

October 14, 2020

POTUS RADIO

Clifford Young

President, Ipsos Public Affairs

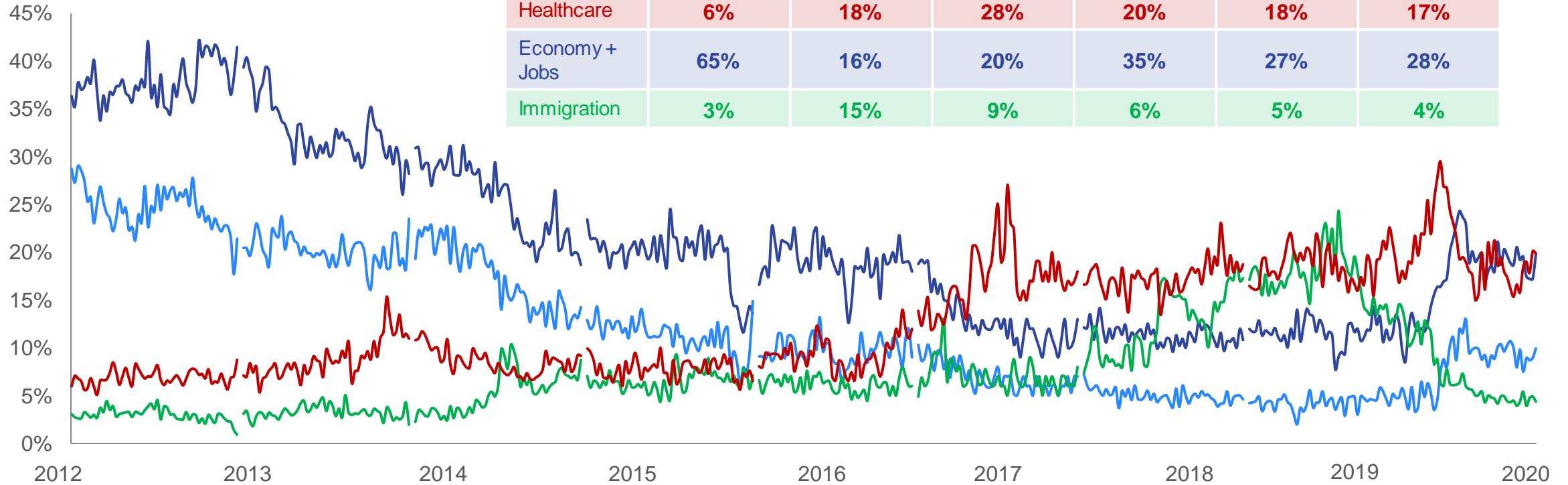
ALL ADULT AMERICANS

Most Important Problem Facing America

In your opinion, what is the most important problem facing the U.S. today?

- Healthcare
- Immigration
- Economy generally
- Unemployment/jobs

	January 2012	December 2019	March 2020	May 2020	July 2020	September 2020
Healthcare	6%	18%	28%	20%	18%	17%
Economy + Jobs	65%	16%	20%	35%	27%	28%
Immigration	3%	15%	9%	6%	5%	4%



Reuters/Ipsos Data.

ALL ADULT AMERICANS

Donald Trump's Approval



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

Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (Asked of those who selected "approve" or "disapprove")
Q2b. If you had to choose, do you lean more towards approve or disapprove? (Asked of those who selected "don't know")

	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Strongly approve	25%	26%	3%	55%	15%
Somewhat approve	15%	15%	4%	28%	15%
Lean towards approve	3%	2%	1%	3%	5%
Lean towards disapprove	2%	1%	1%	0%	1%
Somewhat disapprove	10%	10%	12%	5%	21%
Strongly disapprove	40%	42%	78%	6%	31%
Not sure	6%	4%	1%	3%	12%
TOTAL APPROVE	42%	43%	8%	86%	36%
TOTAL DISAPPROVE	52%	53%	91%	12%	53%

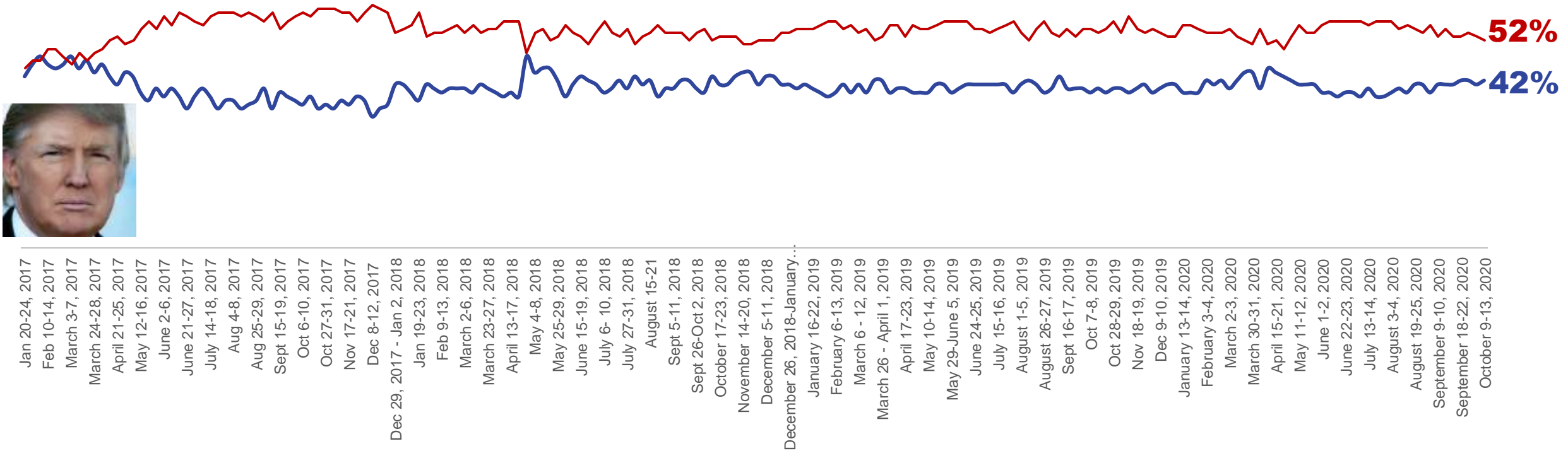
Reuters/Ipsos Data.

ALL ADULT AMERICANS

Donald Trump's Approval

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

■ Total Approval
■ Total Disapproval



Reuters/Ipsos Data.

2020 PRESIDENTIAL ELECTION

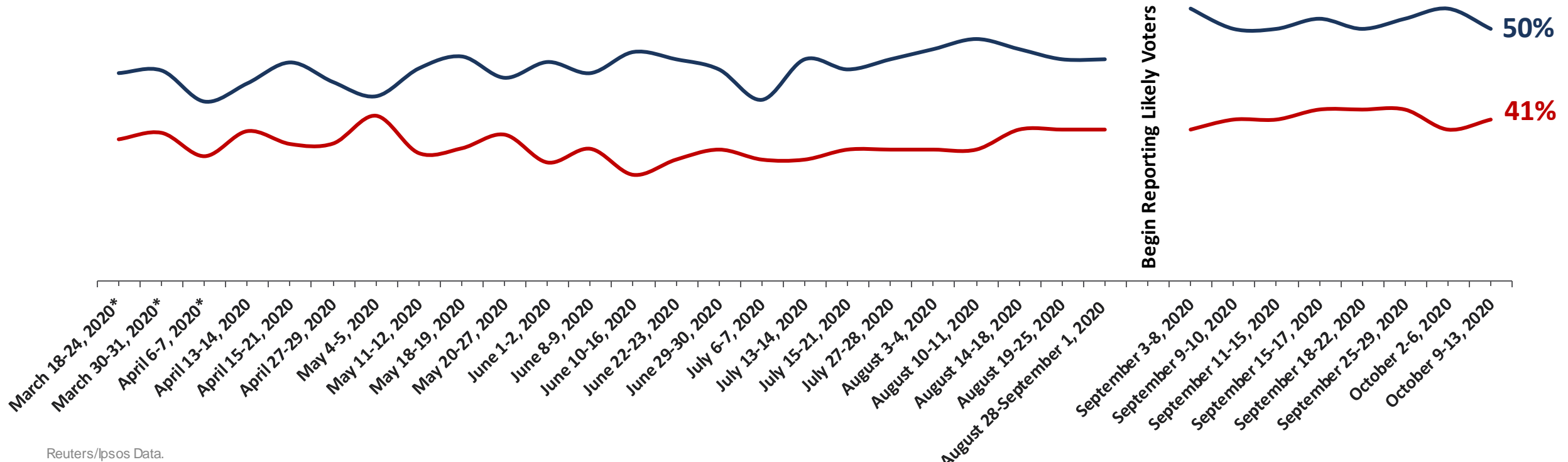
ALL LIKELY VOTERS

Presidential Ballot Trend

If the 2020 presidential election were held today, would you vote for Donald Trump or Joe Biden? *Order of candidates is randomly rotated in question text*



Joe Biden
Donald Trump



Reuters/Ipsos Data.

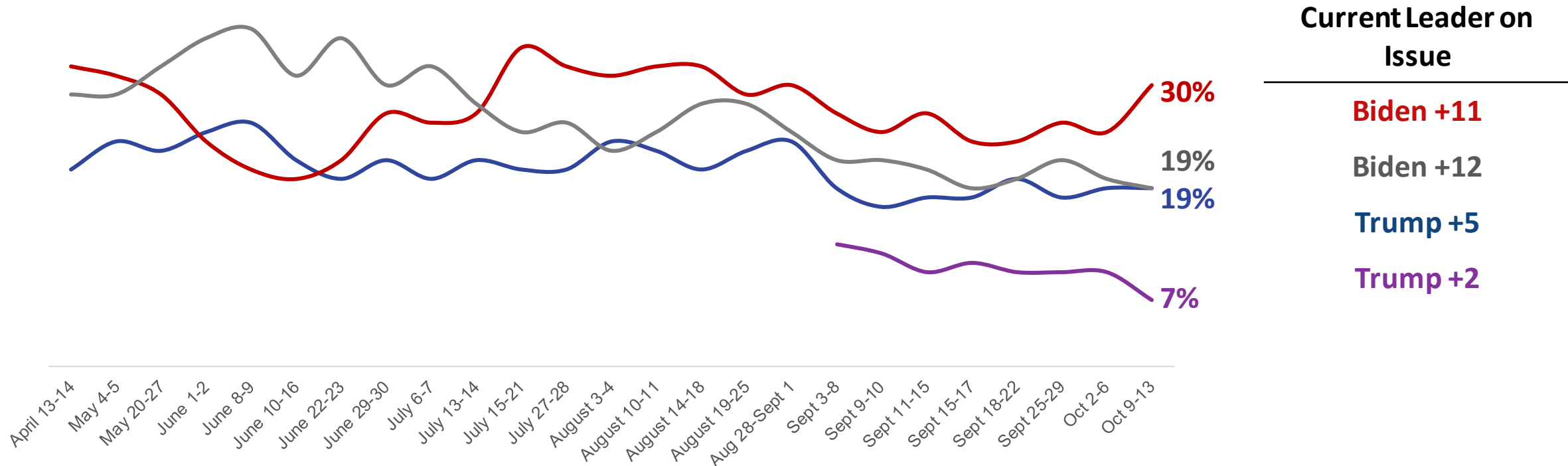
*If the 2020 presidential election were being held today and the candidates were as below, for whom would you vote? Question text from March 18-April 6-7, 2020

Most Important Issue in Voting

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?

- Strong on the economy and job creation
- Has a robust plan to help the nation recover from coronavirus
- Ability to restore trust in American government
- Tough on crime and civil unrest

In 85% of elections around the world, the candidate seen as most credible on the main issues wins



Current Leader on Issue

- Biden +11
- Biden +12
- Trump +5
- Trump +2

Reuters/Ipsos Data.



ALL ADULT AMERICANS

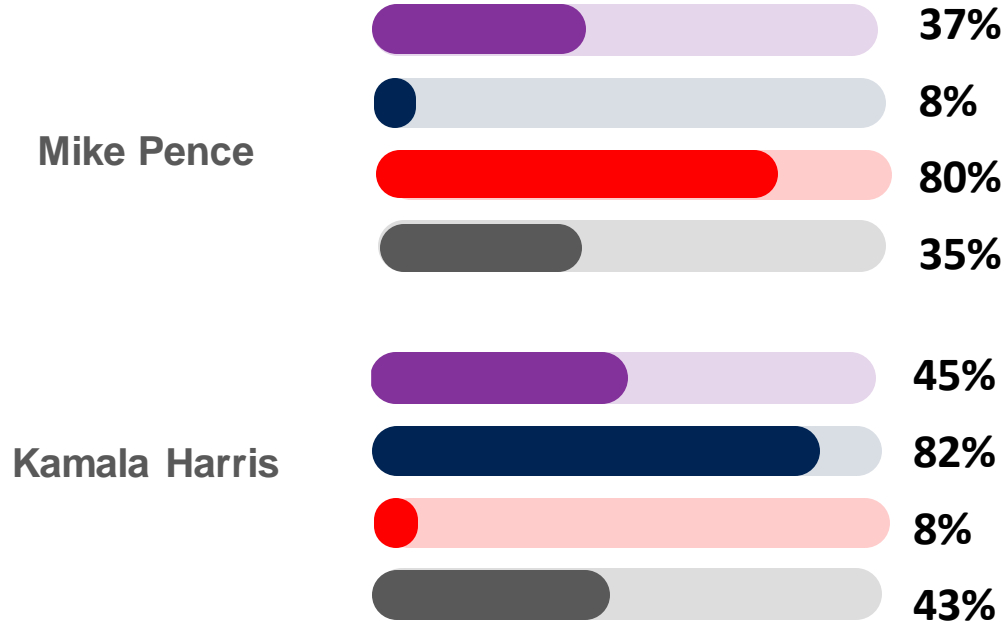
Vice Presidential Debate Improves Views of Harris

■ All Americans ■ Democrats ■ Republicans ■ Independents

PRE DEBATE

How favorable or unfavorable is your opinion of each of the following?

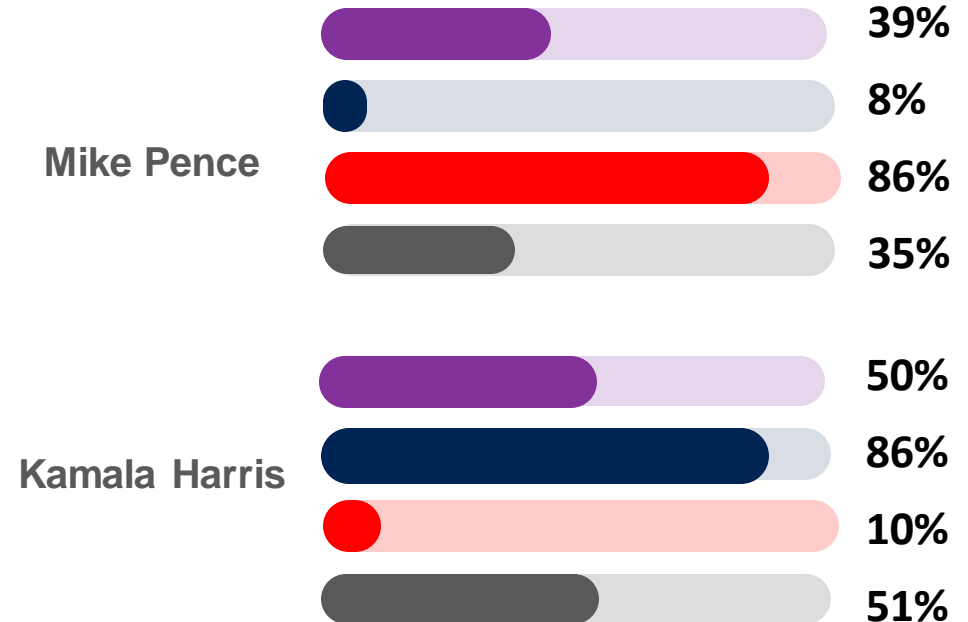
Total Favorability



POST DEBATE

How favorable or unfavorable is your opinion of each of the following?

Total Favorability



FiveThirtyEight/Ipsos Pre and Post Vice Presidential Debate Polls. Conducted September 30– October 6, 2020 for Wave 1 and October 7 – 8, 2020 for Wave 2. Wave 1 n=2,994; Wave 2 n=1,725

Coronavirus Number One Issue in Swing States



Q. 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? - Has a robust plan to help the nation recover from coronavirus/COVID-19

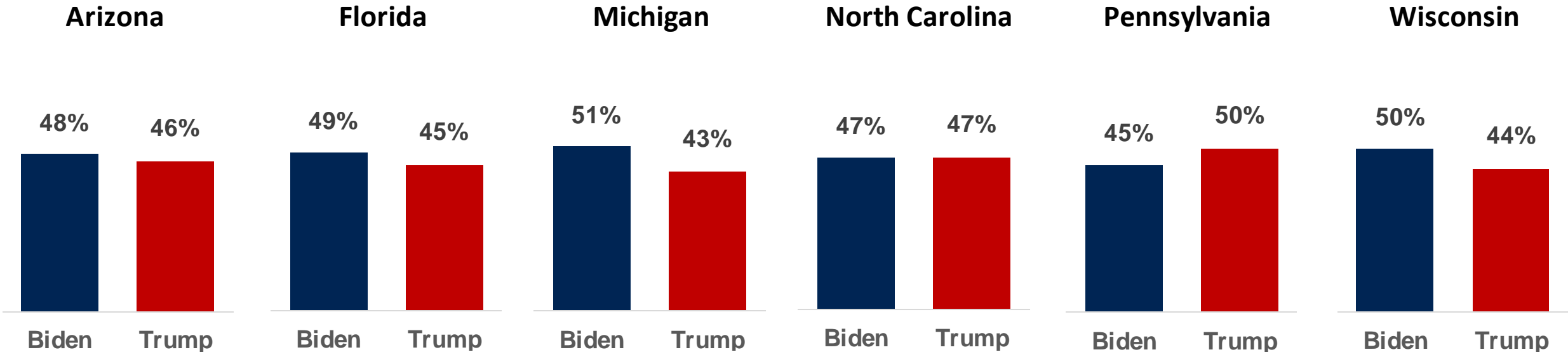
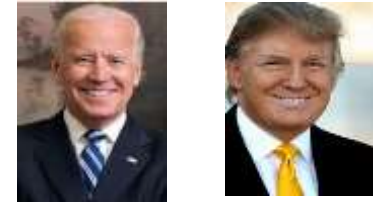
	Arizona	Florida	Michigan	North Carolina	Pennsylvania	Wisconsin
Where a robust plan to help the nation recover from the pandemic falls in the list of top traits voters are looking for	First	First	First	First	First	First
% Agree a robust plan to help the nation recover from the pandemic is the top trait they're looking for in a candidate	28%	28%	30%	28%	28%	25%
Candidate lead on plan to address the pandemic	Biden + 8	Biden +9	Biden +7	Biden +1	Biden +5	Biden +10

Reuters/Ipsos surveys

ALL LIKELY VOTERS

Biden leads Trump in Michigan

Q. [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?



Reuters/Ipsos surveys. State polls conducted September 29 – October 5, 2020 in WI and PA; September 29 – October 6, 2020 in FL, MI, NC; September 29 – October 7, 2020 in AZ.



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Cliff Young is President of Ipsos Public Affairs in the United States and also leads Ipsos' global election and polling risk practice.

He is a polling expert with specialties in social and public opinion trends, crisis management, corporate and institution reputation and elections.

Cliff is a contributor to POTUS Radio and has served as an expert commentator on Fox News and NPR, among others.

Cliff is also an adjunct professor at Johns Hopkins SAIS and an instructor at both Columbia University SIPA and University of São Paulo where he teaches courses on public opinion and election forecasting.

(MORE BIO INFO:

<http://spotlight.ipsosna.com/index.php/author/clifford-young/>)

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