PUBLIC POLL FINDINGS AND METHODOLOGY

In Florida, Trump and Biden in dead heat for the White House
New Reuters/Ipsos poll shows many Floridians want a candidate who has a strong plan to help America recover from COVID-19

Topline Findings

These are the findings of an Ipsos poll conducted between September 11-16, 2020 on behalf of Thomson Reuters. For this study, a total of 1,005 adults age 18+ from Florida were interviewed online in English and Spanish, including 586 likely voters. This poll has a credibility interval of plus or minus 3.5 percentage points for all respondents and 4.6 percentage points for likely voters.

Full Annotated Questionnaire

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

	Total
Yes, registered to vote at my current address	84%
No, not registered to vote at my current address	13%
Not sure	4%
Total Sample Size:	1005

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

	Total
The economy and job creation	17%
Immigration	4%
Gun violence	3%
Healthcare	8%
Morality	2%
Education	4%
Racism	5%
Crime	4%
Environment	3%
Coronavirus/COVID-19 outbreak	43%
Other	3%
Don't know	5%
Total Sample Size:	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

	Total
I have not voted yet	82%
I have already voted	2%
I do not plan to vote	8%
Not sure	7%
Total Sample Size:	1005

	Total
I plan to vote at my polling station on November 3, 2020	38%
I plan to vote early at an early voting location, before November 3, 2020	16%
I plan to vote early via absentee ballot/vote by mail, before November 3, 2020	29%
I have voted at an early voting location already	1%
I have voted via absentee ballot/vote by mail already	1%
I do not plan to vote at all	8%
Not sure	7%
Total Sample Size:	1005

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs, Ipsos
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

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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)

	Total
1 – Completely certain I will not vote	11%
2	2%
3	2%
4	1%
5	4%
6	2%
7	2%
8	4%
9	5%
10 – Completely certain I will vote	63%
Don't know	4%
Total Sample Size:	986

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 Voter
Donald Trump	47%
Joe Biden	47%
Some other candidate	2%
I would not vote	0%
Not sure	4%
Total Sample Size:	586

6. **[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 Voter
Democratic candidate	46%
Republican candidate	47%
Candidate from another political party	1%
Will not vote / Not sure	1%
Prefer not to answer / Refused	6%
Total Sample Size:	586

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

	Total
Strongly approve	30%
Somewhat approve	16%
Lean towards approve	2%
Lean towards disapprove	1%
Somewhat disapprove	9%
Strongly disapprove	37%
Not sure	5%
Approve (Net)	*48%*
Disapprove (Net)	*47%*
Total Sample Size:	1005

8. **[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?

	Total
Strong on the economy and job creation	20%
Strong on healthcare	8%
Strong on immigration	6%
Has a robust plan to help the nation recover from the impact of coronavirus/COVID-19	30%
Ability to restore trust in American government	14%
Strong on civil rights	6%
Tough on crime and civil unrest	11%
Strong on the environment/climate change	5%
Total Sample Size:	1005

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9. For each of the following, please select the candidate you think is the best on that particular issue.

Summary

	Joe Biden	Donald Trump
The economy and job creation	38%	48%
Healthcare	46%	38%
Immigration	40%	45%
National recovery from the impact of coronavirus/COVID-19	43%	42%
Ability to restore trust in American government	43%	39%
Strong on civil rights	46%	37%
Tough on crime and civil unrest	37%	48%
Strong on the environment/climate change	48%	29%
Total Sample Size:	1005	1005

a. The economy and job creation

	Total
Joe Biden	38%
Donald Trump	48%
Some other candidate	4%
Not sure	10%
Total Sample Size:	1005

b. Healthcare

	Total
Joe Biden	46%
Donald Trump	38%
Some other candidate	5%
Not sure	12%
Total Sample Size:	1005

c. Immigration

	Total
Joe Biden	40%
Donald Trump	45%
Some other candidate	4%
Not sure	11%
Total Sample Size:	1005

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

	Total
Joe Biden	43%
Donald Trump	42%
Some other candidate	4%
Not sure	10%
Total Sample Size:	1005

e. Ability to restore trust in American government

	Total
Joe Biden	43%
Donald Trump	39%
Some other candidate	6%
Not sure	11%
Total Sample Size:	1005

f. Strong on civil rights

	Total
Joe Biden	46%
Donald Trump	37%
Some other candidate	4%
Not sure	13%
Total Sample Size:	1005

g. Tough on crime and civil unrest

	Total
Joe Biden	37%
Donald Trump	48%
Some other candidate	4%
Not sure	12%
Total Sample Size:	1005

h. Strong on the environment/climate change

	Total
Joe Biden	48%
Donald Trump	29%
Some other candidate	7%
Not sure	16%
Total Sample Size:	1005

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10. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

Total Familiar Summary

	Total
Donald Trump	89%
Joe Biden	83%
Kamala Harris	64%
Mike Pence	75%
Total Sample Size:	1005

a. Donald Trump

	Total
Very familiar	72%
Somewhat familiar	17%
Not very familiar	5%
Have heard of them, but that's it	4%
Have not heard of them	2%
Familiar (Net)	*89%*
Not familiar (Net)	*11%*
Total Sample Size:	1005

b. Joe Biden

	Total
Very familiar	56%
Somewhat familiar	27%
Not very familiar	9%
Have heard of them, but that's it	6%
Have not heard of them	3%
Familiar (Net)	*83%*
Not familiar (Net)	*17%*
Total Sample Size:	1005

c. Kamala Harris

	Total
Very familiar	33%
Somewhat familiar	32%
Not very familiar	20%
Have heard of them, but that's it	9%
Have not heard of them	6%
Familiar (Net)	*64%*
Not familiar (Net)	*36%*
Total Sample Size:	1005

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d. Mike Pence

	Total
Very familiar	45%
Somewhat familiar	30%
Not very familiar	14%
Have heard of them, but that's it	6%
Have not heard of them	5%
Familiar (Net)	*75%*
Not familiar (Net)	*25%*
Total Sample Size:	1005

11. **[ASKED IF AT LEAST HEARD OF PERSON]** Would you say you are generally favorable or unfavorable towards these public figures?

Total Favorable Summary

	Total
Donald Trump (N=986)	51%
Joe Biden (N=978)	56%
Kamala Harris (N=943)	54%
Mike Pence (N=954)	57%

a. Donald Trump

	Total
Very favorable	32%
Somewhat favorable	13%
Lean towards favorable	7%
Lean towards unfavorable	7%
Somewhat unfavorable	5%
Very unfavorable	37%
Favorable (Net)	*51%*
Unfavorable (Net)	*49%*
Total Sample Size:	986

b. Joe Biden

	Total
Very favorable	31%
Somewhat favorable	15%
Lean towards favorable	10%
Lean towards unfavorable	9%
Somewhat unfavorable	9%
Very unfavorable	26%
Favorable (Net)	*56%*
Unfavorable (Net)	*44%*
Total Sample Size:	978

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs, Ipsos
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

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c. Kamala Harris

	Total
Very favorable	25%
Somewhat favorable	16%
Lean towards favorable	13%
Lean towards unfavorable	11%
Somewhat unfavorable	8%
Very unfavorable	27%
Favorable (Net)	*54%*
Unfavorable (Net)	*46%*
Total Sample Size:	943

d. Mike Pence

	Total
Very favorable	27%
Somewhat favorable	17%
Lean towards favorable	13%
Lean towards unfavorable	10%
Somewhat unfavorable	8%
Very unfavorable	24%
Favorable (Net)	*57%*
Unfavorable (Net)	*43%*
Total Sample Size:	954

12. 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

	Total
Right direction	41%
Wrong track	47%
Don't know	12%
Total Sample Size:	1005

b. Employment and jobs

	Total
Right direction	43%
Wrong track	46%
Don't know	11%
Total Sample Size:	1005

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs, Ipsos
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

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

Total Agree Summary

	Total
I am sympathetic to people who are out protesting right now	49%
President Donald Trump is helping to ease racial tensions	38%
Joe Biden supports defunding the police	49%
Joe Biden is suffering from dementia	41%
As president, Joe Biden would be a puppet for the socialist wing of the Democratic Party	48%
President Donald Trump lies regularly for personal political gain	55%
President Donald Trump is beholden to Russian President Vladimir Putin	46%
The high number of coronavirus cases in the United States is a result of poor leadership and policy decisions from President Trump	53%
Businesses and schools remain closed in the United States because of poor leadership and policy decisions from President Trump	46%
Total Sample Size:	1005

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

	Total
Strongly agree	24%
Somewhat agree	25%
Somewhat disagree	15%
Strongly disagree	28%
Not sure	8%
Agree (Net)	*49%*
Disagree (Net)	*42%*
Total Sample Size:	1005

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b. President Donald Trump is helping to ease racial tensions

	Total
Strongly agree	20%
Somewhat agree	18%
Somewhat disagree	11%
Strongly disagree	39%
Not sure	12%
Agree (Net)	*38%*
Disagree (Net)	*50%*
Total Sample Size:	1005

c. Joe Biden supports defunding the police

	Total
Strongly agree	31%
Somewhat agree	18%
Somewhat disagree	12%
Strongly disagree	22%
Not sure	16%
Agree (Net)	*49%*
Disagree (Net)	*34%*
Total Sample Size:	1005

d. Joe Biden is suffering from dementia

	Total
Strongly agree	24%
Somewhat agree	17%
Somewhat disagree	8%
Strongly disagree	31%
Not sure	19%
Agree (Net)	*41%*
Disagree (Net)	*40%*
Total Sample Size:	1005

e. As president, Joe Biden would be a puppet for the socialist wing of the Democratic Party

	Total
Strongly agree	34%
Somewhat agree	14%
Somewhat disagree	9%
Strongly disagree	30%
Not sure	13%
Agree (Net)	*48%*
Disagree (Net)	*39%*
Total Sample Size:	1005

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f. President Donald Trump lies regularly for personal political gain

	Total
Strongly agree	42%
Somewhat agree	12%
Somewhat disagree	11%
Strongly disagree	25%
Not sure	10%
Agree (Net)	*55%*
Disagree (Net)	*36%*
Total Sample Size:	1005

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

	Total
Strongly agree	29%
Somewhat agree	17%
Somewhat disagree	9%
Strongly disagree	27%
Not sure	19%
Agree (Net)	*46%*
Disagree (Net)	*36%*
Total Sample Size:	1005

h. The high number of coronavirus cases in the United States is a result of poor leadership and policy decisions from President Trump

	Total
Strongly agree	39%
Somewhat agree	15%
Somewhat disagree	10%
Strongly disagree	30%
Not sure	7%
Agree (Net)	*53%*
Disagree (Net)	*40%*
Total Sample Size:	1005

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

	Total
Strongly agree	30%
Somewhat agree	16%
Somewhat disagree	14%
Strongly disagree	32%
Not sure	8%
Agree (Net)	*46%*
Disagree (Net)	*46%*
Total Sample Size:	1005

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

Total Agree Summary

	Total
President Trump has upheld his promise to build a wall along the U.S.- Mexico border	53%
President Trump has had the correct response to the coronavirus pandemic	45%
President Trump has kept his campaign promise to clean up corruption in Washington, D.C.	42%
These days I feel like a stranger in my own country	60%
It is increasingly hard for someone like me to get ahead in America	53%
Total Sample Size:	1005

a. President Trump has upheld his promise to build a wall along the U.S.- Mexico border

	Total
Strongly agree	29%
Somewhat agree	24%
Somewhat disagree	12%
Strongly disagree	24%
Not sure	11%
Agree (Net)	53%
Disagree (Net)	36%
Total Sample Size:	1005

b. President Trump has had the correct response to the coronavirus pandemic

	Total
Strongly agree	24%
Somewhat agree	21%
Somewhat disagree	10%
Strongly disagree	38%
Not sure	8%
Agree (Net)	45%
Disagree (Net)	47%
Total Sample Size:	1005

c. President Trump has kept his campaign promise to clean up corruption in Washington, D.C.

	Total
Strongly agree	23%
Somewhat agree	19%
Somewhat disagree	10%
Strongly disagree	35%
Not sure	12%
Agree (Net)	42%
Disagree (Net)	45%
Total Sample Size:	1005

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d. These days I feel like a stranger in my own country

	Total
Strongly agree	29%
Somewhat agree	31%
Somewhat disagree	15%
Strongly disagree	14%
Not sure	10%
Agree (Net)	*60%*
Disagree (Net)	*29%*
Total Sample Size:	1005

e. It is increasingly hard for someone like me to get ahead in America

	Total
Strongly agree	24%
Somewhat agree	29%
Somewhat disagree	16%
Strongly disagree	20%
Not sure	11%
Agree (Net)	*53%*
Disagree (Net)	*36%*
Total Sample Size:	1005

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

	Total
FOX News	23%
CNN	19%
MSNBC	6%
ABC	12%
CBS	7%
NBC	9%
Public Television	6%
Other	6%
None of the above	11%
Total Sample Size:	1005

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs, Ipsos
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

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

	Total
2008 presidential election (Obama vs. McCain)	57%
2010 midterm congressional election (local Congressperson)	40%
2012 presidential election (Obama vs. Romney)	58%
2014 midterm congressional election (local Congressperson)	41%
2018 midterm congressional election (local Congressperson)	44%
None of these	26%
Total Sample Size:	1005

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

	Total
Democrat	42%
Republican	44%
Independent	9%
Other / Don't know	4%
Total Sample Size:	1005

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About the Study

These are the findings of an Ipsos poll conducted September 11-16, 2020, on behalf of Thomson Reuters. For this study, a total of 1,005 adults age 18+ from Florida were interviewed online in English and Spanish, including 586 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=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points). The online poll also has a credibility interval of plus or minus 4.6 percentage points for likely voters.

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

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs, Ipsos
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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