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OVERVIEW

The study was conducted for CNN via telephone by SSRS, an independent research company. Interviews were conducted from October 23 to October 30, 2020 among a sample of **1,006** respondents who live in Wisconsin. The landline total respondents were **350** and there were **656** cell phone respondents. The margin of sampling error for total respondents is +/-3.7 at the 95% confidence level. The design effect is 1.40. For results among the 920 registered voters, the margin of sampling error is +/-3.8 and for results among the 873 likely voters, it is +/-3.9. More information about SSRS can be obtained by visiting www.ssrs.com.

Question text noted in parentheses was rotated or randomized. Values less than 0.5 percent are indicated by an asterisk (*).

NOTE ABOUT CROSTABS

Interviews were conducted among a representative sample of the adult population, age 18 or older, of Wisconsin. Members of demographic groups not shown in the published crosstabs are represented in the results for each question in the poll. Crosstabs on the pages that follow only include results for subgroups with a minimum n=125 unweighted cases. Results for subgroups with fewer than n=125 unweighted cases are not displayed and instead are denoted with "**SN**" because samples of that size carry larger margins of sampling error and can be too small to be projectable with confidence to their true values in the population.

**EMBARGOED FOR RELEASE:
Saturday, October 31 at 5:00 p.m.**



(Respondents who are registered to vote, N=920)

P1. Suppose that the presidential election were being held today and you had to choose between Joe Biden and Kamala Harris as the Democratic Party’s candidates, Donald Trump and Mike Pence as the Republican Party’s candidates, and Jo Jorgensen and Spike Cohen, the Libertarians. Who would you be more likely to vote for?

P1a. As of today, do you lean more toward...

[MAJOR PARTY OPTIONS ALWAYS FIRST AND ROTATED IN ORDER FOR HALF/IN REVERSE ORDER FOR HALF. THIRD PARTY OPTION LAST]

P1/P1A COMBO TABLE

	Biden/Harris (D)	Trump/Pence (R)	Jorgensen/Cohen (Lib.)	Other (vol.)	None of these (vol.)	No opinion
Likely Voters						
Oct 23-30, 2020	52%	44%	3%	*	*	2%
Sept 9-13, 2020	52%	42%	3%	*	1%	1%
Registered Voters						
Oct 23-30, 2020	51%	44%	3%	*	1%	2%
Sept 9-13, 2020	52%	41%	4%	1%	1%	2%

(Respondents who are registered to vote and would vote for Biden, N=521)

P2B. Is that more a vote FOR Joe Biden or more a vote AGAINST Donald Trump?

	Vote for Biden	Vote against Trump	No opinion
Likely Voters			
October 23-30, 2020	52%	43%	6%
Registered Voters			
October 23-30, 2020	50%	44%	6%

(Respondents who are registered to vote and would vote for Trump, N=352)

P2T. Is that more a vote FOR Donald Trump or more a vote AGAINST Joe Biden?

	Vote for Trump	Vote against Biden	No opinion
Likely Voters			
October 23-30, 2020	79%	18%	3%
Registered Voters			
October 23-30, 2020	78%	18%	4%



A1. Do you approve or disapprove of the way Donald Trump is handling his job as president?

	Approve	Disapprove	No opinion
Likely Voters			
October 23-30, 2020	45%	53%	2%
September 9-13, 2020	43%	55%	3%
Registered Voters			
October 23-30, 2020	45%	53%	2%
September 9-13, 2020	41%	55%	4%
Total Respondents			
October 23-30, 2020	45%	51%	4%
September 9-13, 2020	40%	55%	5%



(Respondents who are registered to vote, N=920)

P7. Now I'm going to mention a few issues and for each one, please tell me if you think (Joe Biden) or (Donald Trump) would better handle that issue if they were elected President. **[ITEMS READ IN RANDOM ORDER]**

The economy	Biden	Trump	Neither (vol.)	No opinion
Likely Voters				
October 23-30, 2020	49%	48%	2%	2%
September 9-13, 2020	48%	49%	1%	1%
Registered Voters				
October 23-30, 2020	47%	49%	2%	2%
September 9-13, 2020	48%	49%	1%	1%

The response to the coronavirus outbreak	Biden	Trump	Neither (vol.)	No opinion
Likely Voters				
October 23-30, 2020	52%	43%	3%	2%
September 9-13, 2020	54%	41%	3%	2%
Registered Voters				
October 23-30, 2020	51%	42%	4%	2%
September 9-13, 2020	53%	40%	4%	2%



(Respondents who are registered to vote, N=920)

P8. Thinking about the following characteristics and qualities, please say whether you think each one applies more to (Joe Biden) or more to (Donald Trump). Please feel free to name a candidate even if you may not support him.

[ITEMS READ IN RANDOM ORDER]

Will unite the country and not divide it	Biden	Trump	Both (vol.)	Neither (vol.)	No opinion
Likely Voters					
Oct 23-30, 2020	56%	36%	1%	5%	2%
Sept 9-13, 2020	55%	36%	0%	7%	2%
Registered Voters					
Oct 23-30, 2020	55%	36%	1%	6%	3%
Sept 9-13, 2020	55%	35%	*	7%	2%

Has the stamina and sharpness to be president	Biden	Trump	Both (vol.)	Neither (vol.)	No opinion
Likely Voters					
Oct 23-30, 2020	43%	50%	*	5%	1%
Sept 9-13, 2020	44%	47%	2%	6%	1%
Registered Voters					
Oct 23-30, 2020	42%	50%	*	5%	1%
Sept 9-13, 2020	43%	48%	2%	6%	1%

Has a clear plan for solving the country's problems	Biden	Trump	Both (vol.)	Neither (vol.)	No opinion
Likely Voters					
Oct 23-30, 2020	50%	43%	*	5%	1%
Sept 9-13, 2020	49%	43%	*	6%	2%
Registered Voters					
Oct 23-30, 2020	49%	43%	*	6%	1%
Sept 9-13, 2020	49%	42%	*	6%	2%

Will keep Americans safe from harm	Biden	Trump	Both (vol.)	Neither (vol.)	No opinion
Likely Voters					
Oct 23-30, 2020	49%	47%	1%	2%	1%
Sept 9-13, 2020	50%	45%	1%	3%	1%
Registered Voters					
Oct 23-30, 2020	49%	46%	1%	2%	2%
Sept 9-13, 2020	50%	45%	1%	3%	1%



(Respondents who are registered to vote, N=920)

P8. Thinking about the following characteristics and qualities, please say whether you think each one applies more to (Joe Biden) or more to (Donald Trump). Please feel free to name a candidate even if you may not support him.

[ITEMS READ IN RANDOM ORDER] (CONTINUED)

Cares about people like you	Biden	Trump	Both (vol.)	Neither (vol.)	No opinion
Likely Voters					
Oct 23-30, 2020	53%	42%	1%	3%	1%
Registered Voters					
Oct 23-30, 2020	53%	42%	1%	3%	1%



MORE ON METHODOLOGY

A total of **1,006** adults who live in Wisconsin were interviewed by telephone by live interviewers calling both landline and cell phones. Interviews were conducted in English and Spanish. Among the entire sample, 27% described themselves as Democrats, 29% described themselves as Republicans, and 44% described themselves as independents or members of another party.

All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect Census figures for gender, race, age, education, state region, and telephone usage.

Results for the full sample have a margin of sampling error of +/- 3.7 percentage points. For the subset of 920 registered voters, it is +/- 3.8 percentage points. For the sample of 873 likely voters, it is +/-3.9 percentage points.

Interviews were conducted among a representative sample of the adult population, age 18 or older, Wisconsin. Members of demographic groups not shown in the published crosstabs are represented in the results for each question in the poll. Crosstabs on the pages that follow only include results for subgroups with a minimum n=125 unweighted cases. Results for subgroups with fewer than n=125 unweighted cases are not displayed and instead are denoted with "**SN**" because samples of that size carry larger margins of sampling error and can be too small to be projectable with confidence to their true values in the population.



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 004

Question P1/P1a Combo Table

P1. Suppose that the presidential election were being held today and you had to choose between Joe Biden and Kamala Harris as the Democratic Party's candidates, Donald Trump and Mike Pence as the Republican Party's candidates, and Jo Jorgensen and Spike Cohen, the Libertarians. Who would you be more likely to vote for? P1a. As of today, do you lean more toward...?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Joe Biden and Kamala Harris, the Democrats	52%	47%	55%	51%	SN
Donald Trump and Mike Pence, the Republicans	44%	48%	40%	45%	SN
Jo Jorgensen and Spike Cohen, the Libertarians	3%	3%	3%	2%	SN
Other	*	*	0%	0%	SN
None of the above/Neither	*	*	0%	*	SN
Don't know/Undecided/Refused	2%	1%	2%	1%	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Joe Biden and Kamala Harris, the Democrats	52%	52%	51%	48%	61%	71%	34%
Donald Trump and Mike Pence, the Republicans	44%	41%	46%	46%	36%	27%	59%
Jo Jorgensen and Spike Cohen, the Libertarians	3%	5%	1%	4%	1%	2%	4%
Other	*	*	0%	*	0%	0%	*
None of the above/Neither	*	0%	*	*	0%	0%	*
Don't know/Undecided/Refused	2%	1%	2%	1%	2%	1%	2%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Joe Biden and Kamala Harris, the Democrats	52%	57%	49%	48%	59%	46%	61%
Donald Trump and Mike Pence, the Republicans	44%	36%	47%	48%	36%	51%	35%
Jo Jorgensen and Spike Cohen, the Libertarians	3%	5%	2%	3%	3%	2%	2%
Other	*	0%	*	*	0%	0%	0%
None of the above/Neither	*	0%	*	*	0%	*	0%
Don't know/Undecided/Refused	2%	2%	1%	1%	2%	1%	2%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Joe Biden and Kamala Harris, the Democrats	52%	97%	55%	2%	93%	67%	10%
Donald Trump and Mike Pence, the Republicans	44%	2%	35%	97%	5%	27%	86%
Jo Jorgensen and Spike Cohen, the Libertarians	3%	1%	7%	0%	2%	3%	3%
Other	*	0%	*	0%	0%	0%	*
None of the above/Neither	*	0%	1%	0%	0%	0%	*
Don't know/Undecided/Refused	2%	1%	2%	1%	0%	3%	*
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap-prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Joe Biden and Kamala Harris, the Democrats	52%	96%	4%	1%	95%	100%	0%
Donald Trump and Mike Pence, the Republicans	44%	2%	91%	93%	2%	0%	100%
Jo Jorgensen and Spike Cohen, the Libertarians	3%	1%	3%	3%	3%	0%	0%
Other	*	0%	0%	*	0%	0%	0%
None of the above/Neither	*	0%	*	*	0%	0%	0%
Don't know/Undecided/Refused	2%	1%	1%	2%	1%	0%	0%
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Total Adults)

TABLE 008

Question A1

A1. Do you approve or disapprove of the way Donald Trump is handling his job as president?

Base: Total Respondents

	Total	Men	Women	White	Ppl of Color	Trump approve	Trump disapprove
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	50%	41%	47%	33%	100%	0%
Disapprove	51%	46%	56%	51%	57%	0%	100%
Don't know/Undecided/Refused	4%	4%	3%	2%	10%	0%	0%
Sampling Error (+/-)	3.7	4.8	5.5	4.0	9.7	5.6	5.0

	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	44%	42%	54%	40%	44%	47%
Disapprove	51%	53%	51%	43%	59%	52%	50%
Don't know/Undecided/Refused	4%	4%	7%	3%	2%	5%	3%
Sampling Error (+/-)	3.7	9.0	8.1	6.2	5.6	6.7	4.1

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	40%	49%	48%	38%	52%	37%
Disapprove	51%	55%	49%	48%	58%	46%	61%
Don't know/Undecided/Refused	4%	5%	2%	4%	4%	3%	2%
Sampling Error (+/-)	3.7	6.1	4.8	4.6	5.8	5.1	6.2

	Total	Democrat	Indep endnt Other	Republican	Liberal	Moderate	Conservative
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	2%	41%	95%	7%	31%	86%
Disapprove	51%	98%	54%	5%	89%	66%	12%
Don't know/Undecided/Refused	4%	*	6%	*	3%	2%	3%
Sampling Error (+/-)	3.7	6.4	5.9	7.1	8.1	5.8	6.2

	Total	Lean Democrat	Lean Republican	Registered voter
	=====	=====	=====	=====
Approve	45%	3%	92%	45%
Disapprove	51%	96%	6%	53%
Don't know/Undecided/Refused	4%	1%	2%	2%
Sampling Error (+/-)	3.7	5.2	5.7	3.8

	Total	Milwaukee County	Chiwaukee Suburbs	Dane County	Fox River Lake shore	South west	North
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	37%	54%	SN	48%	45%	55%
Disapprove	51%	61%	43%	SN	50%	51%	37%
Don't know/Undecided/Refused	4%	2%	3%	SN	2%	4%	8%
Sampling Error (+/-)	3.7	9.4	7.8		9.1	8.2	8.8



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 008

Question A1

A1. Do you approve or disapprove of the way Donald Trump is handling his job as president?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color		
	=====	=====	=====	=====	=====		
Approve	45%	49%	42%	46%	SN		
Disapprove	53%	49%	57%	53%	SN		
Don't know/Undecided/Refused	2%	2%	1%	1%	SN		
Sampling Error (+/-)	3.9	5.2	5.8	4.2			

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	43%	47%	47%	39%	28%	61%
Disapprove	53%	55%	51%	51%	60%	70%	37%
Don't know/Undecided/Refused	2%	1%	2%	2%	1%	1%	2%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	38%	49%	49%	38%	51%	38%
Disapprove	53%	61%	50%	50%	59%	48%	61%
Don't know/Undecided/Refused	2%	1%	2%	1%	3%	1%	1%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	2%	39%	96%	4%	30%	87%
Disapprove	53%	98%	57%	4%	95%	68%	12%
Don't know/Undecided/Refused	2%	1%	3%	*	1%	2%	1%
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Approve	45%	3%	92%	100%	0%	1%	97%
Disapprove	53%	96%	7%	0%	100%	98%	2%
Don't know/Undecided/Refused	2%	1%	1%	0%	0%	1%	1%
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 009

Question P7a

P7a. Now I'm going to mention a few issues and for each one, please tell me if you think Joe Biden or Donald Trump would better handle that issue if they were elected President. First/Next, The economy. Do you think Joe Biden or Donald Trump would better handle that issue if they were elected President?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Biden	49%	45%	52%	48%	SN
Trump	48%	53%	44%	49%	SN
Neither	2%	1%	3%	1%	SN
Don't know/Undecided/Refused	2%	1%	2%	2%	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	48%	49%	45%	58%	66%	32%
Trump	48%	47%	50%	51%	40%	31%	64%
Neither	2%	3%	*	2%	1%	1%	3%
Don't know/Undecided/Refused	2%	2%	1%	2%	1%	2%	1%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	54%	46%	45%	55%	43%	57%
Trump	48%	41%	51%	52%	41%	54%	40%
Neither	2%	3%	1%	2%	1%	2%	1%
Don't know/Undecided/Refused	2%	1%	2%	1%	3%	1%	3%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	94%	50%	2%	90%	62%	9%
Trump	48%	4%	44%	98%	6%	34%	90%
Neither	2%	1%	3%	0%	2%	2%	1%
Don't know/Undecided/Refused	2%	1%	2%	*	3%	2%	*
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	91%	3%	1%	90%	93%	1%
Trump	48%	5%	96%	98%	6%	4%	99%
Neither	2%	2%	*	0%	3%	1%	0%
Don't know/Undecided/Refused	2%	2%	*	*	2%	2%	*
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 010

Question P7b

P7b. Now I'm going to mention a few issues and for each one, please tell me if you think Joe Biden or Donald Trump would better handle that issue if they were elected President. First/Next, The response to the coronavirus outbreak. Do you think Joe Biden or Donald Trump would better handle that issue if they were elected President?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Biden	52%	48%	56%	51%	SN
Trump	43%	46%	39%	45%	SN
Neither	3%	4%	2%	3%	SN
Don't know/Undecided/Refused	2%	1%	2%	1%	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Biden	52%	53%	52%	49%	62%	71%	35%
Trump	43%	40%	45%	45%	35%	26%	58%
Neither	3%	5%	2%	4%	2%	1%	5%
Don't know/Undecided/Refused	2%	1%	2%	2%	2%	2%	2%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Biden	52%	58%	50%	49%	60%	46%	62%
Trump	43%	35%	46%	46%	36%	49%	36%
Neither	3%	4%	3%	3%	3%	3%	1%
Don't know/Undecided/Refused	2%	2%	1%	2%	1%	1%	1%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Biden	52%	98%	56%	3%	92%	67%	11%
Trump	43%	1%	35%	94%	4%	27%	84%
Neither	3%	*	7%	1%	3%	4%	3%
Don't know/Undecided/Refused	2%	*	1%	1%	1%	2%	2%
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Biden	52%	97%	6%	2%	96%	98%	2%
Trump	43%	1%	90%	91%	2%	*	93%
Neither	3%	1%	3%	5%	2%	1%	4%
Don't know/Undecided/Refused	2%	1%	1%	2%	*	1%	1%
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 011

Question P8a

P8a. Thinking about the following characteristics and qualities, please say whether you think each one applies more to Joe Biden or more to Donald Trump. Please feel free to name a candidate even if you may not support him. First/Next, Will unite the country and not divide it. Do you think that applies more to Joe Biden or more to Donald Trump?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Biden	56%	52%	59%	55%	SN
Trump	36%	39%	33%	38%	SN
Both	1%	1%	*	*	SN
Neither	5%	6%	5%	4%	SN
Don't know/Undecided/Refused	2%	2%	2%	2%	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Biden	56%	58%	54%	54%	61%	72%	41%
Trump	36%	30%	41%	37%	35%	25%	47%
Both	1%	1%	*	*	*	*	1%
Neither	5%	9%	3%	7%	2%	1%	9%
Don't know/Undecided/Refused	2%	2%	2%	2%	2%	1%	3%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Biden	56%	61%	53%	52%	63%	49%	66%
Trump	36%	32%	38%	40%	28%	43%	28%
Both	1%	0%	1%	*	1%	1%	*
Neither	5%	5%	6%	6%	5%	4%	5%
Don't know/Undecided/Refused	2%	2%	2%	2%	2%	2%	2%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Biden	56%	97%	60%	10%	94%	72%	16%
Trump	36%	1%	29%	81%	3%	20%	75%
Both	1%	0%	1%	1%	*	*	1%
Neither	5%	1%	9%	5%	2%	5%	7%
Don't know/Undecided/Refused	2%	1%	2%	3%	1%	3%	2%
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Biden	56%	95%	14%	10%	95%	98%	9%
Trump	36%	2%	76%	78%	2%	*	79%
Both	1%	*	1%	1%	0%	*	1%
Neither	5%	2%	7%	8%	3%	1%	8%
Don't know/Undecided/Refused	2%	1%	2%	3%	1%	1%	3%
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 012

Question P8b

P8b. Thinking about the following characteristics and qualities, please say whether you think each one applies more to Joe Biden or more to Donald Trump. Please feel free to name a candidate even if you may not support him. First/Next, Has the stamina and sharpness to be president. Do you think that applies more to Joe Biden or more to Donald Trump?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Biden	43%	39%	47%	43%	SN
Trump	50%	56%	45%	51%	SN
Both	*	*	*	*	SN
Neither	5%	3%	6%	5%	SN
Don't know/Undecided/Refused	1%	1%	2%	2%	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Biden	43%	40%	46%	39%	55%	60%	28%
Trump	50%	51%	50%	54%	40%	32%	67%
Both	*	0%	1%	*	1%	1%	*
Neither	5%	8%	2%	6%	3%	6%	4%
Don't know/Undecided/Refused	1%	1%	2%	1%	1%	2%	1%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Biden	43%	47%	43%	41%	49%	38%	51%
Trump	50%	44%	53%	54%	42%	57%	40%
Both	*	*	*	*	1%	*	*
Neither	5%	7%	3%	4%	6%	4%	6%
Don't know/Undecided/Refused	1%	2%	1%	1%	2%	1%	3%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Biden	43%	85%	45%	1%	79%	56%	8%
Trump	50%	7%	46%	97%	7%	38%	90%
Both	*	1%	*	0%	1%	1%	0%
Neither	5%	6%	7%	1%	12%	3%	2%
Don't know/Undecided/Refused	1%	1%	1%	1%	1%	2%	1%
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Biden	43%	83%	2%	*	81%	84%	*
Trump	50%	8%	96%	99%	9%	7%	99%
Both	*	1%	0%	0%	1%	1%	0%
Neither	5%	7%	1%	*	8%	7%	*
Don't know/Undecided/Refused	1%	2%	1%	*	2%	2%	*
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 013

Question P8c

P8c. Thinking about the following characteristics and qualities, please say whether you think each one applies more to Joe Biden or more to Donald Trump. Please feel free to name a candidate even if you may not support him. First/Next, Has a clear plan for solving the country's problems. Do you think that applies more to Joe Biden or more to Donald Trump?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Biden	50%	47%	53%	49%	SN
Trump	43%	46%	41%	45%	SN
Both	*	*	0%	*	SN
Neither	5%	4%	6%	5%	SN
Don't know/Undecided/Refused	1%	2%	*	1%	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Biden	50%	51%	50%	47%	59%	67%	34%
Trump	43%	40%	46%	46%	37%	28%	58%
Both	*	*	0%	*	0%	0%	*
Neither	5%	7%	3%	6%	3%	5%	6%
Don't know/Undecided/Refused	1%	2%	1%	1%	1%	1%	1%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Biden	50%	56%	48%	45%	58%	43%	60%
Trump	43%	37%	47%	47%	37%	49%	36%
Both	*	0%	*	0%	*	0%	*
Neither	5%	6%	4%	6%	4%	6%	3%
Don't know/Undecided/Refused	1%	1%	1%	1%	1%	1%	1%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Biden	50%	94%	54%	3%	89%	66%	10%
Trump	43%	1%	36%	94%	4%	27%	86%
Both	*	0%	0%	1%	0%	*	0%
Neither	5%	4%	8%	3%	6%	5%	3%
Don't know/Undecided/Refused	1%	*	2%	*	1%	1%	1%
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Biden	50%	93%	5%	2%	91%	93%	2%
Trump	43%	2%	90%	94%	2%	1%	93%
Both	*	0%	*	*	0%	0%	*
Neither	5%	4%	4%	3%	6%	4%	4%
Don't know/Undecided/Refused	1%	1%	1%	1%	2%	1%	*
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 014

Question P8d

P8d. Thinking about the following characteristics and qualities, please say whether you think each one applies more to Joe Biden or more to Donald Trump. Please feel free to name a candidate even if you may not support him. First/Next, Will keep Americans safe from harm. Do you think that applies more to Joe Biden or more to Donald Trump?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Biden	49%	45%	54%	49%	SN
Trump	47%	53%	41%	49%	SN
Both	1%	1%	*	1%	SN
Neither	2%	1%	3%	1%	SN
Don't know/Undecided/Refused	1%	1%	1%	1%	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	Al-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	49%	49%	46%	59%	67%	33%
Trump	47%	44%	49%	50%	40%	30%	63%
Both	1%	1%	*	1%	*	1%	*
Neither	2%	5%	*	3%	*	1%	3%
Don't know/Undecided/Refused	1%	1%	1%	1%	1%	1%	1%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	54%	47%	46%	56%	44%	58%
Trump	47%	41%	50%	51%	40%	54%	39%
Both	1%	1%	1%	*	1%	1%	1%
Neither	2%	3%	2%	3%	1%	2%	1%
Don't know/Undecided/Refused	1%	1%	1%	1%	1%	*	2%
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-cratic	Indep Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	93%	52%	3%	89%	63%	10%
Trump	47%	3%	42%	97%	7%	32%	89%
Both	1%	1%	1%	0%	1%	1%	0%
Neither	2%	2%	5%	0%	2%	3%	1%
Don't know/Undecided/Refused	1%	1%	1%	*	1%	1%	*
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-cratic	Lean Repub lican	Trump ap-prove	Trump disap prove	Biden Supp orter	Trump Supp orter
	=====	=====	=====	=====	=====	=====	=====
Biden	49%	90%	5%	2%	90%	93%	2%
Trump	47%	5%	95%	97%	4%	3%	98%
Both	1%	1%	0%	0%	1%	1%	0%
Neither	2%	3%	0%	0%	4%	2%	*
Don't know/Undecided/Refused	1%	1%	*	*	1%	1%	*
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2



CNN/SSRS Poll -- October 23, 2020 to October 30, 2020 (Wisconsin Likely Voters)

TABLE 015

Question P8e

P8e. Thinking about the following characteristics and qualities, please say whether you think each one applies more to Joe Biden or more to Donald Trump. Please feel free to name a candidate even if you may not support him. First/Next, Cares about people like you. Do you think that applies more to Joe Biden or more to Donald Trump?

Base: Likely Voters

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Biden	53%	48%	58%	52%	SN
Trump	42%	46%	38%	44%	SN
Both	1%	1%	*	1%	SN
Neither	3%	3%	3%	2%	SN
Don't know/Undecided/Refused	1%	1%	1%	*	SN
Sampling Error (+/-)	3.9	5.2	5.8	4.2	

	Total	18-49	50+	18-64	65+	All-ready voted	Plan to vote
	=====	=====	=====	=====	=====	=====	=====
Biden	53%	54%	52%	50%	61%	70%	37%
Trump	42%	39%	45%	45%	36%	28%	55%
Both	1%	1%	*	1%	*	*	1%
Neither	3%	4%	2%	3%	2%	1%	5%
Don't know/Undecided/Refused	1%	1%	*	1%	1%	*	1%
Sampling Error (+/-)	3.9	7.0	4.4	4.9	5.8	5.3	5.7

	Total	<\$50K	\$50K+	Non-coll. grad.	Coll. grad.	White non-coll.	White coll.
	=====	=====	=====	=====	=====	=====	=====
Biden	53%	57%	52%	48%	62%	46%	64%
Trump	42%	34%	46%	47%	34%	50%	33%
Both	1%	1%	1%	1%	*	1%	*
Neither	3%	6%	1%	3%	3%	2%	2%
Don't know/Undecided/Refused	1%	2%	*	1%	*	1%	*
Sampling Error (+/-)	3.9	7.0	4.9	5.1	5.9	5.5	6.3

	Total	Demo-crat	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva-tive
	=====	=====	=====	=====	=====	=====	=====
Biden	53%	96%	57%	6%	93%	69%	13%
Trump	42%	2%	36%	91%	4%	25%	85%
Both	1%	*	*	2%	0%	1%	1%
Neither	3%	2%	6%	1%	2%	4%	2%
Don't know/Undecided/Refused	1%	1%	1%	*	1%	1%	*
Sampling Error (+/-)	3.9	6.6	6.5	7.5	8.5	6.1	6.6

	Total	Lean Demo-crat	Lean Repub lican	Trump ap-prove	Trump disap-prove	Biden Supp-orter	Trump Supp-orter
	=====	=====	=====	=====	=====	=====	=====
Biden	53%	95%	8%	4%	95%	97%	4%
Trump	42%	2%	88%	91%	2%	1%	92%
Both	1%	*	1%	1%	1%	*	1%
Neither	3%	2%	3%	2%	3%	1%	3%
Don't know/Undecided/Refused	1%	*	*	1%	*	*	*
Sampling Error (+/-)	3.9	5.3	6.1	6.0	5.2	5.2	6.2