

October 28, 2020

# POTUS RADIO

Clifford Young

President, Ipsos Public Affairs

ALL ADULT AMERICANS

# Most Important Problem Facing America

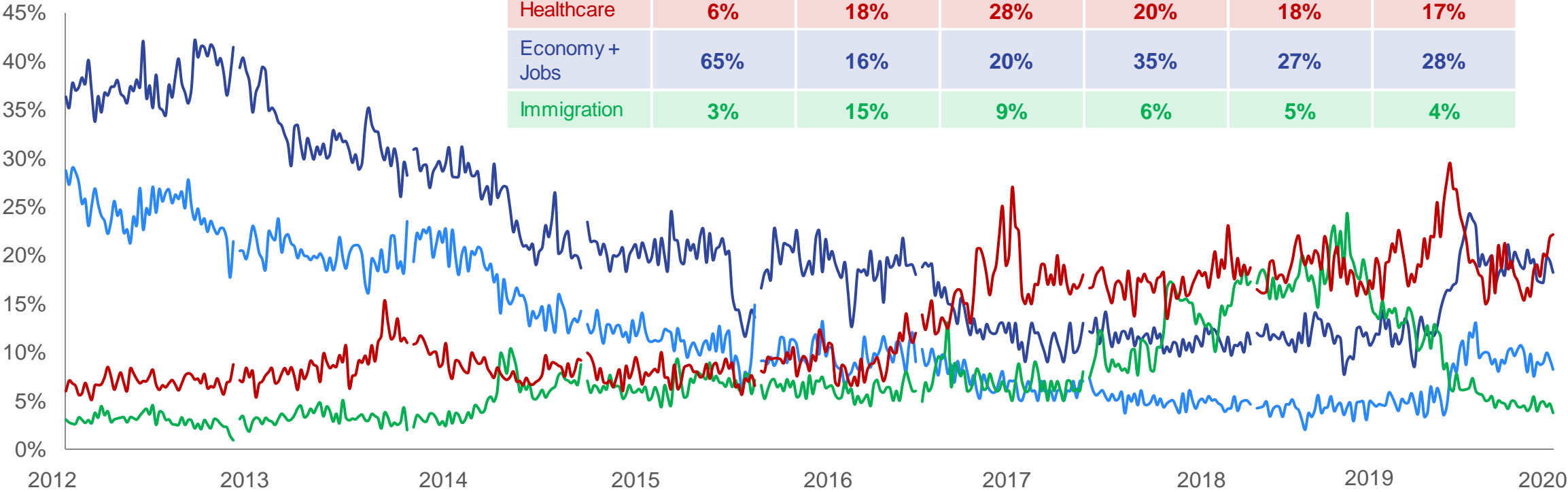
In your opinion, what is the most important problem facing the U.S. today?

- 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.



# 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
<b>Strongly approve</b>	<b>25%</b>	<b>27%</b>	<b>3%</b>	<b>61%</b>	<b>13%</b>
<b>Somewhat approve</b>	<b>13%</b>	<b>13%</b>	<b>3%</b>	<b>25%</b>	<b>11%</b>
<b>Lean towards approve</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>4%</b>
<b>Lean towards disapprove</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>
<b>Somewhat disapprove</b>	<b>9%</b>	<b>9%</b>	<b>9%</b>	<b>6%</b>	<b>14%</b>
<b>Strongly disapprove</b>	<b>45%</b>	<b>47%</b>	<b>83%</b>	<b>4%</b>	<b>48%</b>
<b>Not sure</b>	<b>4%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>8%</b>
<b>TOTAL APPROVE</b>	<b>40%</b>	<b>42%</b>	<b>7%</b>	<b>88%</b>	<b>28%</b>
<b>TOTAL DISAPPROVE</b>	<b>56%</b>	<b>57%</b>	<b>93%</b>	<b>11%</b>	<b>64%</b>

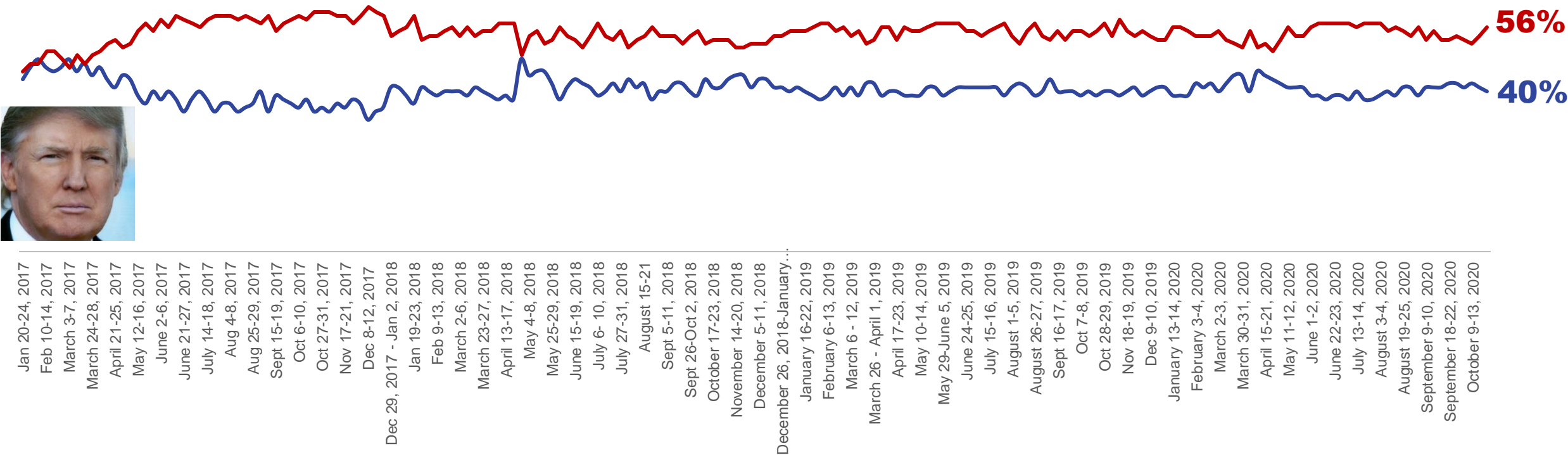
Reuters/Ipsos Data.

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.

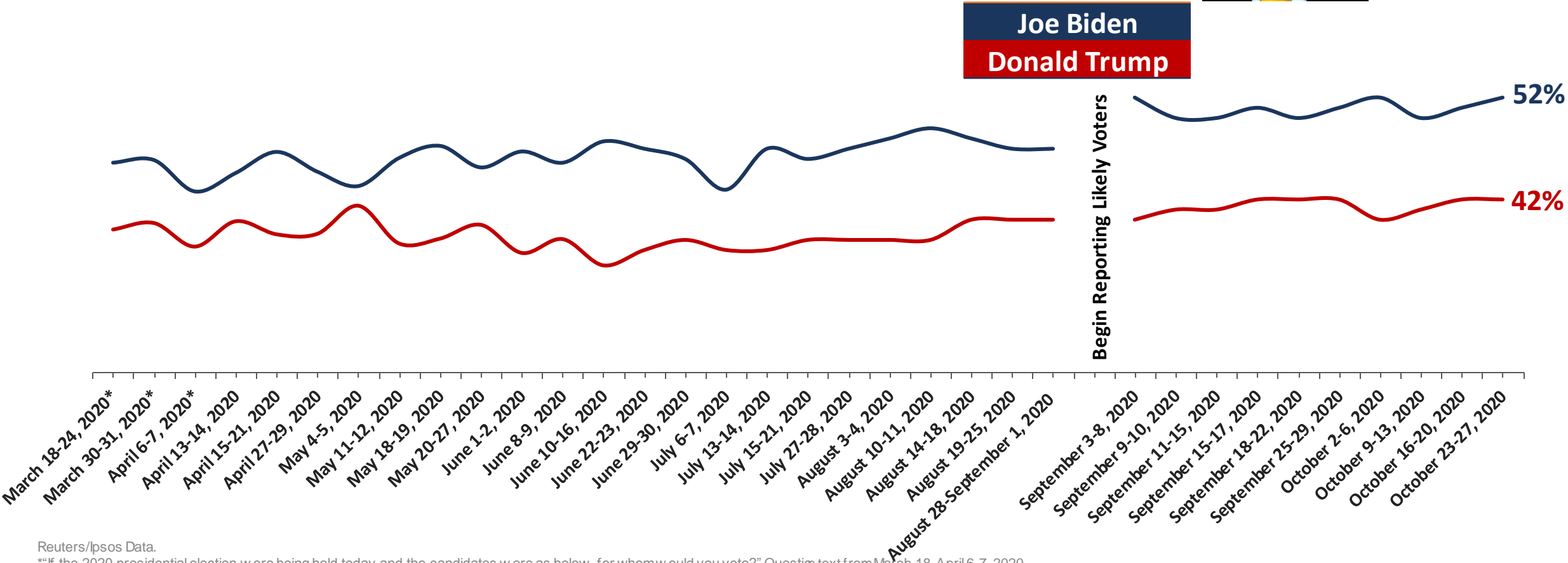


# 2020 PRESIDENTIAL ELECTION

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*



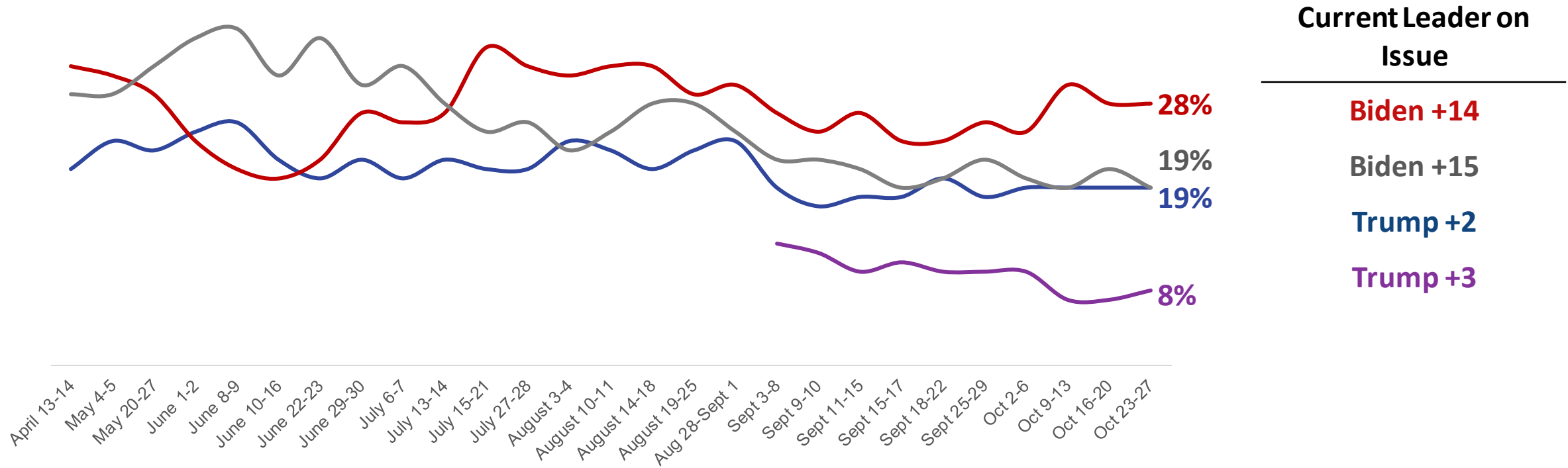
Reuters/Ipsos Data.  
\*\*If the 2020 presidential election were being held today and the candidates were as below, for whom would you vote? Question text from March 18-April 6-7, 2020

# 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.*

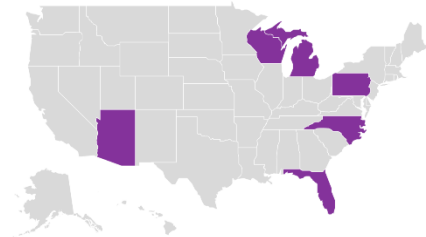


Reuters/Ipsos Data.



ALL ADULT AMERICANS

# Several Battleground States Remain Close



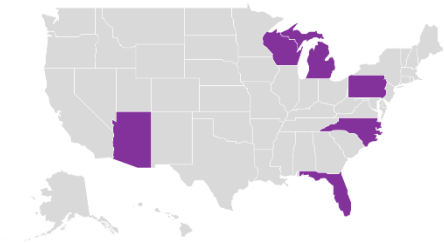
State	Vote share (among Likely Voters)	State Trump Approval (Among All Respondents)
Florida	Biden +4	46%
Michigan	Biden +9	44%
Pennsylvania	Biden +5	44%
Wisconsin	Biden +9	42%
Arizona	Biden +3	45%
North Carolina	Biden +1	47%

Reuters/Ipsos surveys. Wave 5 State polls conducted October 20-26, 2020 in PA, WI, and MI; October 21-27, 2020 in NC; Wave 4 State polls conducted October 14-20, 2020 in AZ, FL





# Biden’s Lead Relative to 2016 Polls & Election Results



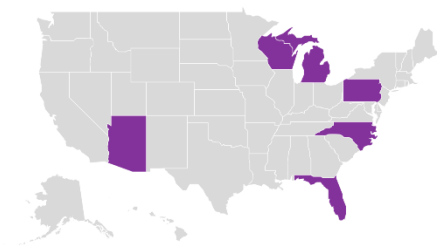
	AZ	FL	MI	NC	PA	WI
Current swing state polling (RCP average)	Biden +2.4	Trump +0.4	Biden +9.0	Biden +1.2	Biden +3.8	Biden +5.5
Polls mid-October 2016 (RCP average)	Clinton +1.5	Clinton +1.0	Clinton +7.0	Clinton +3.0	Clinton +5.0	Clinton +6.0
2016 Election results	<b><i>Trump +3.5</i></b>	<b><i>Trump +1.2</i></b>	<b><i>Trump +0.3</i></b>	<b><i>Trump +3.6</i></b>	<b><i>Trump +0.7</i></b>	<b><i>Trump +0.7</i></b>

Source: Real Clear Politics, CNN 2016 exit polls

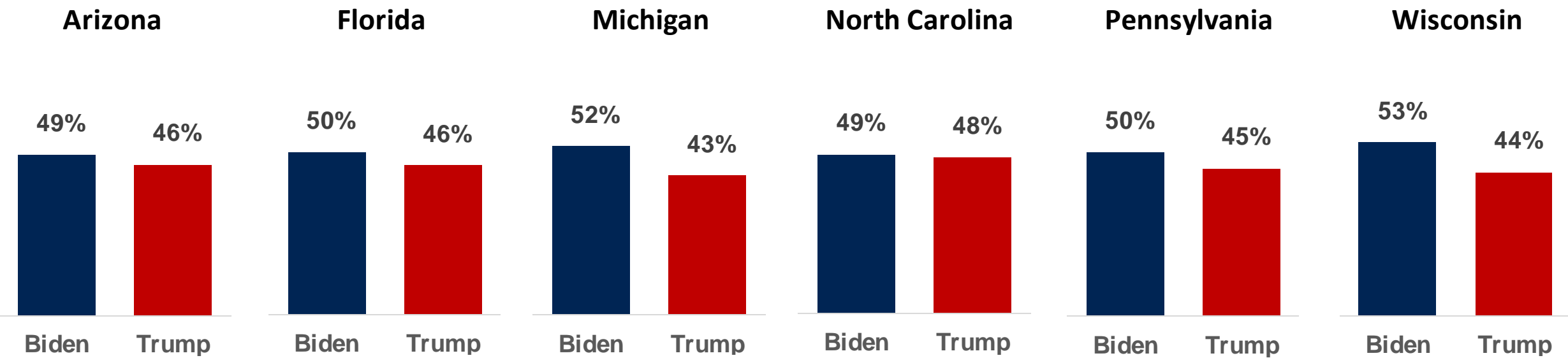


ALL LIKELY VOTERS

# Biden Leads Trump in Pennsylvania among Likely Voters



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?



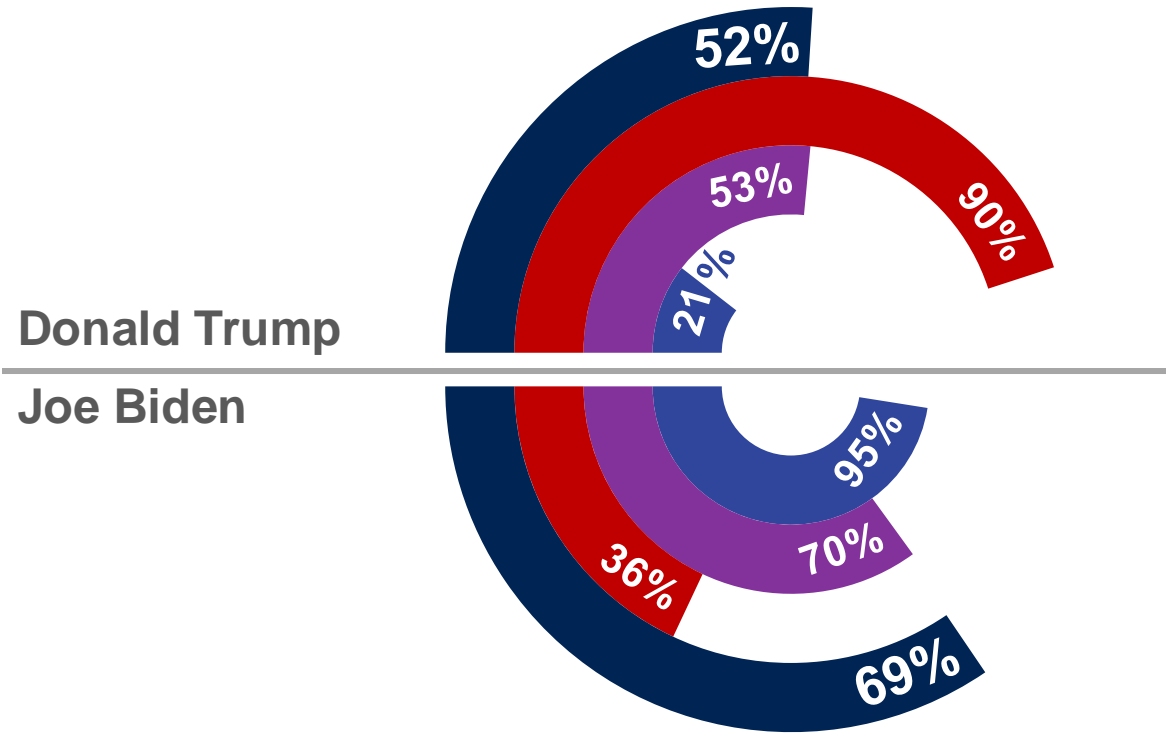
Reuters/Ipsos surveys. Wave 5 State polls conducted October 20-26, 2020 in PA, WI, and MI; October 21-27, 2020 in NC; Wave 4 State polls conducted October 14-20, 2020 in AZ, FL



# Biden's Debate Performance Stronger than Trump's

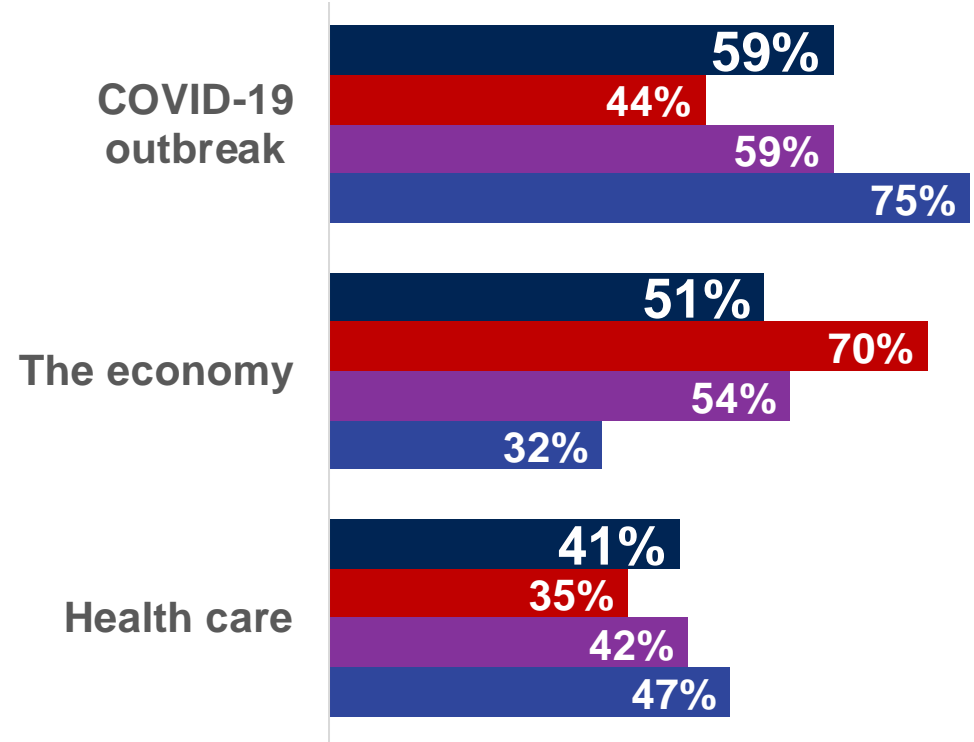
Percentage of debate watchers who rated [candidate]'s October 22nd debate performance as either somewhat or very good

■ All Americans ■ Republicans ■ Independents ■ Democrats



Percentage of Americans ranking \_\_\_\_\_ as one of the three most important issues facing the US today

■ All Americans ■ Republicans ■ Independents ■ Democrats



FiveThirtyEight/Ipsos Poll Conducted October 22-23, 2020

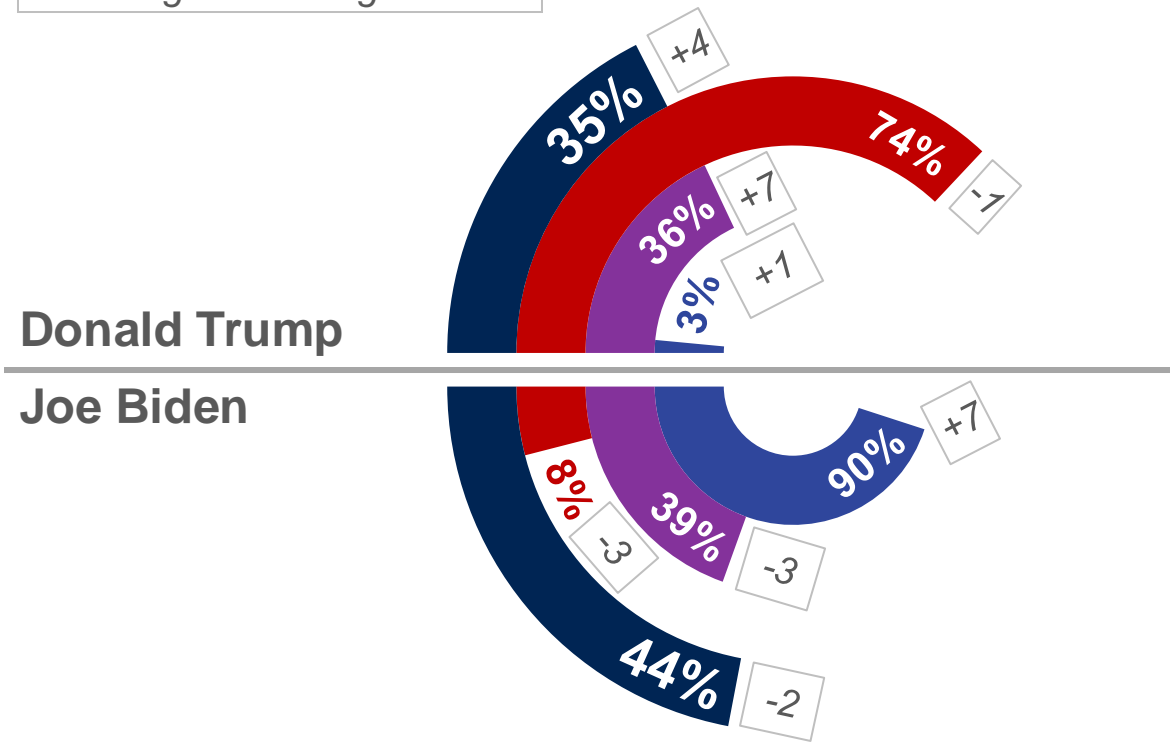


# Views of Candidates Stable Heading into Last Week of Campaign

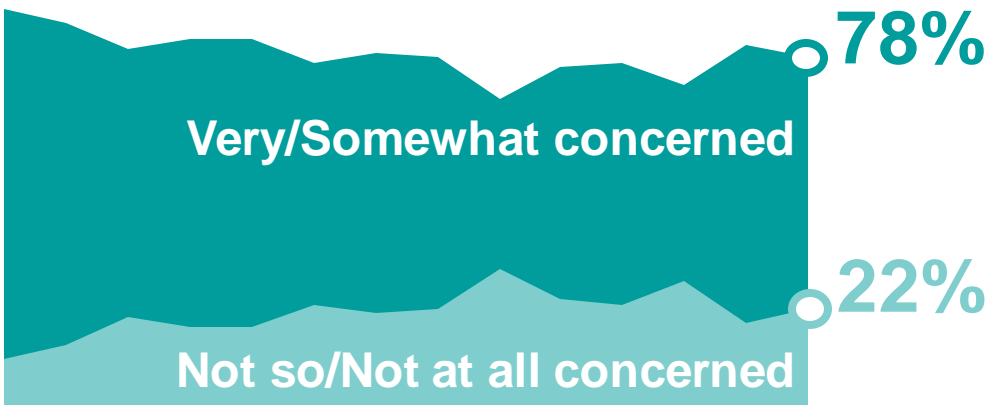
Percentage of Americans with a favorable opinion of...

All Americans   Republicans   Independents   Democrats

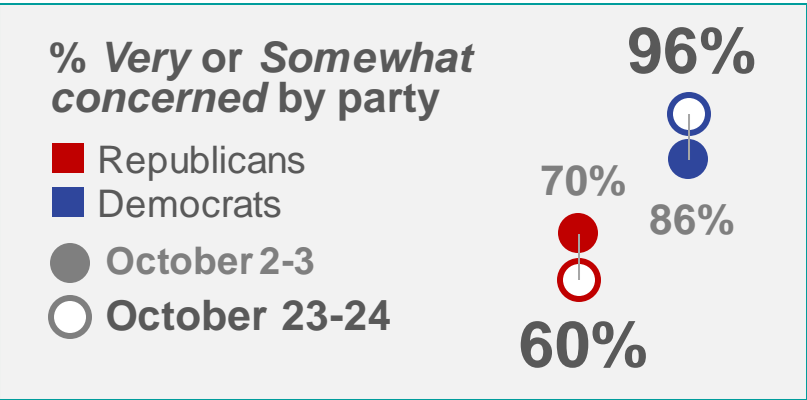
% change since August 28-29



How concerned are you that you or someone you know will be infected with COVID-19?



Apr 1-2   Apr 8-9   Apr 15-16   Apr 29-30   May 6-7   May 20-21   Jun 3-4   Jun 17-18   Jul 8-9   Jul 29-30   Aug 28-29   Sep 11-12   Oct 2-3   Oct 23-24

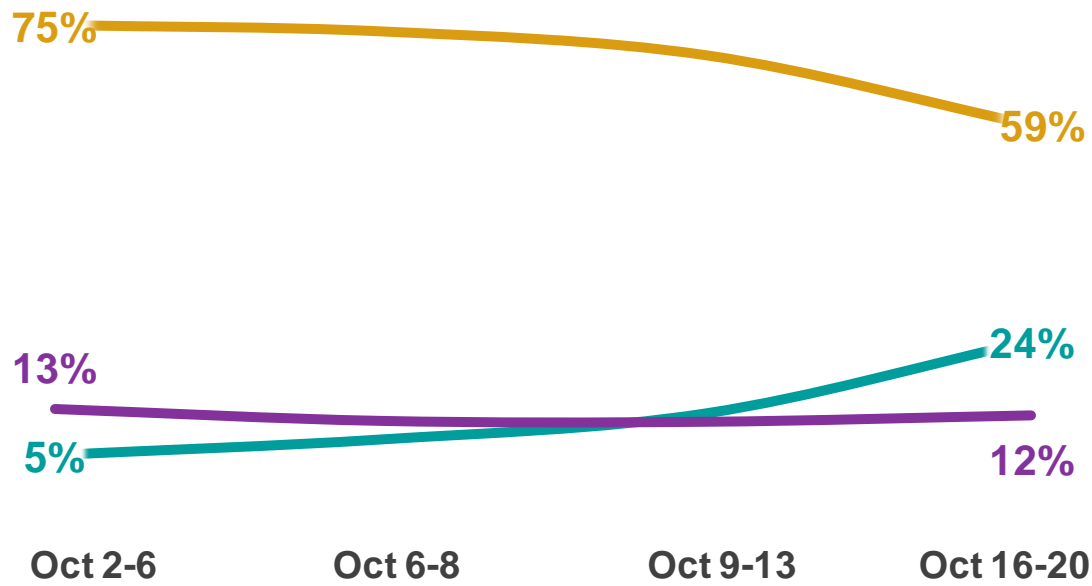


ABC News/Ipsos Poll. Conducted October 23-24, 2020

# Millions of Americans have Already Voted, Primarily by Mail

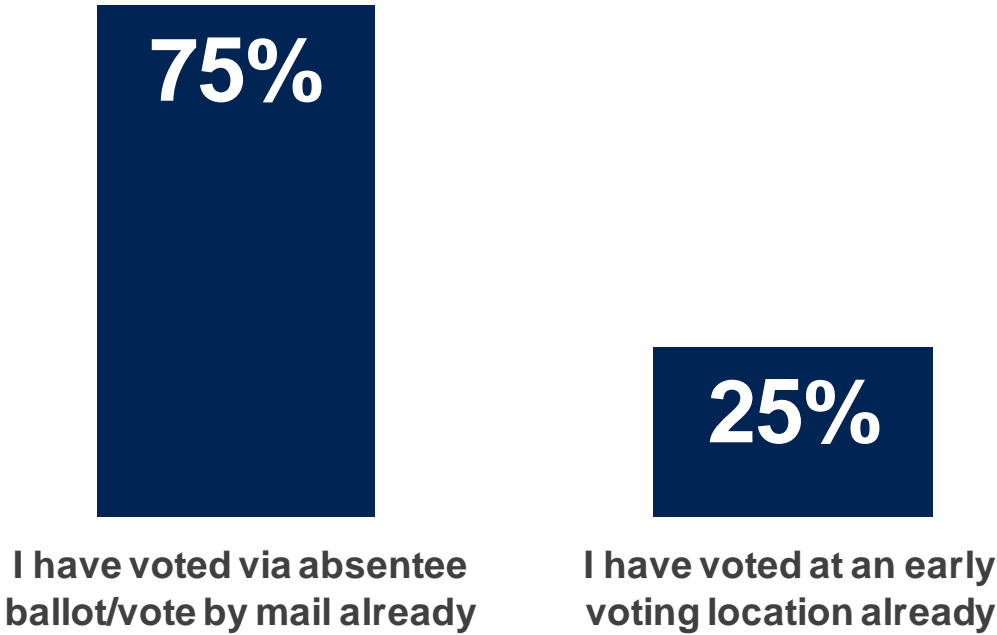
Which of the following best describes how you will vote or have voted in this year’s presidential election, to be held on November 3rd?

- I have not voted yet
- I have already voted
- I do not plan to vote



Reuters/Ipsos Data

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? (Of those who say they have voted already)

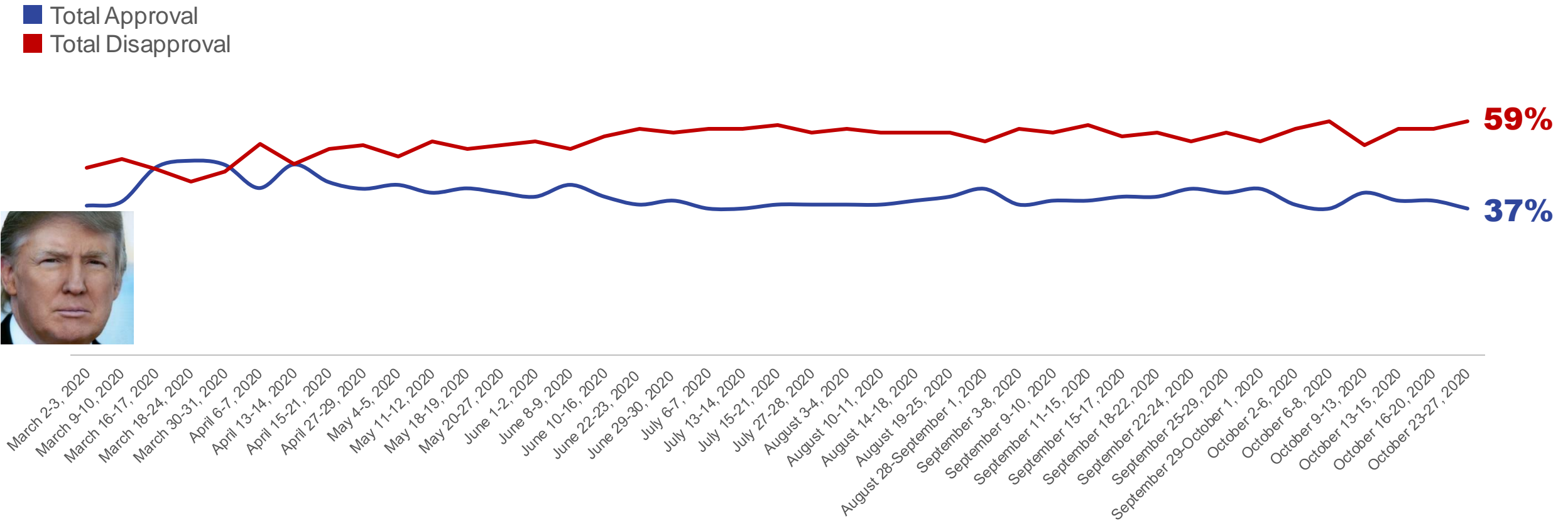


# CORONAVIRUS

ALL ADULT AMERICANS

# Response to the Coronavirus

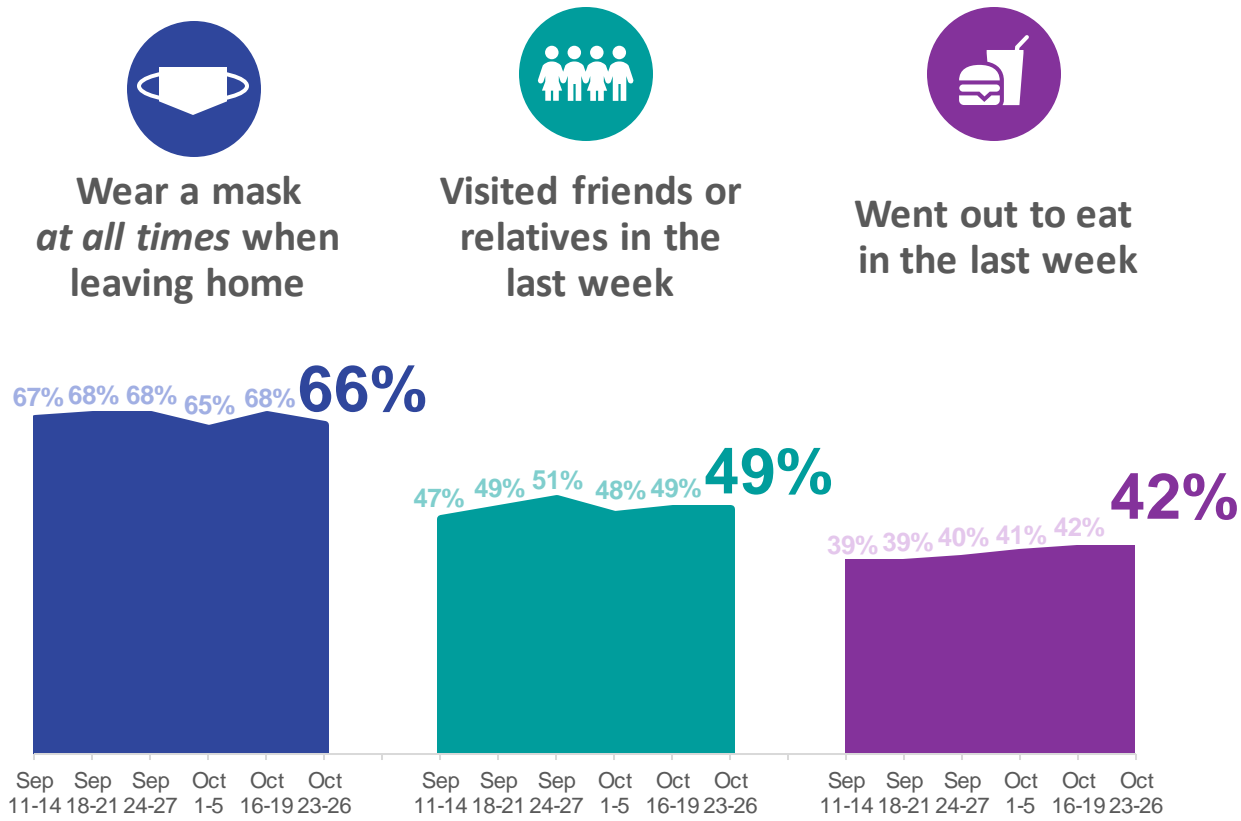
Do you approve or disapprove of the way Donald Trump is handling the following issues? Coronavirus/COVID-19:



Reuters/Ipsos Data.

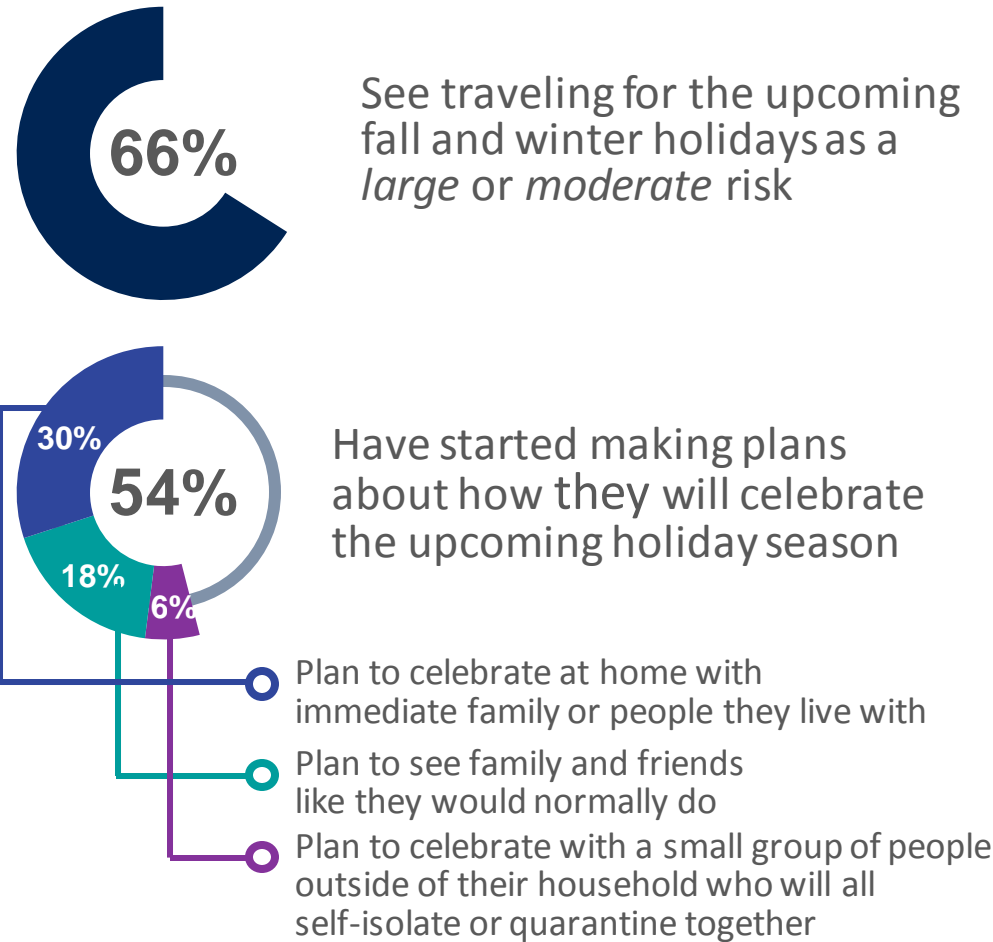
# Despite Covid-19 Spike, Few Individual Behaviors Are Changing

## Percentage of Americans who...



Axios/Ipsos Coronavirus Index Wave 29. Conducted October 23-26, 2020

## COVID-19 and the upcoming holidays



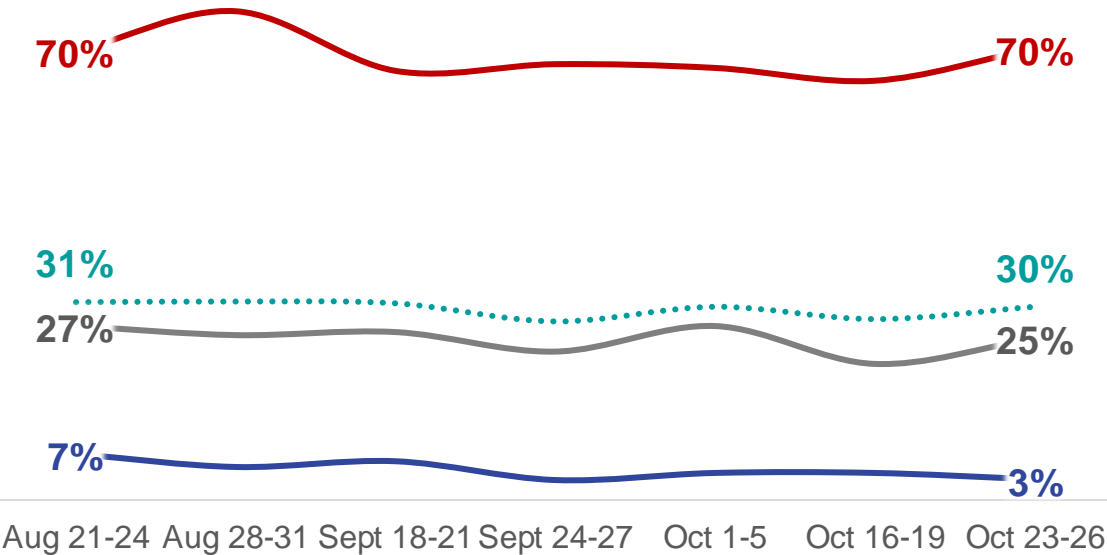


# Limited Trust in Trump on Coronavirus

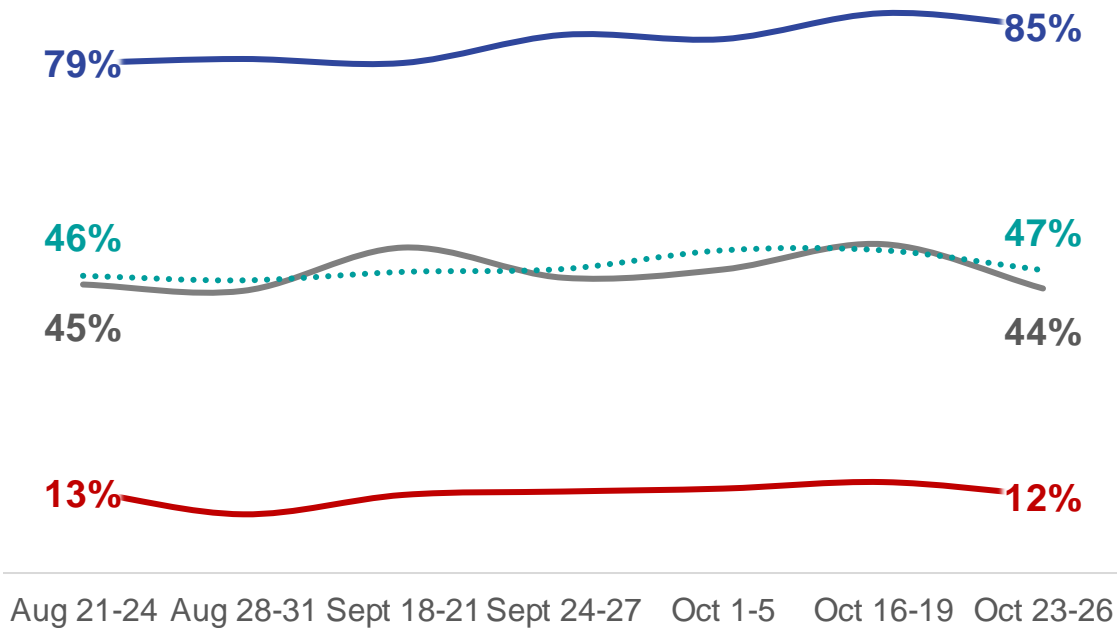
How much trust do you have in each of the following to provide you with accurate information about coronavirus or COVID-19? – Donald Trump and Joe Biden

■ Republicans ■ Independents ■ Democrats ..... All Americans

% Trust Trump...



% Trust Biden...



Axios/Ipsos Coronavirus Index Wave 29. Conducted October 23-26, 2020





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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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# Game Changers

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**