size:	1007	1008	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	20%	19%	21%	22%	18%
Somewhat agree	16%	16%	14%	16%	17%
Somewhat disagree	16%	17%	17%	15%	16%
Strongly disagree	34%	35%	35%	35%	36%
Not sure	13%	13%	13%	13%	13%
<i>Agree (Net)</i>	<i>37%</i>	<i>35%</i>	<i>35%</i>	<i>38%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>51%</i>	<i>52%</i>	<i>52%</i>	<i>50%</i>	<i>52%</i>
Total Sample Size:	1007	1008	1001	1002	1000

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	39%	40%	43%	42%	42%
Somewhat agree	15%	16%	14%	16%	15%
Somewhat disagree	8%	9%	11%	11%	9%
Strongly disagree	22%	19%	18%	17%	18%
Not sure	15%	15%	14%	14%	17%
<i>Agree (Net)</i>	<i>55%</i>	<i>56%</i>	<i>57%</i>	<i>58%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>28%</i>	<i>29%</i>	<i>28%</i>	<i>27%</i>
Total Sample Size:	1007	1008	1001	1002	1000



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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	33%	32%	31%
Giving all Americans stimulus checks to counter the coronavirus' economic damage	78%	79%	81%
Additional loans to small businesses for coronavirus-related economic relief	86%	86%	87%
Eviction postponement for coronavirus-related economic relief	77%	79%	79%
Additional unemployment payments for people who lost jobs due to the coronavirus pandemic	76%	78%	79%
Total Sample Size:	1007	1008	1001

a. Congress' overall response to the coronavirus

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
Strongly support	11%	9%	9%
Somewhat support	22%	23%	22%
Somewhat oppose	27%	30%	28%
Strongly oppose	27%	23%	26%
Not sure	13%	15%	15%
<i>Support (Net)</i>	<i>33%</i>	<i>32%</i>	<i>31%</i>
<i>Oppose (Net)</i>	<i>54%</i>	<i>53%</i>	<i>54%</i>
Total Sample Size:	1007	1008	1001

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	49%	51%	51%
Somewhat support	29%	29%	29%
Somewhat oppose	12%	10%	9%
Strongly oppose	5%	5%	5%
Not sure	6%	6%	5%
<i>Support (Net)</i>	<i>78%</i>	<i>79%</i>	<i>81%</i>
<i>Oppose (Net)</i>	<i>16%</i>	<i>15%</i>	<i>14%</i>
Total Sample Size:	1007	1008	1001





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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	48%	50%	50%
Somewhat support	38%	36%	37%
Somewhat oppose	5%	6%	5%
Strongly oppose	3%	3%	1%
Not sure	6%	5%	6%
<i>Support (Net)</i>	86%	86%	87%
<i>Oppose (Net)</i>	8%	9%	7%
Total Sample Size:	1007	1008	1001

d. Eviction postponement for coronavirus-related economic relief

All Respondents			
	Oct 27- Nov 1	Oct 20-26	Oct 13-19
Strongly support	44%	46%	48%
Somewhat support	32%	33%	31%
Somewhat oppose	10%	8%	8%
Strongly oppose	5%	5%	4%
Not sure	8%	9%	9%
<i>Support (Net)</i>	77%	79%	79%
<i>Oppose (Net)</i>	15%	12%	11%
Total Sample Size:	1007	1008	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	42%	43%	44%
Somewhat support	34%	35%	34%
Somewhat oppose	12%	10%	11%
Strongly oppose	6%	6%	5%
Not sure	6%	7%	5%
<i>Support (Net)</i>	76%	78%	79%
<i>Oppose (Net)</i>	18%	16%	16%
Total Sample Size:	1007	1008	1001



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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%	21%	21%	20%	21%	21%
CNN	13%	13%	12%	11%	13%	10%
MSNBC	6%	5%	6%	7%	4%	5%
ABC	12%	12%	13%	14%	12%	12%
CBS	7%	5%	7%	6%	7%	8%
NBC	10%	10%	9%	9%	9%	8%
Public Television	6%	7%	6%	6%	7%	6%
Other	9%	10%	9%	11%	10%	11%
None of the above	16%	16%	16%	16%	16%	19%
Total Sample Size:	1007	1008	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)	66%	63%	65%	65%	61%	60%
2010 midterm congressional election (local Congressperson)	47%	46%	46%	45%	41%	43%
2012 presidential election (Obama vs. Romney)	67%	66%	67%	68%	66%	63%
2014 midterm congressional election (local Congressperson)	48%	48%	49%	48%	44%	47%
2018 midterm congressional election (local Congressperson)	53%	53%	53%	53%	50%	52%
None of these	20%	22%	22%	21%	24%	25%
Total Sample Size:	1007	1008	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	43%	44%	43%	43%	42%	40%
Republican	40%	42%	41%	40%	43%	43%
Independent	12%	10%	10%	11%	11%	11%
Other / Don't know	5%	5%	6%	6%	5%	7%
Total Sample Size:	1007	1008	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 1,007 adults age 18+ from Wisconsin were interviewed online in English, including 696 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 third wave of this poll was conducted from October 6-11, 2020 among 1,002 adults age 18+ from Wisconsin, including 577 likely voters. The fourth wave of this poll was conducted from October 13-19, 2020 among 1,001 adults age 18+ from Wisconsin, including 663 likely voters. The fifth wave of this poll was conducted from October 20-26, 2020 among 1,008 adults age 18+ from Wisconsin, including 664 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 ($n=1,007$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points). The online poll also has a credibility interval of plus or minus 4.2 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. The third wave has a credibility interval of plus or minus 3.5 percentage points for all online respondents and plus or minus 4.7 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 4.3 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 4.3 points for likely voters.



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For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Kate Silverstein
Media Relations Specialist, US
Public Affairs
+1 718 755-8829
kate.silverstein@ipsos.com

About Ipsos

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