

Table 201-1
Q4: Summary of Direction of U.S. Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	-199 -25%	-65 -28%	-19 -21%	-95 -32%	-14 -20%	-5 -11% BD	-1 -1% BCDEf	-1 -5% BCDE	-42 -28%	-53 -35%	-31 -27%	-34 -28%	-16 -35%	-3 -7% M	3 11% P	-17 -38%	-1 -3%	-4 -20%	-53 -26%	-50 -26%	-57 -27%	-38 -20%
RIGHT DIRECTION	274 34%	77 33%	33 36%	91 30%	26 37%	21 44% d	13 47% d	13 45%	49 33%	42 28%	36 32%	41 34%	13 29%	20 44%	13 52% p	12 29%	13 48%	8 38%	68 33%	67 34%	68 33%	72 37%
WRONG TRACK	473 59%	142 60%	52 57%	186 62% g	39 57%	26 54%	13 48%	14 49%	91 61%	95 63%	67 59%	75 61%	29 64%	23 50%	10 40%	29 67% o	14 52%	12 57%	121 60%	117 60%	125 60%	110 57%
AUG 30-SEP 2, 2020 -----	-239 -30%	-98 -42%	-35 -39%	-88 -29%	-9 -14% BCD	-1 -1% BCDEg	-5 -19% B	-3 -9% BCD	-37 -24%	-51 -35%	-34 -32%	-64 -50%	-9 -21% n	-26 -54%	2 8% P	-11 -27%	-1 1%	-1 -4%	-	-	-	-
RIGHT DIRECTION	252 32%	58 24%	26 29%	98 33%	29 42% B	21 43% B	10 35%	11 39%	55 35%	43 30%	30 28%	28 22%	16 39%	10 21% n	14 54%	15 34%	11 46%	9 40%	-	-	-	-
WRONG TRACK	491 61%	156 66% Fh	61 68% Fh	186 62% F	38 55%	21 44%	15 54%	14 48%	91 59%	95 65%	64 60%	92 71%	25 60%	36 75%	12 46%	26 61%	11 44%	11 45%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 201-2
Q4: Summary of Direction of U.S. Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	-199 -25%	-85 -22%	-114 -28%	71 26% EF	-203 -77%	-67 -26% E	44 32% HIJKL	27 20% IJKL	-92 -81%	-110 -74%	-37 -28% IJ	-31 -23% IJ	99 29% NOQ	-157 -53% O	-124 -91%	84 42% MNOQ	15 10% NO	-79 -34%	-39 -12% RTUV	-81 -34%	-40 -33%	-41 -35%	-89 -17% X	-39 -35%
RIGHT DIRECTION	274 34%	137 36%	138 33%	160 59% EF	27 10%	86 33% E	88 63% IJKL	72 55% IJKL	9 8%	18 12%	39 30% IJ	47 35% IJ	206 60% NOq	60 20% O	6 4%	133 66% NOQ	73 51% NO	68 29%	134 41% RTuV	72 30%	38 31%	35 29%	203 39% X	32 29%
WRONG TRACK	473 59%	221 58%	252 61%	89 33% DF	230 87% D	154 58% D	44 31% GHKL	46 34% IJKL	101 89% GHKL	129 86% GHKL	76 59% GH	78 58% GH	107 31%	216 73% MPQ	129 95% MNPQ	49 24% mP	58 40% S	147 63% S	172 53% S	153 64% S	78 64% S	76 64% S	292 55% w	71 64%
AUG 30-SEP 2, 2020 -----	-239 -30%	-78 -20% C	-161 -39%	16 6% EF	-206 -78%	-49 -19% E	15 12% HIJKL	- - IJKL	-78 -72%	-128 -82%	-16 -11% IJL	-33 -28% IJ	81 24% NOQ	-152 -58% O	-150 -93%	60 32% NOQ	20 14% NO	-74 -32%	-85 -26% u	-79 -33%	-46 -40%	-33 -27% u	-147 -28%	-48 -38%
RIGHT DIRECTION	252 32%	137 36% C	115 28%	133 49% EF	24 9%	95 36% E	70 53% IJKL	63 45% IJ	13 12%	11 7%	55 38% IJ	40 34% IJ	190 57% NO	47 18% O	6 4%	117 62% NO	73 51% NO	70 30%	110 34%	73 30%	32 27%	41 33%	177 33%	34 27%
WRONG TRACK	491 61%	216 56%	276 66% B	117 43%	230 87% DF	144 55% D	54 41% GHKL	63 45% IJKL	90 84% GHKL	139 89% GHKL	71 49%	73 61% GH	109 33%	199 76% MPQ	156 96% MNPQ	57 30%	53 37%	144 62%	195 60%	152 63%	78 67%	74 60%	324 61%	82 65%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 201-3
Q4: Summary of Direction of U.S. Trend

BANNER 3

	MARRIED			SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE				
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5%	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	-199 -25%	-39 -15%	-50 -19%	-23 -36%	-16 -35%	-49 -24%	-35 -20% h	-54 -31%	-61 -25%	-160 -23% K	-38 -47%	-7 -30%	-12 -49%	-6 -70%	-63 -18% PQ	-97 -27% q	-24 -62%	-14 -33%	-3 -31%	-4 -29%	143 39% VWX	-286 -90%	-30 -72%	-16 -34% Vw
RIGHT DIRECTION	274 34%	104 40%	99 38%	19 30%	12 27%	69 34%	68 38%	53 31%	85 35%	247 35% K	18 22%	7 29%	6 26%	1 15%	128 38% Q	119 33% Q	5 14%	12 30%	3 35%	4 25%	236 65% VWX	13 4%	4 10%	14 30% VW
WRONG TRACK	473 59%	143 54%	149 57%	42 66%	29 62%	117 57%	103 58%	106 62%	146 60%	406 58%	55 69% j	14 58%	18 74%	7 85% j	190 56%	216 61%	29 76% Op	26 63%	6 65%	8 54%	93 26% UwX	299 94% Ux	34 82% Ux	30 64% U
AUG 30-SEP 2, 2020 -----	-239 -30%	-29 -12% C	-118 -40%	-31 -41%	-17 -33%	-38 -19% HI	-41 -21% HI	-72 -40%	-89 -38%	-231 -33%	-12 -14% J	-6 -26%	2 6% JKL	2 23% JKL	-76 -25% P	-155 -40%	-6 -11% P	-5 -24%	-1 -4% OP	-6 -58%	88 24% VWX	-258 -82%	-35 -63%	-20 -42% V
RIGHT DIRECTION	252 32%	99 41% C	78 27%	19 26%	15 29%	70 36%	67 36% h	48 26%	67 29%	212 30%	29 36%	9 37%	8 35%	5 61%	107 35% P	104 27%	20 35%	9 38%	7 48%	2 21%	210 58% VWX	23 7%	7 12%	9 19%
WRONG TRACK	491 61%	128 53%	196 67% B	50 67%	32 62%	108 55%	108 57%	119 66%	156 66% fg	442 64%	41 51%	15 63%	7 29%	3 39%	184 60%	259 67% o	26 46%	14 62%	7 52%	8 79%	122 34% UWx	282 90% UWx	42 75% U	29 61% U

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 201-4
Q4: Summary of Direction of U.S. Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL (A)	RURAL (B)	SUB- URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	-199 -25%	-51 -14% CD	-65 -30%	-84 -38%	-11 -7% F	-40 -20%	-31 -29%	-35 -31%	-45 -38%	-40 -39%	-52 -28%	-12 -48%	-29 -30%	-23 -25%	-2 -19%	-10 -62%	-35 -23% S	-24 -11% QS	-140 -33%	48 11% U	-217 -73%	-70 -27%	-52 -24%	-39 -23%
RIGHT DIRECTION	274 34%	141 39% CD	68 31%	63 28%	69 44%	71 36%	32 30%	36 33%	34 29%	29 28%	62 33%	6 25%	29 30%	33 36%	3 41%	3 17%	56 36%	86 40% S	130 31%	222 51% U	36 12%	84 33%	77 36%	59 35%
WRONG TRACK	473 59%	191 53%	133 62% b	147 67% B	80 51%	111 56%	63 59%	70 64%	78 67%	68 67%	114 60%	18 72%	58 60%	56 61%	5 59%	13 79%	91 58%	110 51%	270 64% R	174 40%	253 85% T	155 60%	129 60%	98 59%
AUG 30-SEP 2, 2020 -----	-239 -30%	-77 -25%	-87 -32%	-64 -32%	-11 -8% F	-66 -38%	-31 -20% H	-56 -47%	-30 -37%	-34 -29%	-81 -37%	-5 -12% k	-28 -25% N	-53 -48%	-3 -8%	-2 -33%	-7 -5% RS	-72 -35%	-156 -37%	-28 -6% U	-175 -60%	-90 -35%	-56 -26%	-67 -33%
RIGHT DIRECTION	252 32%	105 34%	80 29%	64 33%	57 42% F	47 27%	54 35% h	26 22%	25 31%	39 34%	63 29%	14 32%	39 36% N	24 22%	12 32%	2 34%	66 44% RS	57 28%	124 29%	198 44% U	47 16%	78 30%	69 32%	62 31%
WRONG TRACK	491 61%	182 59%	168 61%	128 65%	68 50%	113 66% E	85 55%	83 69% g	55 68%	73 63%	145 66%	19 44%	67 61%	78 70%	15 40%	4 66%	73 49%	129 62% Q	279 66% Q	225 50%	223 76% T	168 65%	125 58%	130 64%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 201-5
Q4: Summary of Direction of U.S. Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	-199 -25%	-23 -13%	-36 -18%	-62 -30%	-78 -36%	-8 -5% GHI	-54 -29%	-27 -16% GI	-68 -37%	-77 -20% L	-28 -14% L	-64 -52%	85 29% N	1 6%	-203 -26%	4 15% O	274 100% R	-473 -100%	51 28% TUv	-127 -80%	-70 -61%	12 17% TU	15 24% TU
RIGHT DIRECTION	274 34%	69 39%	73 37%	67 32%	64 29%	67 43% gI	61 33%	66 38% i	53 29%	142 36% L	81 40% L	28 23%	175 60%	8 53%	259 34%	15 52% o	274 100% R	- -	109 59% TU	14 9%	20 17% t	40 57% TU	34 56% TU
WRONG TRACK	473 59%	92 52%	109 55%	129 63%	141 65%	75 48%	115 63% F	92 54%	122 66% FH	218 56%	110 53%	92 75% JK	89 30%	7 47%	463 60% P	11 38%	- -	473 100% Q	58 31% SUVW	141 89% SuW	90 78% SW	28 39%	20 32%
AUG 30-SEP 2, 2020 -----	-239 -30%	-24 -13% C	-55 -30%	-52 -26% E	-103 -46%	-18 -14% GHI	-57 -34%	-56 -32% i	-98 -48%	-115 -35%	-45 -21% J	-64 -33%	46 19%	9 41%	-228 -30%	-11 -30%	252 100% R	-491 -100%	39 18% TUW	-97 -78%	-53 -59%	- -	-2 -2% TU
RIGHT DIRECTION	252 32%	65 37%	58 32%	70 35% E	54 24%	52 40% I	53 32%	54 31%	47 23%	98 30%	80 36%	56 29%	134 56%	10 48%	241 31%	11 32%	252 100% R	- -	116 54% TU	13 10%	16 17%	- -	40 46% TU
WRONG TRACK	491 61%	89 51%	113 62% b	122 61%	157 70%	71 53%	110 65% f	109 63%	146 71% F	213 65%	125 57%	119 61%	88 37% N	2 7%	469 61% P	22 62%	- -	491 100% Q	77 36% SuW	110 88% SuW	68 77% SW	- -	42 49%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 201-6
Q4: Summary of Direction of U.S. Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H			
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI-THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52%	403 50%	88 11%	41 5%	389 49%	407 51%	296 37%	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	-199 -25%	168 45%	13 17%	-25 -76%	-359 -86%	158 39%	-14 -15%	-36 -86%	-354 -91%	-346 -85%	-263 -89%	-83 -75%	11 15%	142 47%	152 41%	-15 -41%	-188 -27%	-14 -14%	-143 -21%	-123 -21%	-50 -51%	-152 -23%	-19 -34%
RIGHT DIRECTION	274 34%	250 68%	39 50%	2 7%	23 5%	260 65%	31 35%	2 2%	13 3%	26 6%	14 5%	12 10%	35 51%	208 68%	242 65%	8 22%	232 33%	39 39%	253 36%	216 36%	21 22%	230 35%	17 31%
WRONG TRACK	473 59%	82 22%	26 34%	28 84%	382 91%	103 25%	44 50%	36 89%	367 94%	372 91%	278 94%	94 85%	24 35%	66 22%	90 24%	23 63%	420 60%	52 54%	397 57%	339 57%	70 73%	381 58%	37 65%
AUG 30-SEP 2, 2020 -----	-239 -30%	118 30%	-8 -7%	-34 -72%	-350 -90%	105 25%	-19 -16%	-30 -69%	-341 -92%	-296 -84%	-198 -89%	-98 -74%	-33 -35%	106 32%	72 17%	-44 -78%	-208 -31%	-34 -27%	-223 -32%	-141 -26%	-15 -16%	-201 -31%	-9 -14%
RIGHT DIRECTION	252 32%	236 60%	42 38%	5 10%	13 3%	239 57%	40 35%	5 10%	12 3%	23 6%	8 4%	14 11%	21 22%	205 63%	226 54%	3 6%	213 32%	35 28%	220 31%	192 35%	31 34%	203 32%	21 32%
WRONG TRACK	491 61%	118 30%	50 46%	39 83%	364 93%	134 32%	58 52%	35 79%	352 95%	319 90%	206 93%	113 85%	55 58%	99 30%	153 36%	48 83%	421 63%	68 56%	443 63%	333 60%	46 50%	404 63%	30 46%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 201-7
Q4: Summary of Direction of U.S. Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV		RsU
OCT 5-8, 2020 -----	-199 -25%	116 27%	165 51%	-49 -43%	-312 -92%	42 12%	-207 -56%	-32 -39%	-175 -60%	-26 -48%	-9 -52%	-21 -55%	-5 -30%	143 39%	-306 -87%	-3 -100%	-29 -41%	161 45%	-342 -91%	- 1%	-4 -22%	-13 -35%
		DE	BDE	E		GHIJK		I						OpQ			O	STUV	SuV	S	S	
RIGHT DIRECTION	274 34%	256 58%	231 72%	25 22%	11 3%	182 51%	75 20%	23 28%	52 18%	14 25%	3 15%	9 23%	5 32%	234 65%	21 6%	- -	16 22%	244 68%	14 4%	3 38%	6 33%	6 18%
		DE	BDE	E		GHIJK		i						OPQ	P		OP	StUV	S	S	S	
WRONG TRACK	473 59%	140 32%	66 20%	74 64%	323 95%	140 39%	282 76%	55 68%	227 78%	40 73%	12 67%	30 77%	10 63%	91 25%	327 93%	3 100%	45 63%	83 23%	356 95%	3 37%	10 55%	19 53%
		C		BC	BCD		F	F	Fh	F	F	F	F		NQ	NOQ	N		RTUV	R	R	
AUG 30-SEP 2, 2020 -----	-239 -30%	-	-	-	-	-	-	-	-	-	-	-	-	92 24%	-291 -86%	-	-35 -54%	118 30%	-317 -93%	-	-32 -79%	-8 -43%
														OQ		o	o	SUV			S	
RIGHT DIRECTION	252 32%	-	-	-	-	-	-	-	-	-	-	-	-	221 57%	20 6%	-	11 17%	238 60%	7 2%	-	2 6%	5 26%
														OQ		o	o	SUV			Su	
WRONG TRACK	491 61%	-	-	-	-	-	-	-	-	-	-	-	-	128 33%	311 91%	-	46 72%	119 30%	324 95%	-	34 84%	13 69%
															NQ	N	N		RV	R	R	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 202-1
Q8/10: Summary of U.S. Senate Ballot Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020	10 1%	-1 -	2 2%	-6 -2%	-3 -4%	8 17%	- -	9 32%	-1 -1%	-5 -3%	-5 -4%	4 3%	-1 -1%	2 5%	8 31%	-11 -25%	1 5%	7 32%	9 4%	-2 -1%	-6 -3%	9 5%
		d	DE			BCDEG	De	BCDEG				K		m	P		Q		TU			TU
ERNST	362 45%	106 45%	39 44%	132 44%	29 42%	24 49%	13 48%	18 63%	68 45%	65 43%	50 44%	56 46%	18 41%	21 47%	15 60%	14 32%	12 45%	12 54%	93 46%	88 45%	89 43%	91 48%
GREENFIELD	352 44%	106 45%	38 42%	138 46%	32 46%	15 32%	13 47%	9 31%	69 46%	69 46%	55 48%	52 42%	19 42%	19 42%	7 28%	25 57%	10 40%	5 22%	84 41%	90 46%	95 46%	82 43%
UNDECIDED	72 9%	20 9%	9 10%	25 8%	8 11%	7 15%	1 3%	2 6%	11 8%	14 9%	8 7%	13 10%	5 11%	4 8%	3 12%	5 11%	4 15%	3 15%	23 11%	12 6%	20 10%	16 9%
		g		g		G			J						P		R		t			
AUG 30-SEP 2, 2020	50 6%	-24 -10%	4 5%	30 10%	14 21%	14 29%	2 8%	10 35%	23 15%	6 4%	6 6%	-31 -24%	13 32%	-9 -19%	15 57%	-1 -2%	16 67%	-3 -11%	- -	- -	- -	- -
			B	B	BCdg	BCDG	B	BCDG	J		L		N		P		R					
ERNST	390 49%	100 42%	39 43%	151 50%	38 55%	31 64%	13 48%	19 64%	81 52%	70 48%	55 51%	45 35%	24 56%	15 31%	20 77%	18 41%	20 84%	10 43%	- -	- -	- -	- -
						BC		BC			L		N		P		R					
GREENFIELD	340 43%	125 53%	34 38%	121 40%	24 34%	17 35%	11 40%	9 30%	57 37%	64 44%	49 45%	76 59%	10 24%	24 50%	5 20%	18 43%	4 16%	13 55%	- -	- -	- -	- -
		CDEFH										k		M		o		Q				
UNDECIDED	64 8%	11 5%	16 18%	24 8%	7 10%	1 1%	4 13%	2 6%	13 9%	11 8%	4 3%	7 6%	8 20%	8 17%	1 3%	6 15%	- -	1 2%	- -	- -	- -	- -
			BDFh	F	F		f															

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 202-2
Q8/10: Summary of U.S. Senate Ballot Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SINGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	10 1%	8 2%	2 -	181 67%	-185 -70%	14 5%	100 72%	81 61%	-87 -76%	-98 -66%	-5 -4%	19 14%	239 69%	-113 -38%	-105 -77%	163 82%	76 53%	-23 -10%	50 15%	-18 -7%	-27 -23%	10 8%	51 10%	-15 -13%
ERNST	362 45%	177 46%	185 45%	213 78%	32 12%	117 44%	114 81%	100 75%	11 9%	21 14%	52 40%	65 48%	272 79%	78 26%	9 7%	171 86%	101 70%	92 40%	173 53%	96 40%	40 33%	56 47%	266 50%	41 37%
GREENFIELD	352 44%	168 44%	184 44%	32 12%	217 82%	103 39%	13 10%	19 14%	98 85%	119 80%	57 44%	46 34%	33 10%	190 65%	114 84%	8 4%	25 17%	115 49%	123 37%	114 48%	68 56%	46 39%	215 41%	55 50%
UNDECIDED	72 9%	34 9%	38 9%	21 8%	16 6%	35 13%	11 8%	9 7%	6 5%	9 6%	16 12%	19 14%	34 10%	23 8%	11 8%	15 8%	19 13%	21 9%	30 9%	21 9%	9 7%	12 10%	41 8%	12 11%
AUG 30-SEP 2, 2020 -----	50 6%	84 22%	-35 -8%	180 66%	-195 -74%	65 25%	101 77%	79 56%	-70 -65%	-125 -80%	54 37%	11 10%	260 79%	-97 -37%	-120 -74%	169 90%	91 63%	-9 -4%	68 21%	-10 -4%	-9 -8%	-	48 9%	-14 -11%
ERNST	390 49%	218 57%	172 41%	217 80%	28 11%	145 55%	114 87%	102 73%	16 15%	12 8%	87 60%	58 49%	287 87%	72 27%	13 8%	174 93%	112 78%	99 43%	187 57%	104 43%	48 41%	56 45%	265 50%	52 41%
GREENFIELD	340 43%	133 35%	207 50%	37 13%	223 85%	80 30%	14 10%	23 16%	86 80%	137 88%	34 23%	47 39%	27 8%	168 64%	133 82%	5 3%	21 15%	108 47%	118 36%	114 47%	58 49%	56 46%	217 41%	67 53%
UNDECIDED	64 8%	29 8%	35 8%	17 6%	11 4%	36 14%	4 3%	14 10%	4 4%	7 4%	22 15%	15 12%	18 5%	20 8%	14 8%	8 4%	10 7%	21 9%	23 7%	21 9%	11 10%	9 8%	46 9%	6 5%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 202-3
Q8/10: Summary of U.S. Senate Ballot Trend

BANNER 3

	MARRIED			SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE				
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	10 1%	19 7%	33 12% B	-5 -8%	-10 -21%	5 2% H	4 2% H	-5 -3%	6 2% H	19 3% KLM	-16 -20%	-3 -14%	-12 -49%	1 18% KLM	9 3% QRT	10 3% QRT	-5 -14%	-11 -26%	9 9% QRT	-4 -28%	280 77% VWX	-260 -81%	-9 -20% V	-3 -5% Vw
ERNST	362 45%	128 49%	137 52%	26 41%	14 31%	90 44%	86 48%	77 45%	108 44%	319 46%	29 36%	9 37%	6 26%	4 51%	157 46%	161 45%	14 36%	15 35%	4 46%	5 32%	305 84% VWX	20 6%	10 25% V	18 39% V
GREENFIELD	352 44%	110 42%	105 40%	31 49%	24 52%	86 42%	82 46%	81 47%	102 42%	300 43%	45 56% j	12 51%	18 74% Jn	3 33%	149 44%	152 42%	19 50%	26 62% oP	3 37%	9 60%	24 7%	280 88% UWX	19 45% U	21 44% U
UNDECIDED	72 9%	25 9%	16 6%	5 8%	7 14%	24 12% G	10 6%	12 7%	26 10% g	64 9% M	6 7% M	2 9%	- -	1 16% R	29 8% R	36 10% R	5 14% r	1 1%	2 17%	1 4%	28 8%	17 5%	9 22% UV	5 12%
AUG 30-SEP 2, 2020 -----	50 6%	59 24% C	-11 -4%	- E	-14 -27%	39 20% HI	45 24% HI	-15 -8%	-19 -8%	32 5% L	9 11% L	-7 -27%	5 20% L	3 33% L	59 19% PRST	-27 -7%	18 32% PRST	-9 -41%	- -1% prt	-6 -66%	283 78% VWX	-240 -76%	-1 -2% V	8 16% VW
ERNST	390 49%	137 57% C	128 44%	35 46%	18 34%	106 54% hI	112 59% HI	75 41%	98 42%	336 48%	41 51%	8 32%	14 60%	5 57%	172 56% PRT	163 42% T	35 61% RT	6 25%	7 48% T	1 8%	305 84% VWX	29 9%	22 40% V	26 54% V
GREENFIELD	340 43%	79 33%	138 48% B	35 47%	32 61%	66 34%	67 35%	90 50% FG	117 50% FG	304 44%	32 40%	14 59%	10 40%	2 24%	114 37%	190 49% O	17 30% OQ	15 67% OQ	7 49%	7 74% OQ	22 6%	269 86% UWX	24 42% U	18 38% U
UNDECIDED	64 8%	22 9%	24 8%	3 5%	2 5%	19 10%	10 5%	16 9%	19 8%	51 7% M	7 9%	2 10%	- -	2 19%	19 6%	33 8%	5 9%	2 8%	1 4%	2 18%	32 9% V	14 4%	8 14%	4 8%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 202-4
Q8/10: Summary of U.S. Senate Ballot Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL (A)	RURAL (B)	SUB- URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)
BASE=TOTAL SAMPLE	800 100%	358 45%	216 27%	220 27%	157 20%	200 25%	106 13%	110 14%	117 15%	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2%	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	10 1%	57 16%	-18 -8%	-31 -14%	26 16%	31 16%	-6 -6%	-12 -11%	-12 -10%	-18 -18%	-13 -7%	-7 -27%	-8 -8%	-5 -5%	- 1%	-7 -41%	15 10%	45 21%	-53 -13%	183 42%	-156 -52%	8 3%	-10 -5%	7 4%
ERNST	362 45%	190 53%	88 41%	81 37%	85 54%	105 52%	45 42%	43 39%	46 39%	36 35%	78 41%	8 33%	40 41%	38 42%	3 41%	5 29%	74 47%	120 56%	164 39%	281 65%	60 20%	116 45%	97 45%	80 47%
GREENFIELD	352 44%	133 37%	106 49%	112 51%	59 37%	74 37%	51 48%	55 50%	58 49%	54 53%	91 48%	15 61%	48 50%	43 47%	3 40%	12 71%	59 38%	75 35%	217 51%	99 23%	215 72%	108 42%	106 50%	72 43%
UNDECIDED	72 9%	29 8%	20 9%	20 9%	11 7%	17 9%	9 9%	11 10%	12 10%	8 8%	17 9%	2 6%	8 8%	10 11%	2 20%	- -	19 12%	17 8%	34 8%	45 10%	16 6%	27 11%	10 5%	14 8%
AUG 30-SEP 2, 2020 -----	50 6%	59 19%	13 5%	-18 -9%	66 48%	-6 -4%	28 18%	-15 -12%	-7 -8%	-12 -10%	3 1%	6 13%	13 12%	-10 -9%	11 28%	-5 -77%	35 23%	19 9%	-7 -2%	201 44%	-135 -46%	-9 -3%	25 11%	20 10%
ERNST	390 49%	172 55%	130 47%	84 43%	96 70%	76 44%	83 54%	46 39%	35 43%	49 43%	100 46%	24 55%	56 51%	45 40%	23 62%	1 12%	87 58%	103 49%	193 45%	311 69%	66 23%	111 43%	113 53%	105 52%
GREENFIELD	340 43%	112 36%	117 43%	103 52%	30 22%	82 48%	56 36%	61 52%	42 51%	61 53%	98 44%	18 42%	43 39%	55 50%	13 34%	6 88%	52 34%	84 40%	200 47%	109 24%	201 69%	120 46%	89 41%	85 42%
UNDECIDED	64 8%	25 8%	26 9%	7 3%	11 8%	13 8%	15 10%	11 9%	2 3%	4 4%	21 9%	2 3%	10 9%	11 10%	2 4%	- -	12 8%	20 9%	29 7%	31 7%	26 9%	27 11%	10 5%	13 6%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 202-5
Q8/10: Summary of U.S. Senate Ballot Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	10 1%	20 12%	40 20% B	-13 -6% E	-40 -18%	26 17% GI	-17 -9% I	45 26% FGI	-35 -19%	59 15% KL	4 2% L	-40 -33%	208 71%	10 63%	-2 -	13 45% O	213 78% R	-236 -50%	111 60% TUV	-93 -59%	-47 -41% SW	29 41% TU	46 76% STUV
ERNST	362 45%	87 49%	108 55%	89 43% e	75 35%	82 53% GI	76 41%	98 57% GI	63 34%	203 52% L	97 47% L	35 28%	236 80%	12 73%	344 45%	18 62% o	234 85% R	91 19%	140 76% TU	24 15%	27 24% t	49 69% TU	50 82% TU
GREENFIELD	352 44%	66 38%	68 35%	102 49%	115 53%	56 36%	93 51% FH	53 31%	97 53% FH	144 37%	93 45% j	75 62% JK	28 9%	2 10%	347 45% P	5 18%	21 8%	327 69% Q	29 16% W	117 74% SVW	74 65% SVW	20 28% sW	3 5%
UNDECIDED	72 9%	20 12%	16 8%	12 6%	22 10%	16 10%	12 7%	16 9%	20 11%	36 9%	13 6%	11 9%	27 9%	3 17%	66 9%	6 20%	16 6%	45 10% q	15 8%	14 9% v	9 8%	2 3%	6 10%
AUG 30-SEP 2, 2020 -----	50 6%	54 31% C	- -	27 14% E	-34 -15%	42 32% GHI	15 9% hI	6 3% I	-33 -16%	21 6% L	32 14% JL	4 2%	179 75%	18 84%	38 5%	12 34% O	201 80% R	-183 -37%	134 62% TU	-74 -59%	-36 -40% SW	- -	72 84% STU
ERNST	390 49%	106 61% C	83 45%	106 53% E	87 39%	82 62% gHI	85 51% I	82 47%	79 38%	164 49%	117 53%	90 46%	202 85%	20 92%	373 49%	17 49%	221 88% R	128 26%	171 79% TU	22 17%	20 23%	- -	75 87% TU
GREENFIELD	340 43%	52 30%	83 46% B	78 39%	121 54% D	41 31%	71 42% f	76 44% F	111 54% FGh	142 43%	85 39%	86 44%	22 9%	2 8%	335 44% P	5 15%	20 8%	311 63% Q	37 17% W	96 77% SuW	56 63% SW	- -	3 3%
UNDECIDED	64 8%	15 9%	17 9%	13 7%	15 7%	7 5%	11 7%	16 9%	15 7%	23 7%	17 8%	16 8%	14 6% N	- -	53 7%	11 32% O	11 4%	46 9% Q	7 3%	7 6%	12 14% S	- -	8 9%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 202-6
Q8/10: Summary of U.S. Senate Ballot Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV (P)	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI- THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52%	403 50%	88 11%	41 5%	389 49%	407 51%	296 37%	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	10 1%	307 83%	57 74%	- -	-296 -71%	311 77%	50 57%	-17 -41%	-303 -78%	-299 -74%	-252 -85%	-47 -43%	49 72%	254 84%	303 81%	10 28%	-9 -1%	15 16%	37 5%	28 5%	-24 -25%	17 3%	-1 -2%
ERNST	362 45%	321 87%	60 78%	12 35%	39 9%	337 83%	59 67%	7 16%	23 6%	35 9%	14 5%	21 19%	55 81%	264 87%	319 86%	18 49%	307 44%	51 52%	331 48%	279 47%	29 30%	299 46%	23 41%
GREENFIELD	352 44%	14 4%	3 4%	12 35%	335 80%	25 6%	9 10%	24 57%	327 84%	335 82%	266 90%	69 62%	6 9%	10 3%	16 4%	8 21%	316 45%	35 36%	294 42%	251 42%	53 55%	282 43%	24 42%
UNDECIDED	72 9%	29 8%	10 14%	10 29%	34 8%	34 8%	16 18%	10 24%	32 8%	31 8%	12 4%	18 17%	6 9%	25 8%	31 8%	8 21%	62 9%	10 10%	62 9%	53 9%	10 10%	60 9%	8 14%
AUG 30-SEP 2, 2020 -----	50 6%	323 81%	76 70%	-2 -4%	-272 -70%	333 80%	69 61%	-24 -55%	-286 -77%	-259 -73%	-183 -83%	-76 -58%	38 40%	271 83%	309 73%	3 6%	38 6%	10 8%	43 6%	64 11%	7 8%	44 7%	13 21%
ERNST	390 49%	345 87%	85 77%	17 36%	44 11%	357 86%	81 72%	5 13%	29 8%	36 10%	14 6%	21 16%	59 62%	289 88%	347 82%	25 43%	328 49%	59 48%	344 49%	286 52%	45 49%	318 49%	35 54%
GREENFIELD	340 43%	22 6%	8 7%	19 40%	316 81%	23 6%	12 11%	30 68%	314 84%	294 83%	197 89%	98 74%	21 22%	17 5%	38 9%	21 37%	290 43%	48 40%	301 43%	223 40%	38 41%	275 43%	22 34%
UNDECIDED	64 8%	29 7%	16 15%	11 23%	26 7%	36 9%	19 17%	9 20%	25 7%	22 6%	10 4%	12 9%	15 16%	18 6%	33 8%	8 14%	49 7%	15 12%	54 8%	43 8%	10 11%	46 7%	8 12%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 202-7
Q8/10: Summary of U.S. Senate Ballot Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
OCT 5-8, 2020 -----	10 1%	280 64% DE	277 86% BDE	4 3% E	-271 -79% GHIJK	171 48% GHIJK	-139 -38% GIj	-16 -20% I	-123 -42% I	-24 -44% GHIJ	2 10% GHIJ	-19 -48% GHIJ	-5 -33% GHIJ	362 100% OPQ	-352 -100% O	- O	- O	300 84% STUV	-307 -82% rU	1 9% RSUV	5 26% S	14 40% ST
ERNST	362 45%	334 76% DE	288 89% BDE	46 39% E	21 6% GHIJK	244 68% GHIJK	26% 36% I	29 36% I	69 24% I	12 23% I	8 45% I	8 22% I	4 26% I	362 100% OPQ	- -	- -	- -	316 88% STUV	21 6% STUV	3 38% s	7 37% S	16 44% S
GREENFIELD	352 44%	53 12% C	12 4%	42 36% BC	292 85% BCD	73 20% FK	237 64% FK	45 56% F	192 66% FK	36 67% FK	6 34% FK	27 70% FK	9 59% FK	- -	352 100% NPQ	- -	- -	16 4% RTUV	328 87% RTUV	2 29% RTUV	2 10% RTUV	1 4%
UNDECIDED	72 9%	46 10% cE	21 7%	24 21% BCE	20 6% J	38 11% J	30 8% J	4 5% J	25 9% J	- -	4 21% j	- -	- -	- -	- -	- -	72 100% NOP	23 6% NOP	22 6% NOP	2 34% NOP	7 36% RS	18 50% RS
AUG 30-SEP 2, 2020 -----	50 6%	-	-	-	-	-	-	-	-	-	-	-	-	390 100% OQ	-340 -100% OQ	-	-	333 83% SUV	-290 -85% SUV	-	12 28% SV	-5 -26% S
ERNST	390 49%	-	-	-	-	-	-	-	-	-	-	-	-	390 100% OQ	-	-	-	352 88% SUV	17 5% SUV	-	20 48% SV	1 6%
GREENFIELD	340 43%	-	-	-	-	-	-	-	-	-	-	-	-	340 100% NQ	-	-	19 5% RUV	307 90% RUV	-	8 20% r	6 33% R	
UNDECIDED	64 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64 100% NO	28 7% NO	15 5% NO	-	10 23% rS	12 61% RSU

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 203-1
Q9/11: Summary of Presidential Ballot Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020	-18 -2%	-20 -8%	6 7% BDE	-11 -4% B	-8 -11%	9 19% BcDEG	1 2% BDE	4 15% BDEg	5 3% J	-16 -11%	-11 -9%	-9 -7%	-2 -5%	9 19% M	8 30% P	-15 -35%	4 17%	5 21%	-5 -3%	-6 -3%	-10 -5%	3 2% STU
TRUMP	358 45%	98 41%	44 49%	133 44%	28 40%	26 55%	14 50%	16 54%	70 47%	62 42%	47 41%	51 42%	19 43%	25 55%	16 62% P	12 27%	15 57%	11 52%	89 44%	88 45%	90 43%	92 48%
BIDEN	377 47%	117 50% f	38 42%	144 48%	35 51%	17 36%	13 48%	11 39%	66 44%	79 52%	58 51%	60 49%	22 48%	16 36%	8 32%	27 63% O	10 40%	7 31%	94 46%	94 48%	100 48%	89 46%
WEST	7 1%	3 1%	- -	3 1%	2 3%	- -	- -	- -	3 2%	- -	1 1%	1 1%	- -	- -	- -	2 5%	- -	- -	3 2% t	- -	2 1%	2 1%
OTHER	18 2%	7 3% FGH	5 5% fgh	6 2% FGH	2 2%	- -	- -	- -	3 2%	3 2%	2 2%	5 4%	3 7%	1 3%	2 6%	- -	- -	- -	7 3%	5 3%	4 2%	3 1%
UNDECIDED	36 4%	12 5% G	2 2%	13 4% G	2 3%	5 10% G	- -	2 7%	7 5%	6 4%	6 5%	6 5%	1 2%	1 3%	- -	2 5%	1 4%	4 17%	11 5%	6 3%	14 6% v	5 3%
AUG 30-SEP 2, 2020	59 7%	-35 -15%	8 9% B	35 12% B	17 24% BCd	18 37% BCD	7 25% Bc	9 32% BCD	23 15%	12 8%	5 5% L	-40 -31%	13 31% N	-5 -11%	15 59% P	1 3%	15 60% R	3 13%	- -	- -	- -	- -
TRUMP	400 50%	93 40%	44 49%	155 52% B	41 59% B	32 66% Bcd	16 57% b	19 65% B	82 53%	73 50%	52 48% L	42 32%	24 58%	19 41%	19 72%	22 51%	19 76%	13 56%	- -	- -	- -	- -
BIDEN	341 43%	128 54% CDEFGH	36 40%	120 40%	24 35%	14 30%	9 32%	9 32%	59 38%	61 42%	47 43%	81 63% K	11 26%	24 51% M	4 14%	20 48% O	4 16%	10 44% q	- -	- -	- -	- -
OTHER	41 5%	8 4% GH	7 8% GH	20 7% GH	4 5% gh	1 3%	- -	- -	11 7%	9 6%	6 5%	3 2%	5 11%	2 5%	4 14% p	- -	1 6%	- -	- -	- -	- -	- -
UNDECIDED	19 2%	6 3%	3 4%	4 1%	1 1%	- 1%	3 10%	1 3%	3 2%	2 1%	3 3%	3 2%	2 5%	1 3%	- -	1 2%	- 2%	- -	- -	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 203-2
Q9/11: Summary of Presidential Ballot Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	-18 -2%	9 2% C	-27 -6%	173 63% EF	-191 -72%	- E	97 70% HIJKL	76 57% IJKL	-90 -79%	-101 -67%	2 1%	-2 -1%	240 70% NOQ	-133 -45% O	-117 -86%	164 82% MNOQ	76 53% NO	-39 -17%	44 14% RTUV	-23 -10% rU	-31 -26%	7 6% RTU	30 6% X	-21 -19%
TRUMP	358 45%	181 47%	177 43%	209 77% EF	31 12%	118 45% E	112 80% IJKL	97 74% IJKL	10 9%	21 14%	59 46% IJ	59 44% IJ	278 81% NOQ	67 23% O	7 5%	176 88% MNOQ	102 71% NO	85 37%	172 52% RTU	101 42%	41 34%	59 50% RU	261 49% X	39 35%
BIDEN	377 47%	172 45%	204 49%	37 13%	222 84% DF	118 45% D	15 11%	22 16%	100 87% GHKL	122 81% GHKL	58 44% GH	61 45% GH	38 11% P	200 68% MPQ	124 91% MNPQ	12 6% mp	26 18% Sv	125 54% S	128 39%	124 52% S	72 60% SV	52 44%	231 44%	61 55% W
WEST	7 1%	4 1%	3 1%	5 2%	2 1%	1 -	1 1%	3 2% j1	2 2%	- -	1 1%	- -	2 1%	5 2%	1 1%	1 1%	1 -	3 1%	3 1%	2 1%	1 1%	1 1%	6 1% X	- -
OTHER	18 2%	10 3%	9 2%	7 2% E	1 -	11 4% E	4 3% i	3 2% i	- -	1 1%	6 4% Ij	5 4% I	10 3% o	5 2%	1 1%	4 2%	6 4% o	8 3%	5 1%	6 2%	3 2%	3 3%	7 1% X	4 4%
UNDECIDED	36 4%	16 4%	20 5%	13 5%	8 3%	15 6%	7 5%	6 4%	3 3%	5 3%	5 4%	9 7%	15 4%	17 6% O	3 2%	6 3%	9 6% o	11 5% tv	21 6% TUV	4 2%	2 2%	2 2%	21 4%	7 6%
AUG 30-SEP 2, 2020 -----	59 7%	81 21% C	-22 -5%	186 68% EF	-199 -75%	72 27% E	105 80% HIJKL	81 58% IJKL	-75 -70%	-124 -79%	52 36% IJL	20 17% IJ	275 83% NO	-100 -38% O	-126 -78%	167 89% NOQ	108 75% NO	-5 -2%	63 19% RTUV	1 -	-6 -5%	7 6% RTU	60 11% X	-14 -11%
TRUMP	400 50%	214 56% C	186 45%	219 80% EF	25 9%	156 59% E	114 86% HIJKL	105 75% IJKL	12 11%	13 8%	88 61% IJ	68 57% IJ	295 89% NO	67 26% O	14 8%	173 93% NOq	122 85% NO	99 43%	184 56% Rtu	116 48%	53 45%	63 51% s	276 52% X	50 39%
BIDEN	341 43%	133 35%	208 50% B	33 12%	223 85% DF	84 32% D	9 7%	24 17% G	87 81% GHKL	136 87% GHKL	37 25% G	48 40% GHk	20 6%	167 64% MPQ	139 86% MNPQ	6 3%	14 10% p	104 45%	121 37%	115 48% S	59 51% S	56 46% s	216 41%	64 50%
OTHER	41 5%	27 7% c	14 3%	15 5%	11 4%	16 6%	7 5% 1	7 5%	5 5%	5 3%	14 10% L	1 1%	10 3%	20 8% MQ	8 5%	7 4%	3 2%	25 11% STUV	14 4% TuV	1 1%	1 1%	- -	25 5%	13 10%
UNDECIDED	19 2%	11 3%	8 2%	6 2%	6 2%	8 3%	2 1%	4 3%	3 3%	2 1%	6 4%	2 2%	6 2%	8 3% Op	1 -	1 1%	5 4%	4 2%	8 3%	7 3%	3 3%	4 3%	15 3% x	1 1%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 203-3
Q9/11: Summary of Presidential Ballot Trend

BANNER 3

	MARRIED			SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE				
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5%	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	-18 -2%	18 7%	12 5%	-7 -11% e	-15 -31%	2 1% HI	7 4% fHI	-22 -13%	-6 -2% H	-7 -1% KLm	-18 -23%	-7 -30%	-12 -49%	-	12 2% PQRT	-20 -6% rT	-7 -19%	-11 -26%	1% PQRT	-7 -50%	302 84% VWX	-293 -92%	-16 -38% V	-10 -21% V
TRUMP	358 45%	131 50%	129 49%	27 42% e	12 26%	93 46%	88 49% h	68 40%	109 45%	318 46% kL	28 34%	6 26%	6 26%	4 51%	164 49% T	153 43% T	13 34%	15 35%	3 33%	3 21%	319 88% VWX	9 3%	6 14% V	15 33% VW
BIDEN	377 47%	113 43%	117 45%	34 53%	27 58%	91 45%	81 45%	89 52%	115 47%	325 47%	46 57%	13 56%	18 74% J	4 49%	152 45%	173 48%	20 52%	26 62% o	3 32%	11 71% OPS	17 5%	302 95% UWX	22 52% U	25 54% U
WEST	7 1%	3 1%	3 1%	- -	- -	2 1%	2 1%	2 1%	1 -	6 1% MN	1 1%	1 3%	- -	- -	3 1% rt	2 1%	1 2%	- -	1 7%	- -	5 1% vX	1 -	1 3%	- -
OTHER	18 2%	4 1%	4 1%	2 3%	2 5%	6 3%	4 2%	4 2%	5 2%	16 2% MN	1 1%	1 4%	- -	- -	7 2% RT	9 2% RT	1 3%	- -	1 11%	- -	3 1%	2 1%	12 28% UVX	1 2%
UNDECIDED	36 4%	12 5%	8 3%	2 2%	5 11% d	12 6%	4 2%	8 5%	12 5%	29 4% MN	4 6% mn	2 9%	- -	- -	11 3%	18 5%	4 10%	1 1%	2 18%	1 4%	16 4% V	3 1%	1 3%	5 11% V
AUG 30-SEP 2, 2020 -----	59 7%	63 26% C	-4 -1%	-7 -9%	-7 -14%	43 22% HI	38 20% HI	-5 -3% i	-17 -7%	33 5% L	13 16% L	-8 -33%	10 42% L	1 14% L	55 18% PRST	-23 -6%	14 25% PRST	-2 -9%	-2 -16%	-6 -58%	325 90% VWX	-255 -81%	-11 -19% V	2 5% VW
TRUMP	400 50%	141 59% C	135 46%	29 39%	21 40%	107 55%	107 57% HI	80 44%	106 45%	340 49% l	43 54%	7 30%	17 71%	5 57%	168 54% PT	172 44%	33 58% t	10 43%	5 37%	2 21%	337 93% VWX	24 8%	10 19%	21 44% Vw
BIDEN	341 43%	78 32%	138 48% B	36 48%	28 53%	64 33%	69 36%	85 47% Fg	123 52% FG	307 44%	31 38%	15 63%	7 29%	3 43%	112 36%	195 50% O	19 33%	12 51%	7 52%	8 79% OPQ	12 3%	280 89% UWX	21 38% U	18 39% U
OTHER	41 5%	14 6%	11 4%	9 12%	4 7%	21 11% GI	6 3%	12 7% I	2 1%	35 5% MN	4 5%	2 7%	- -	- -	22 7% pRT	13 3% RT	4 6%	- -	2 11%	- -	7 2%	4 1%	23 42% UVX	7 14%
UNDECIDED	19 2%	7 3%	8 3%	1 1%	- -	3 1%	8 4%	4 2%	4 2%	14 2% LMN	3 3%	- -	- -	- -	7 2% ST	7 2% ST	1 2%	1 6%	- -	- -	6 2%	7 2%	1 2%	2 3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 203-4
Q9/11: Summary of Presidential Ballot Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45%	216 27%	220 27%	157 20%	200 25%	106 13%	110 14%	117 15%	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2%	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	-18 -2%	46 13%	-33 -15%	-32 -14%	36 23%	10 5%	-15 -14%	-18 -16%	-13 -11%	-19 -19%	-25 -13%	-9 -36%	-13 -13%	-12 -13%	-2 -26%	-7 -41%	28 18%	38 18%	-87 -21%	183 42%	-175 -59%	5 2%	-30 -14%	1 -
TRUMP	358 45%	187 52%	83 39%	86 39%	92 58%	95 48%	41 39%	42 38%	47 40%	38 37%	75 40%	7 27%	39 41%	36 39%	2 23%	5 29%	89 57%	117 54%	149 35%	292 68%	50 17%	117 45%	87 41%	78 47%
BIDEN	377 47%	141 39%	116 54%	118 54%	56 36%	85 42%	56 53%	60 55%	60 51%	58 56%	100 53%	16 64%	52 54%	48 53%	4 49%	12 71%	61 39%	79 37%	236 56%	109 25%	225 75%	112 44%	117 54%	77 46%
WEST	7 1%	4 1%	1 1%	2 1%	2 1%	2 1%	1 1%	- -	1 1%	1 1%	1 -	1 3%	1 1%	- -	1 8%	- -	- -	5 2%	2 -	5 1%	3 1%	4 1%	1 -	1 -
OTHER	18 2%	12 3%	3 1%	2 1%	6 4%	7 3%	2 2%	1 1%	1 1%	1 1%	2 1%	1 4%	1 1%	1 1%	1 12%	- -	1 1%	6 3%	12 3%	6 1%	7 2%	7 3%	5 2%	4 2%
UNDECIDED	36 4%	12 3%	11 5%	11 5%	1 1%	11 5%	6 6%	5 5%	8 7%	4 4%	9 5%	1 2%	4 4%	5 6%	1 8%	- -	4 3%	8 4%	22 5%	20 5%	11 4%	18 7%	5 3%	7 4%
AUG 30-SEP 2, 2020 -----	59 7%	64 21%	10 4%	-15 -8%	58 42%	7 4%	26 17%	-16 -13%	-2 -3%	-13 -11%	-2 -1%	6 13%	12 11%	-13 -12%	9 24%	-3 -55%	52 34%	34 16%	-31 -7%	204 45%	-132 -45%	-2 -1%	30 14%	12 6%
TRUMP	400 50%	178 57%	128 47%	85 43%	90 66%	88 51%	85 55%	43 36%	35 43%	51 44%	97 44%	24 55%	56 51%	41 37%	23 62%	1 12%	98 65%	112 54%	179 42%	309 68%	73 25%	121 47%	113 53%	99 49%
BIDEN	341 43%	113 37%	117 43%	101 51%	32 24%	81 47%	59 38%	59 49%	37 45%	64 55%	99 45%	18 42%	44 40%	54 49%	14 38%	4 66%	46 31%	79 38%	210 49%	105 23%	205 70%	123 47%	83 39%	86 43%
OTHER	41 5%	12 4%	23 8%	6 3%	12 9%	- -	8 5%	14 12%	6 8%	- -	21 9%	- -	7 7%	13 12%	- -	- -	4 3%	11 5%	26 6%	27 6%	9 3%	8 3%	14 7%	12 6%
UNDECIDED	19 2%	7 2%	7 2%	5 2%	3 2%	4 2%	3 2%	3 3%	4 4%	1 1%	4 2%	1 3%	2 2%	2 2%	- -	1 22%	3 2%	6 3%	10 2%	12 3%	7 2%	7 3%	3 2%	5 3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 203-5
Q9/11: Summary of Presidential Ballot Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE						
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)	
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%	
OCT 5-8, 2020 -----		-18 -2%	35 20%	31 16%	-27 -13% E	-60 -28%	42 27% GI	-29 -16% I	36 21% GI	-56 -30%	37 9% KL	3 1% L	-48 -40%	215 73% n	8 -3%	-24 20% O	5	230 84% R	-273 -58%	102 55% TUV	-104 -66%	-58 -50%	25 34% TU	49 81% STUV
TRUMP	358 45%	98 56%	108 55%	82 40% e	67 31%	93 60% GI	72 39% i	98 57% GI	54 30%	197 50% L	98 48% L	30 25%	243 83%	11 66%	343 44%	15 53%	244 89% R	83 18%	134 72% TU	22 14%	25 22%	45 64% TU	52 86% STUV	
BIDEN	377 47%	63 36%	77 39%	109 53%	127 59%	51 33%	101 55% FH	62 36%	110 60% FH	161 41%	95 46%	78 65% JK	29 10%	2 15%	367 48%	10 34%	14 5%	356 75% Q	31 17% W	126 80% SWW	83 72% SWW	21 29% sW	3 5%	
WEST	7 1%	3 2%	2 1%	1 -	1 1%	3 2%	1 -	2 1%	- -	4 1%	1 -	1 1%	2 1%	- -	7 1%	- -	3 1%	3 1%	2 1%	1 1%	- -	1 2%	2 3%	
OTHER	18 2%	4 2%	3 1%	6 3%	6 3%	3 2%	4 2%	3 2%	6 3%	7 2%	3 2%	8 6% jk	6 2%	2 12%	17 2%	1 3%	6 2%	10 2%	7 4% W	2 1%	2 2%	1 2%	- -	
UNDECIDED	36 4%	7 4%	5 3%	8 4%	15 7%	5 3%	5 3%	5 3%	13 7%	19 5%	7 4%	4 4%	13 4%	1 7%	33 4%	3 9%	6 2%	19 4%	11 6%	4 3%	5 4%	3 4%	3 5%	
AUG 30-SEP 2, 2020 -----		59 7%	60 34% C	25 14%	17 9% E	-48 -21%	45 34% GHI	7 4% I	23 13% GI	-48 -23%	36 11% L	32 14% L	-3 -2%	196 83%	18 84%	50 7%	9 26% O	231 92% R	-205 -42%	129 60% TU	-83 -66%	-28 -32% T	- -	83 96% STU
TRUMP	400 50%	109 62%	100 55%	98 49% E	81 36%	83 63% GI	79 47% I	95 55% I	73 35%	176 53%	114 52%	88 45%	211 89%	20 92%	381 50%	18 51%	238 94% R	119 24%	165 77% TU	17 13%	26 30% T	- -	83 97% STU	
BIDEN	341 43%	50 28%	75 41% B	81 41%	129 57% D	38 29%	73 43% F	72 41% F	120 58% FGH	140 42%	82 38%	91 47%	15 6%	2 8%	332 43% P	9 25%	7 3%	324 66% Q	36 17% W	100 79% SUW	55 61% SW	- -	- 1%	
OTHER	41 5%	11 6%	4 2%	16 8%	10 4%	9 6%	13 8% H	4 3%	9 4%	6 2%	15 7% J	14 7% j	6 3% N	- -	36 5% N	5 13%	2 1%	34 7% Q	10 5% w	9 7% w	2 2%	- -	1 2%	
UNDECIDED	19 2%	5 3%	3 2%	5 2%	5 2%	2 2%	3 2%	3 2%	4 2%	8 2%	7 3%	2 1%	6 2% N	- -	15 2%	4 10%	5 2%	13 3%	4 2%	- -	6 7% Tw	- -	1 1%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 203-6
Q9/11: Summary of Presidential Ballot Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H			
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52%	403 50%	88 11%	41 5%	389 49%	407 51%	296 37%	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	-18 -2%	332 90%	54 70%	-11 -34%	-345 -83%	331 82%	42 48%	-29 -70%	-350 -90%	-344 -85%	-274 -92%	-71 -64%	43 64%	279 92%	323 87%	6 16%	-31 -4%	9 9%	11 2%	12 2%	-26 -27%	-7 -1%	-5 -9%
TRUMP	358 45%	337 92%	56 73%	7 21%	21 5%	349 87%	54 61%	2 5%	8 2%	23 6%	10 3%	13 12%	48 70%	282 93%	330 89%	11 32%	307 44%	47 48%	327 47%	282 48%	30 31%	298 46%	22 38%
BIDEN	377 47%	5 1%	2 3%	18 55%	366 88%	18 4%	12 13%	31 75%	358 92%	367 90%	283 96%	83 75%	4 6%	3 1%	7 2%	6 16%	338 49%	38 38%	316 45%	271 46%	56 58%	305 47%	27 47%
WEST	7 1%	2 1%	1 1%	- -	4 1%	4 1%	1 1%	2 5%	3 1%	1 -	- -	1 1%	2 3%	4 1%	6 2%	4 11%	7 1%	1 1%	6 1%	4 1%	1 1%	6 1%	- -
OTHER	18 2%	7 2%	4 5%	1 3%	10 2%	8 2%	4 4%	3 8%	9 2%	6 1%	- -	6 5%	2 3%	8 3%	10 3%	16 16%	15 2%	2 2%	17 2%	12 2%	1 1%	15 2%	- -
UNDECIDED	36 4%	15 4%	13 17%	7 21%	14 3%	24 6%	18 21%	3 7%	10 3%	9 2%	1 -	8 7%	11 17%	6 2%	18 5%	9 26%	27 4%	9 9%	28 4%	22 4%	8 8%	25 4%	7 12%
AUG 30-SEP 2, 2020 -----	59 7%	376 95%	93 85%	-4 -9%	-319 -82%	385 92%	87 77%	-25 -57%	-322 -87%	-298 -84%	-207 -94%	-91 -68%	49 51%	303 93%	352 83%	-4 -7%	41 6%	16 13%	50 7%	59 11%	11 11%	42 7%	11 17%
TRUMP	400 50%	379 96%	97 88%	14 29%	16 4%	389 93%	89 79%	4 8%	9 2%	22 6%	6 3%	16 12%	65 68%	304 93%	368 87%	13 22%	335 50%	61 50%	353 50%	291 53%	45 49%	322 50%	33 50%
BIDEN	341 43%	4 1%	4 3%	18 38%	335 86%	4 1%	2 2%	29 66%	331 89%	319 90%	213 97%	106 80%	16 17%	1 -	17 4%	17 29%	294 44%	45 37%	303 43%	232 42%	35 38%	280 44%	21 33%
OTHER	41 5%	8 2%	6 6%	10 22%	31 8%	14 3%	12 11%	7 15%	25 7%	6 2%	- -	6 4%	12 12%	20 6%	31 7%	26 45%	27 4%	14 11%	33 5%	18 3%	8 8%	27 4%	8 12%
UNDECIDED	19 2%	5 1%	3 3%	5 11%	9 2%	10 2%	9 8%	5 11%	8 2%	6 2%	1 1%	5 4%	3 3%	3 1%	6 1%	2 3%	16 2%	3 3%	15 2%	12 2%	5 5%	15 2%	3 5%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 203-7
Q9/11: Summary of Presidential Ballot Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT			PRES COMBO BALLOT					
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1% rU RSUV	18 2%	36 4% RsU
OCT 5-8, 2020	-18 -2%	301 69% DE	312 96% BDE	-10 -9% E	-314 -92%	163 46% GHIJK	-160 -43%	-22 -28% gI	-138 -47%	-24 -45%	2 14% GHIJ	-20 -53%	-4 -26%	295 82% OPQ	-312 -89%	-1 -31%	- O	358 100% STUV	-377 -100%	- S	- S	- S
TRUMP	358 45%	350 80% DE	314 97% BDE	36 31% E	5 2%	239 67% GHIJ	99 27%	28 35% iJ	71 25%	10 19%	9 54% GIJ	6 17%	4 26%	316 87% OPQ	16 5% P	- OP	23 31% OP	358 100% STUV	- -	- -	- -	- -
BIDEN	377 47%	49 11% C	3 1%	46 40% BC	319 94% BCD	76 21%	259 70% FK	51 63% F	209 72% FK	35 64% Fk	7 40%	27 69%	8 52%	21 6%	328 93% NPQ	1 31%	22 31% N	- -	377 100% RTUV	- -	- -	- -
WEST	7 1%	5 1% c	1 -	5 4% Ce	2 1%	4 1% hk	1 -	- -	1 -	3 6% ghik	- -	2 5%	1 7%	3 1%	2 1%	- 3%	2 -	- -	- -	7 100% RSUV	- -	- -
OTHER	18 2%	7 2%	2 -	5 4% c	8 2% c	12 3% giK	4 1% K	1 1%	3 1% k	2 4%	- -	1 3%	1 7%	7 2%	2 1%	2 69% NOQ	7 9% NO	- -	- -	- -	18 100% RSTV	- -
UNDECIDED	36 4%	27 6% CE	3 1%	23 20% BCE	5 1%	27 8% GHIJ	7 2% J	1 1%	6 2% J	- -	1 7%	- -	- -	16 4% OP	1 -	- -	18 25% NOP	- -	- -	- -	- -	36 100% RSTU
AUG 30-SEP 2, 2020	59 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	335 86% OQ	-288 -85%	- -	12 19% O	400 100% SUV	-341 -100%	- -	- S	- S
TRUMP	400 50%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	352 90% OQ	19 6%	- 43% O	28 43% O	400 100% SUV	- -	- -	- -	- -
BIDEN	341 43%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	17 4%	307 90% NQ	- 24% N	15 -	- 100% RUV	341 100% RUV	- -	- -	- -
OTHER	41 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	20 5%	8 2%	- 15% nO	10 -	- -	- -	- -	41 100% RSV	- -
UNDECIDED	19 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 -	6 2% n	- 18% NO	12 -	- -	- -	- -	- -	19 100% RSU

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 204-1
Q12: Summary of Trump Image Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVEN -PORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH- ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	-49 -6%	-27 -11%	-4 -5% b	-26 -9%	-6 -8%	7 15% BCDE	1 4% BCDE	5 18% BCDE	-12 -8%	-15 -10%	-10 -9%	-17 -14%	-2 -5%	-2 -5%	6 23% P	-12 -27%	1 4%	6 27% Q	-19 -9%	-14 -7%	-15 -7%	-2 -1% STU
FAVORABLE	369 46%	103 44%	42 47%	134 45%	31 45%	28 57% b	15 52%	17 57%	66 44%	67 45%	50 44%	53 43%	22 48%	21 46%	16 62% P	15 35%	14 52%	14 64%	92 45%	89 45%	94 45%	94 49%
UNFAVORABLE	418 52%	130 55%	46 52%	160 53%	37 53%	20 43%	13 48%	11 39%	78 52%	82 55%	61 53%	69 57%	24 52%	23 51%	10 38%	27 62% O	13 48%	8 36%	110 54%	103 52%	109 52%	96 50%
AUG 30-SEP 2, 2020 -----	6 1%	-39 -16%	3 4% BD	-6 -2% B	16 23% BCD	17 36% BCDg	5 18% BcD	9 30% BCD	2 1% J	-8 -5%	-1 -1% L	-38 -29%	12 29% N	-9 -18%	14 53% P	2 5%	14 58% R	3 13%	-	-	-	-
FAVORABLE	396 50%	96 41%	45 50%	146 49%	42 61% B	32 66% BcD	15 55%	19 64% B	78 50%	69 47%	53 49% L	43 34%	26 62% N	19 39%	20 76% p	22 52%	19 76%	13 56%	-	-	-	-
UNFAVORABLE	390 49%	135 57% EFGH	42 46% f	152 51% Fh	27 39%	15 31%	10 37%	10 33%	76 49%	76 53%	54 51%	81 63%	14 34%	27 58% M	6 24%	20 48% o	4 18%	10 44% q	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 204-2
Q12: Summary of Trump Image Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SINGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	-49 -6%	-12 -3%	-38 -9%	162 60%	-202 -76%	-10 -4%	87 62%	75 57%	-92 -80%	-110 -74%	-7 -6%	-3 -2%	218 63%	-137 -46%	-123 -90%	157 79%	61 42%	-54 -23%	39 12%	-34 -14%	-38 -31%	4 3%	11 2%	-27 -24%
FAVORABLE	369 46%	181 47%	187 45%	216 79%	29 11%	124 47%	112 80%	104 78%	10 9%	19 13%	60 46%	64 48%	280 81%	75 25%	6 4%	179 89%	101 70%	87 37%	180 55%	101 42%	41 34%	60 51%	266 50%	41 37%
UNFAVORABLE	418 52%	193 50%	225 54%	53 20%	231 87%	134 51%	25 18%	29 22%	102 89%	129 86%	67 52%	67 50%	62 18%	211 72%	129 95%	21 11%	40 28%	141 61%	141 43%	136 57%	79 66%	56 48%	255 48%	68 61%
AUG 30-SEP 2, 2020 -----	6 1%	50 13%	-45 -11%	156 57%	-207 -78%	56 21%	86 65%	71 50%	-80 -74%	-127 -81%	44 31%	12 10%	247 74%	-117 -45%	-135 -83%	151 81%	96 66%	-37 -16%	45 14%	-2 -1%	-11 -9%	9 7%	22 4%	-24 -19%
FAVORABLE	396 50%	214 56%	182 44%	212 78%	27 10%	157 60%	108 83%	104 74%	14 13%	12 8%	92 63%	66 55%	286 86%	70 27%	13 8%	168 90%	119 82%	96 41%	183 56%	117 49%	52 45%	65 53%	274 52%	50 39%
UNFAVORABLE	390 49%	164 43%	226 54%	56 21%	233 88%	101 38%	23 17%	33 24%	94 87%	140 89%	47 33%	54 45%	40 12%	187 71%	147 91%	17 9%	23 16%	133 57%	138 42%	120 50%	63 54%	56 46%	252 47%	74 58%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 204-3
Q12: Summary of Trump Image Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE					
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5%	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	-49 -6%	7 3%	3 1%	-10 -16% e	-17 -36%	-14 -7%	2 1% FHI	-18 -10%	-20 -8%	-40 -6% k	-13 -17%	-1 -5% k	-10 -41%	- 2% Klm	-6 -2% Pqr	-35 -10%	-6 -17%	-7 -17%	2 25% oPQRT	-3 -23%	296 82% VWX	-295 -92%	-24 -58% v	-16 -34% V
FAVORABLE	369 46%	132 50%	133 51%	27 42%	14 31%	92 45%	90 50%	76 44%	111 45%	324 47%	31 38%	10 44%	6 26%	4 51%	164 48%	160 45%	14 37%	17 40%	5 59%	5 34%	328 91% VWX	10 3%	8 19% V	15 32% V
UNFAVORABLE	418 52%	125 47%	130 49%	37 58%	31 66%	105 52%	88 49%	94 55%	131 54%	364 52%	44 55%	12 48%	16 66%	4 49%	170 50%	195 54%	21 54%	24 57%	3 34%	8 57%	32 9% UWX	305 95% UWX	32 77% U	31 66% U
AUG 30-SEP 2, 2020 -----	6 1%	44 18% C	-21 -7%	-11 -14%	-13 -26%	17 9% HI	33 17% FHI	-28 -15%	-17 -7% h	-18 -3% l	13 17% JL	-6 -26%	10 42% jL	1 14% L	28 9% PRST	-46 -12%	14 24% PRST	- -2% P	-1 -4%	-6 -57%	302 84% VWX	-254 -81%	-28 -51% v	-10 -21% V
FAVORABLE	396 50%	141 59% C	133 46%	31 42%	19 36%	105 54% h	110 58% HI	74 41%	108 46%	334 48%	45 56%	8 32%	17 71% jL	5 57%	166 54% PT	168 43% T	35 61% T	10 43% T	7 48% T	1 8%	329 91% VWX	28 9%	13 23% V	19 39% V
UNFAVORABLE	390 49%	98 41%	154 53% B	42 56%	32 62%	87 45%	77 41%	102 56% G	124 53% G	352 51%	31 39%	14 57%	7 29%	3 43%	138 45%	214 55% O	21 37%	10 45%	7 52%	6 65%	27 7% UWX	283 90% UWX	41 74% U	29 61% U

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 204-4
Q12: Summary of Trump Image Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	-49 -6%	37 10% CD	-47 -22%	-39 -18% C	29 18% F	8 4%	-22 -21%	-25 -23%	-19 -16% J	-20 -19%	-39 -21%	-8 -31%	-20 -20%	-20 -22%	-1 -11%	-7 -41%	14 9% S	40 19% QS	-107 -25%	167 39% U	-187 -63%	-12 -5% W	-25 -11%	-6 -4% W
FAVORABLE	369 46%	196 55% CD	83 39%	87 39%	93 59%	103 52%	41 39%	42 38%	46 40%	40 39%	74 39%	8 33%	38 39%	36 39%	3 41%	5 29%	84 54% S	125 58% S	155 37%	295 68% U	54 18%	120 46%	94 44%	80 48%
UNFAVORABLE	418 52%	159 45%	130 60% B	125 57% B	64 41%	95 47%	63 59%	67 62%	65 55%	60 59%	113 60%	16 64%	57 59%	56 61%	4 52%	12 71%	70 44%	85 40%	262 62% QR	129 30%	241 81% T	131 51%	118 55%	87 52%
AUG 30-SEP 2, 2020 -----	6 1%	50 16% CD	-22 -8%	-22 -11%	54 39% F	-4 -2%	7 4% H	-29 -24%	-8 -10% J	-14 -12%	-35 -16%	7 16% K	-8 -7% N	-27 -24%	9 24% P	-2 -33%	48 32% RS	16 8% S	-62 -15%	163 36% U	-139 -47%	-13 -5%	27 13% VX	-16 -8%
FAVORABLE	396 50%	177 57% CD	124 45%	86 44%	95 69% F	82 48%	79 51% h	45 38%	36 44%	50 43%	91 41%	26 58%	49 45%	42 38%	23 62%	34% P	98 65% RS	108 52% s	180 42%	304 67% U	75 25%	120 46%	120 56% v	93 46%
UNFAVORABLE	390 49%	127 41%	146 53% B	108 55% B	41 30%	86 50% E	73 47%	73 62% g	44 54%	64 55%	126 57%	18 42%	57 52%	68 62%	14 38%	4 66%	50 33%	92 44% q	242 57% QR	141 31%	214 73% T	132 51%	93 43%	109 54% w

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 204-5
Q12: Summary of Trump Image Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE						
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)	
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%	
OCT 5-8, 2020 -----																								
		-49 -6%	30 17%	25 13%	-43 -21%	-64 -30%	35 23% GI	-41 -22% i	27 15% GI	-61 -33%	26 7% KL	-7 -3% L	-52 -43%	195 67% N	6 39%	-54 -7% O	4 15% O	227 83% R	-299 -63%	97 52% TUv	-107 -68%	-65 -57%	28 39% TU	47 77% STUV
FAVORABLE	369 46%	99 57%	110 56%	81 39%	75 35%	93 60% GI	71 38%	98 57% GI	61 33%	207 53% L	97 47% L	33 27%	244 83%	10 66%	353 46%	16 56%	250 91% R	82 17%	139 75% TU	24 15%	24 21%	50 69% TU	53 88% STUV	
UNFAVORABLE	418 52%	70 40%	85 43%	123 60%	139 64%	58 37%	112 61% FH	72 42%	122 66% FH	181 46%	104 51%	85 70% JK	48 16%	4 27%	406 53%	12 42%	23 8%	382 81% Q	42 23% W	131 83% SWW	89 77% SWW	22 31% W	6 11%	
AUG 30-SEP 2, 2020 -----																								
		6 1%	42 24% C	22 12%	5 3% E	-68 -30%	28 21% GhI	-4 -3% I	21 12% GI	-69 -33%	9 3% L	15 7% jL	-8 -4%	174 73%	16 75%	- -	6 17% O	223 88% R	-246 -50%	120 56% TU	-88 -70%	-34 -39% T	- -	68 79% STU
FAVORABLE	396 50%	106 60%	100 55%	102 51% E	78 35%	78 59% I	82 49% I	96 55% I	68 33%	169 51%	114 52%	91 47%	204 86%	19 88%	377 49%	19 55%	236 94% R	118 24%	167 78% TU	17 14%	26 29% T	- -	76 88% STU	
UNFAVORABLE	390 49%	64 36%	78 43%	97 49%	145 65% D	50 38%	87 51% F	75 43%	136 66% FGH	160 48%	99 45%	99 51%	30 13%	3 12%	377 49%	13 38%	13 5%	364 74% Q	48 22% W	106 84% SUW	60 68% SW	- -	8 10%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 204-6
Q12: Summary of Trump Image Trend
BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	-49 -6%	369 100% DE	77 100% DE	-33 -100%	-418 -100%	328 81% GHI	46 53% HI	-37 -91%	-373 -96%	-346 -85%	-283 -96%	-62 -57% JK	36 53% JKL	262 86% JKLMO	298 80% JKLM	-36 -100%	-59 -9% Q	7 8% U	-16 -2% U	-13 -2% U	-30 -31%	-35 -5%	-8 -14%
FAVORABLE	369 46%	369 100% DE	77 100% DE	- -	- -	364 90% GHI	67 76% HI	4 1%	2 7%	28 7% K	6 2% JK	23 20% JKL	52 76% JKL	283 93% JKLM	335 90% JKLM	-	313 45%	52 53%	334 48% U	286 48% U	33 34%	303 47%	24 42%
UNFAVORABLE	418 52%	- -	- -	33 100% BC	418 100% BC	37 9% GHI	21 23% F	39 96% FG	378 97% FG	374 92% LMNO	289 97% JLMNO	85 77% MNO	16 24% NO	20 7% NO	36 10%	36 100%	372 53%	44 45%	350 50%	299 50%	62 65% ST	338 52%	32 56%
AUG 30-SEP 2, 2020 -----	6 1%	396 100% DE	110 100% DE	-47 -100%	-390 -100%	368 88% GHI	75 66% HI	-36 -81%	-360 -97%	-299 -85%	-204 -92%	-95 -72% JKL	36 38% JKL	272 83% JKLMO	308 73% JKLM	-57 -100%	6 1% r	-3 -2%	8 1%	34 6% SU	-1 -1%	7 1%	-1 -2%
FAVORABLE	396 50%	396 100% DE	110 100% DE	- -	- -	388 93% GHI	90 80% HI	4 10%	6 2%	26 7% K	7 3% jK	19 14% jK	66 69% JKL	299 92% JKLMO	365 86% JKLM	-	334 50%	58 47%	351 50%	289 52%	44 48%	321 50%	31 48%
UNFAVORABLE	390 49%	- -	- -	47 100% BC	390 100% BC	20 5% GHI	15 14% f	40 90% FG	366 98% FG	325 92% MNO	211 96% jLMNO	114 86% MNO	29 31% NO	28 8% NO	57 14% n	57 100%	328 49%	61 49%	342 49%	255 46%	46 50%	314 49%	32 50%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 204-7
Q12: Summary of Trump Image Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD						ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)	
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%	
OCT 5-8, 2020 -----	-49 -6%	286 65%	306 95%	-21 -18%	-330 -97%	155 43%	-175 -47%	-24 -29%	-151 -52%	-29 -53%	-1 -6%	-24 -62%	-5 -31%	282 78%	-321 -91%	-3 -100%	-6 -8%	316 88%	-361 -96%	-2 -20%	-3 -18%	1 2%	
FAVORABLE	369 46%	359 82%	315 97%	45 39%	3 1%	252 70%	96 26%	29 35%	68 23%	12 22%	8 47%	6 17%	5 34%	321 89%	14 4%	- -	29 40%	337 94%	5 1%	2 34%	7 37%	15 42%	
UNFAVORABLE	418 52%	74 17%	8 3%	66 57%	333 98%	97 27%	271 73%	52 65%	219 75%	40 75%	9 53%	30 78%	10 66%	39 11%	335 95%	3 100%	34 48%	21 6%	366 97%	4 54%	10 55%	14 40%	
AUG 30-SEP 2, 2020 -----	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	301 77%	-294 -86%	-	3 4%	364 91%	-331 -97%	-	-23 -56%	-4 -19%	
FAVORABLE	396 50%	-	-	-	-	-	-	-	-	-	-	-	-	345 88%	22 6%	-	29 45%	379 95%	4 1%	-	8 19%	5 28%	
UNFAVORABLE	390 49%	-	-	-	-	-	-	-	-	-	-	-	-	44 11%	316 93%	-	26 41%	16 4%	335 98%	-	31 75%	9 47%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 205-1
Q13: Summary of Biden Image Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020	35 4%	18 8%	1 1%	22 7%	6 9%	-8 -16%	- 1%	-5 -18%	3 2%	19 13%	11 9%	8 6%	1 1%	- 1%	-7 -27%	13 30%	-5 -21%	-2 -10%	4 2%	16 8%	21 10%	-6 -3%
		CFGH	FH	CFGH	CFgH		FH			I					O			V	SV	SV		
FAVORABLE	407 51%	124 52%	44 49%	157 52%	37 54%	20 41%	14 51%	11 39%	73 49%	83 55%	61 53%	63 52%	23 51%	21 47%	9 36%	28 65%	10 40%	9 42%	100 49%	104 53%	112 54%	91 47%
UNFAVORABLE	372 47%	105 45%	43 48%	134 45%	32 46%	27 57%	14 49%	17 57%	70 47%	64 43%	50 44%	55 45%	22 49%	21 47%	16 64%	15 35%	16 60%	11 53%	96 47%	88 45%	92 44%	97 50%
AUG 30-SEP 2, 2020	-69 -9%	32 14%	-11 -13%	-46 -15%	-18 -26%	-16 -34%	-1 -3%	-8 -28%	-35 -23%	-11 -8%	-11 -10%	43 33%	-14 -33%	3 5%	-17 -65%	-1 -3%	-15 -60%	-2 -7%	-	-	-	-
		CDEFGH	f			cDEFH				I		K		M	O		Q					
FAVORABLE	353 44%	130 55%	38 42%	124 41%	24 35%	15 31%	12 43%	10 35%	58 37%	67 46%	48 44%	83 64%	13 32%	24 51%	3 12%	21 48%	4 16%	11 47%	-	-	-	-
		cDEFH									K		m	O	Q			Q				
UNFAVORABLE	422 53%	98 42%	49 55%	171 57%	42 61%	31 65%	13 46%	18 63%	93 60%	78 54%	58 54%	40 31%	27 64%	22 46%	20 77%	22 52%	18 76%	13 53%	-	-	-	-
			b	B	B	B		B			L				P							

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 205-2
Q13: Summary of Biden Image Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	35 4%	-3 -1%	38 9%	-172 -63%	200 76%	7 3%	-101 -72%	-72 -54%	94 82%	106 71%	3 3%	4 3%	-235 -68%	139 47%	121 89%	-161 -80%	-75 -52%	38 16%	-36 -11%	33 14%	35 29%	-2 -2%	-16 -3%	26 24%
FAVORABLE	407 51%	185 48%	222 53%	48 18%	230 87%	129 49%	19 13%	29 22%	103 90%	127 85%	63 49%	65 49%	50 14%	213 72%	127 94%	17 8%	33 23%	133 57%	141 43%	133 56%	77 64%	55 47%	250 47%	67 61%
UNFAVORABLE	372 47%	188 49%	184 44%	220 81%	31 12%	121 46%	119 86%	101 76%	9 8%	21 14%	60 46%	61 46%	285 83%	74 25%	6 5%	177 89%	108 75%	95 41%	177 54%	100 42%	42 35%	58 49%	266 50%	41 37%
AUG 30-SEP 2, 2020 -----	-69 -9%	-98 -26%	30 7%	-180 -66%	169 64%	-57 -22%	-103 -79%	-77 -55%	49 45%	120 77%	-44 -30%	-14 -12%	-256 -77%	90 34%	104 64%	-161 -86%	-94 -66%	-25 -11%	-55 -17%	11 5%	11 9%	- -	-58 -11%	-4 -3%
FAVORABLE	353 44%	136 35%	217 52%	42 15%	212 80%	99 38%	12 9%	30 21%	76 71%	136 87%	47 33%	52 43%	33 10%	172 65%	132 81%	12 6%	21 15%	101 44%	130 40%	122 51%	63 53%	60 49%	230 43%	60 47%
UNFAVORABLE	422 53%	234 61%	188 45%	222 82%	44 17%	156 59%	116 88%	106 76%	27 25%	16 10%	91 63%	65 55%	289 87%	81 31%	27 17%	173 92%	116 80%	126 55%	185 56%	111 46%	52 44%	60 49%	288 54%	63 50%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 205-3
Q13: Summary of Biden Image Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5%	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	35 4%	-6 -2%	-10 -4%	6 9%	20 44% D	-2 -1%	-2 -1%	27 16% FGI	11 4% FG	28 4%	17 22% JN	6 27% JN	12 49% JKN	- -2%	-2 -1%	29 8% Os	5 14% OS	12 28% OPS	-2 -19%	8 55% OPQRs	-281 -78%	299 94% UWX	7 17% U	12 25% U
FAVORABLE	407 51%	125 47%	125 47%	35 54%	32 69%	99 48%	86 48%	99 57% fg	123 50%	353 51%	47 59%	15 61%	18 74% j	4 49%	165 49%	188 53%	20 53%	26 64%	3 37%	11 76% OPS	36 10%	308 96% UWX	24 57% U	27 58% U
UNFAVORABLE	372 47%	131 50%	135 51%	29 46% E	12 25%	101 49%	88 49%	71 42%	112 46%	325 47%	30 37%	8 34%	6 26%	4 51%	167 49% T	159 44% T	15 39%	15 35%	5 56% t	3 21%	317 88% VWX	9 3%	16 40% V	16 33% V
AUG 30-SEP 2, 2020 -----	-69 -9%	-70 -29%	12 4% B	-10 -13%	6 12% D	-70 -36%	-29 -15% F	4 2% FG	25 11% FGH	-28 -4% K	-31 -39%	6 25% JKN	-24 -100%	-1 -14%	-57 -18% q	28 7% OQs	-36 -63% OQs	5 21% OQs	-1 -7% q	7 71% OPQRS	-292 -81%	244 78% UWX	-10 -18% U	-9 -19% U
FAVORABLE	353 44%	83 35%	147 51% B	31 42%	28 55%	59 30%	77 41% f	90 50% F	128 54% FG	324 47% km	23 29% M	14 60% KM	- -	3 43% m	120 39% Q	203 52% OQ	10 18%	13 57% Q	7 47%	8 79% OpQ	29 8%	277 88% UWX	21 38% U	19 39% U
UNFAVORABLE	422 53%	153 64% C	135 47%	41 55%	22 43%	129 66% gHI	105 56% I	85 47%	102 44%	352 51%	54 68% jL	8 35%	24 100% JKLn	5 57%	177 57% PT	175 45% T	46 80% OPRT	8 37% t	8 53% T	1 8%	322 89% VWX	32 10%	31 56% V	28 58% V

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 205-4
Q13: Summary of Biden Image Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME			
	TOTAL	RURAL	URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON-	MEN	WOMEN	MEN	WOMEN	HS	SOME	COLL+	PRO-	PRO-	<\$60K	\$60K-	\$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%	
OCT 5-8, 2020 -----	35 4%	-59 -17%	53 25% Bd	39 18% B	-38 -24%	-21 -10% E	15 14%	38 35% G	19 16%	20 19%	49 26%	7 29%	18 18%	31 34% M	-1 -13%	8 50% O	-22 -14%	-31 -14%	90 21% QR	-170 -39%	182 61% T	-1 -	29 14% VX	11 7% V	
FAVORABLE	407 51%	146 41%	133 62% B	125 57% B	59 38%	87 43%	60 56%	73 66%	65 55%	60 58%	117 62%	16 63%	57 59%	60 66%	3 40%	12 75%	66 42%	88 41%	252 60% QR	126 29%	237 80% T	124 48%	121 57% v	89 53%	
UNFAVORABLE	372 47%	205 57% CD	80 37%	86 39%	97 62%	108 54%	45 42%	35 32%	46 39%	40 39%	68 36%	8 34%	39 41%	29 32%	4 53%	4 25%	88 56% S	119 55% S	162 38%	296 68% U	55 18%	125 48%	92 43%	78 46%	
AUG 30-SEP 2, 2020 -----	-69 -9%	-65 -21%	-22 -8% B	17 9% BC	-66 -48%	1 1% E	-35 -23%	13 11% G	1 1%	16 14% I	2 1% l	-20 -45%	-8 -7%	10 9% M	-25 -66%	5 77% O	-39 -26%	-45 -22%	17 4% QR	-202 -45%	121 41% T	-3 -1% WX	-19 -9%	-21 -10%	
FAVORABLE	353 44%	117 38%	122 45%	105 53% B	32 23%	85 49% E	58 37%	64 54% G	40 50%	64 56%	108 49%	12 27%	49 45%	59 53%	6 17%	6 88% O	53 35%	75 36%	218 51% QR	119 26%	203 69% T	122 47%	95 44%	90 44%	
UNFAVORABLE	422 53%	182 59% D	144 53%	87 44%	98 71% F	83 48%	93 60% H	51 43%	39 48%	48 42%	106 48%	32 73% k	57 52%	49 44%	31 83% P	1 12%	93 62% S	119 57% s	201 47%	321 71% U	82 28%	125 48%	114 53%	111 55%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 205-5
Q13: Summary of Biden Image Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	35 4%	-29 -17%	-23 -12%	27 13%	63 29% D	-32 -21% D	31 17% FH	-27 -16% FH	57 31% FGH	-40 -10% KL	5 2% J	55 45% JK	-211 -72% JK	-8 -49% JK	40 5% P	-5 -18% P	-216 -79% Q	282 60% Q	-95 -52% w	108 68% SUVW	60 52% SVW	-28 -40% W	-49 -81% W
FAVORABLE	407 51%	71 40%	83 42%	114 56%	137 64%	59 38%	106 57% FH	69 40% FH	119 65% FH	173 44% KL	101 49% L	86 71% JK	37 13% JK	3 22% JK	396 51% P	11 38% P	26 9% R	372 79% Q	42 23% W	131 82% SuVW	84 73% SVW	21 29% W	6 10% W
UNFAVORABLE	372 47%	100 57%	106 54%	87 42%	75 35% GI	92 59% GI	75 41% GI	96 56% GI	62 33% L	213 54% L	97 47% L	31 26% L	248 85% L	11 71% L	356 46% L	16 56% L	242 88% R	90 19% R	138 74% TU	23 14% TU	24 21% TU	49 69% TU	55 90% STUV
AUG 30-SEP 2, 2020 -----	-69 -9%	-66 -38%	-18 -10% B	-31 -16% B	48 22% D	-39 -29% D	-16 -10% F	-18 -10% F	48 23% FGH	-18 -5% KL	-29 -13% KL	-24 -12% KL	-174 -73% KL	-18 -85% KL	-64 -8% P	-5 -15% P	-203 -81% Q	165 34% Q	-124 -58% w	80 64% SUW	38 43% SW	- - -	-80 -93% -
FAVORABLE	353 44%	49 28%	79 43% B	83 42% B	135 60% D	42 32% D	76 45% F	76 43% f	125 61% FGH	154 47% KL	92 42% L	81 42% L	29 12% L	2 7% L	341 45% P	12 34% P	23 9% R	319 65% Q	43 20% W	101 80% SW	62 69% SW	- - -	2 3% W
UNFAVORABLE	422 53%	115 66% c	97 53% B	115 58% E	86 38% E	80 61% I	92 55% I	93 53% I	77 37% I	171 52% KL	120 55% L	106 54% L	202 85% L	20 93% L	405 53% P	17 49% P	226 90% R	153 31% R	167 78% TU	21 16% TU	24 27% TU	- - -	82 95% STU

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 205-6
Q13: Summary of Biden Image Trend
BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE						UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI-THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	35 4%	-307 -83%	-42 -55% B	9 28% BC	338 81% BCD	-304 -75%	-42 -47% F	23 57% FG	340 87% FGH	407 100% MNO	296 100% MNO	111 100% MNO	-68 -100%	-304 -100%	-372 -100%	-36 -100%	43 6% R	-5 -5%	-	5 1% S	33 34% ST	20 3%	12 21% V
FAVORABLE	407 51%	28 8%	16 21% B	20 61% BC	374 89% BCD	45 11%	22 25% F	31 76% FG	360 93% FGH	407 100% MNO	296 100% MNO	111 100% MNO	-	-	-	-	362 52%	44 45%	341 49%	293 49%	62 64% ST	330 51%	33 58%
UNFAVORABLE	372 47%	335 91% CDE	59 76% DE	11 33% E	36 9%	350 87% GHI	63 72% HI	8 19% I	20 5%	-	-	-	68 100% JKL	304 100% JKL	372 100% JKL	36 100%	319 46%	49 50%	340 49% U	288 49% U	29 30%	310 48%	21 37%
AUG 30-SEP 2, 2020 -----	-69 -9%	-339 -86%	-77 -70%	-7 -15% BC	268 69% BCD	-347 -83%	-69 -61% f	19 44% FG	278 75% FGH	353 100% MNO	221 100% MNO	133 100% MNO	-95 -100%	-327 -100%	-422 -100%	-57 -100%	-39 -6% R	-28 -23%	-50 -7% u	-37 -7% U	-20 -21%	-42 -7% W	-22 -35%
FAVORABLE	353 44%	26 7%	15 14%	18 39% BC	325 83% BCD	28 7%	17 15% f	30 68% FG	321 86% FGH	353 100% MNO	221 100% MNO	133 100% MNO	-	-	-	-	308 46%	44 36%	317 45%	251 45%	34 37%	293 45% w	19 30%
UNFAVORABLE	422 53%	365 92% DE	92 84% DE	25 55% E	57 15%	375 90% GHI	86 76% HI	11 24%	43 12%	-	-	-	95 100% JKL	327 100% JKL	422 100% JKL	57 100%	347 52%	72 59%	368 52%	288 52%	54 58%	335 52%	42 64%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 205-7
Q13: Summary of Biden Image Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV	RsU	
OCT 5-8, 2020 -----	35 4%	-279 -64% C	-282 -87%	3 2% BC	310 91% BCD	-140 -39% FHK	155 42% FK	17 21% FK	138 47% FHK	24 45% FHK	-4 -21%	24 62% M	1 3%	-284 -78% NpQ	319 91% N	1 36% N	- -	-307 -86% RTUV	360 95% rU	-5 -67% RSUV	-5 -25% R	-9 -25% R
FAVORABLE	407 51%	74 17% C	18 6%	55 48% BC	323 95% BCD	101 28% FK	260 70% FK	49 61% F	211 73% FhK	39 72% FK	7 40%	31 81% m	8 52%	35 10% NQ	335 95% N	2 68% N	31 43% N	23 6% RTUV	367 97% 11%	1 11%	6 31% R	9 24% R
UNFAVORABLE	372 47%	353 81% DE	300 93% BDE	53 46% E	14 4% GHIJ	241 67% GHIJ	105 28% gI	32 39% gI	73 25% gI	15 28% gI	10 60% GIJ	7 19%	8 48% 1	319 88% OPQ	16 4% OPQ	1 32%	31 43% O	330 92% SUV	7 2% S	6 77% S	10 56% S	18 49% S
AUG 30-SEP 2, 2020 -----	-69 -9%	-	-	-	-	-	-	-	-	-	-	-	-	-312 -80% NQ	256 75% NQ	- -	-11 -18% N	-347 -87% RUV	303 89% RUV	- -	-26 -63% R	1 3% RU
FAVORABLE	353 44%	-	-	-	-	-	-	-	-	-	-	-	-	36 9% NQ	294 87% NQ	- -	22 34% N	22 5% RUV	319 94% RUV	- -	6 14% R	6 33% R
UNFAVORABLE	422 53%	-	-	-	-	-	-	-	-	-	-	-	-	347 89% OQ	38 11% OQ	- -	33 51% O	368 92% SuV	17 5% SuV	- -	31 77% SV	6 30% S

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 206-1
Q13: Summary of Unfav Both Trump/Biden Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020																						
UNFAV BOTH	36 5%	13 5% GH	3 4%	14 5% GH	3 4%	3 7% gh	- -	- -	11 7% j	4 2%	7 6%	6 5%	2 4%	1 3%	2 6%	1 3%	2 8%	1 5%	14 7% T	4 2%	9 4%	9 5%
AUG 30-SEP 2, 2020																						
UNFAV BOTH	57 7%	10 4% G	8 9% eFG	35 12% BEFG	2 3%	- 1%	- -	1 5%	23 15%	13 9%	7 7%	3 2%	3 7%	5 11%	1 4%	1 2%	- 2%	- -	- -	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 206-2
Q13: Summary of Unfav Both Trump/Biden Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS			
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)		
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%		
OCT 5-8, 2020																										
UNFAV BOTH	36 5%	23 6% c	13 3%	15 6%	9 3%	12 5%	12 8% HJ	4 3%	5 4%	4 3%	7 5%	6 4%	20 6% o	12 4%	3 2%	9 4%	12 8% O	15 6% tv	15 5%	7 3%	4 3%	3 2%	21 4%	6 5%		
AUG 30-SEP 2, 2020																										
UNFAV BOTH	57 7%	36 9% c	21 5%	20 7%	22 8%	16 6%	11 8%	9 7%	16 15% hJl	6 4%	9 6%	6 5%	18 5%	22 8%	15 10%	9 5%	9 6%	39 17% STUV	13 4%	5 2%	3 3%	2 2%	35 7%	19 15% w		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 206-3
Q13: Summary of Unfav Both Trump/Biden Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020																								
UNFAV BOTH	36 5%	13 5%	8 3%	4 6%	2 4%	17 8% gHI	7 4%	5 3%	9 3%	30 4% MN	2 3%	1 4%	- -	- -	18 5% RT	12 3% RT	2 6%	- -	1 11%	- -	15 4% V	2 1%	10 23% UVX	3 6%
AUG 30-SEP 2, 2020																								
UNFAV BOTH	57 7%	19 8%	16 6%	14 19%	4 8%	31 16% GI	5 3%	16 9% GI	5 2%	44 6% N	11 14% n	1 3%	7 29%	- -	24 8% RT	21 5% RT	11 19% rt	- -	1 6%	- -	14 4%	13 4%	19 34% UV	9 18%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 206-4
Q13: Summary of Unfav Both Trump/Biden Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME				
	TOTAL (A)	RURAL (B)	SUB- URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)		
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27% C	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%		
OCT 5-8, 2020																										
UNFAV BOTH	36 5%	19 5%	10 4%	8 4%	8 5%	10 5%	10 9% H	- -	5 5%	3 3%	7 4%	1 4%	7 7% N	- -	1 12%	- -	9 6%	6 3%	22 5%	20 5%	11 4%	19 7% W	5 3%	7 4%		
AUG 30-SEP 2, 2020																										
UNFAV BOTH	57 7%	14 4%	34 12% BD	9 5%	8 6%	5 3%	19 12%	15 13%	9 11% J	1 1%	25 11%	8 18%	10 9%	14 13%	8 21%	- -	5 3%	19 9% q	33 8% Q	35 8%	18 6%	12 5%	10 5%	21 11% vw		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 206-5
Q13: Summary of Unfav Both Trump/Biden Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOB ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020																							
UNFAV BOTH	36 5%	10 5%	5 3%	14 7%	8 4%	7 5%	10 6%	5 3%	7 4%	22 6%	6 3%	5 4%	17 6%	2 12%	33 4%	3 11%	8 3%	23 5%	12 6%	6 4%	3 2%	2 3%	3 5%
AUG 30-SEP 2, 2020																							
UNFAV BOTH	57 7%	19 11% C	5 3%	17 8%	17 7%	10 7%	14 8% H	5 3%	16 8% h	16 5%	15 7%	23 12% j	12 5%	1 5%	55 7%	2 7%	3 1%	48 10% Q	8 4%	6 5%	4 5%	- -	8 9%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 206-6
Q13: Summary of Unfav Both Trump/Biden Trend

BANNER 6

	DT IMAGE				TRUMP JOB APP				BIDEN IMAGE				UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H				
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)		SMWT UNFAV (M)	VERY UNFAV (N)	UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800	369	77	33	418	403	88	41	389	407	296	111	68	304	372	36	696	98	696	593	97	651	56
	100%	46%	10%	4%	52%	50%	11%	5%	49%	51%	37%	14%	9%	38%	47%	5%	87%	12%	87%	74%	12%	81%	7%
					C					LMnO	LMNO												
OCT 5-8, 2020																							
UNFAV BOTH	36	-	-	11	36	16	10	6	18	-	-	-	16	20	36	36	32	4	32	23	4	30	2
	5%	-	-	33%	9%	4%	12%	15%	5%	-	-	-	24%	7%	10%	100%	5%	4%	5%	4%	4%	5%	4%
				BCE	BC		Fi	fi				JKLNO	JKL	JKL									
AUG 30-SEP 2, 2020																							
UNFAV BOTH	57	-	-	25	57	14	12	9	40	-	-	-	29	28	57	57	41	16	46	22	11	41	11
	7%	-	-	55%	15%	3%	11%	21%	11%	-	-	-	31%	8%	14%	100%	6%	13%	6%	4%	12%	6%	18%
				BCE	BC		f	F	F				JKLNO	JKL	JKLn			q	t		t		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 206-7
Q13: Summary of Unfav Both Trump/Biden Trend

BANNER 7

	TRUMP SUP SCALE				VOTE METHOD						ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/SUP (C)	DISLIKE/DL/ LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 -	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																NOQ		U	rU	RSUV		RsU
OCT 5-8, 2020																						
UNFAV BOTH	36 5%	22 5% C	3 1%	19 17% BCE	12 3% C	15 4%	15 4%	5 7%	10 3%	4 8%	2 13%	2 5%	2 14%	18 5% o	8 2%	1 32%	8 11% O	11 3%	6 2%	4 54% RS	6 32% RS	9 26% RS
AUG 30-SEP 2, 2020																						
UNFAV BOTH	57 7%	-	-	-	-	-	-	-	-	-	-	-	-	25 6%	21 6%	-	8 13%	13 3%	17 5%	-	26 64% RSV	2 10%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 207-1
Q14: Summary of Trump Approval Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020	14 2%	-3 -1%	3 3%	-5 -2%	-5 -7%	16 34%	1 4%	-7 23%	-	-4 -3%	2 1%	-5 -4%	-3 -7%	6 14%	8 31%	-13 -30%	9 33%	8 35%	10 5%	-4 -2%	-	8 4%
			BDE			BCDEG	bdE BCDEG				L			M	P				TU			TU
APPROVE	403 50%	116 49%	46 51%	146 49%	32 46%	32 67%	15 52%	17 60%	74 49%	72 48%	58 51%	58 48%	21 46%	25 55%	17 65%	15 35%	18 66%	15 68%	106 52%	95 48%	104 50%	99 52%
						BcDE								P								
DISAPPROVE	389 49%	119 50%	43 48%	150 50%	37 54%	16 33%	13 48%	11 37%	74 49%	76 51%	56 49%	63 52%	24 54%	19 41%	9 35%	28 65%	9 34%	7 32%	96 47%	98 50%	104 50%	91 47%
			F	F	F										O							
AUG 30-SEP 2, 2020	44 6%	-37 -16%	10 11%	16 5%	18 26%	22 46%	5 17%	11 37%	8 5%	8 6%	2 2%	-40 -31%	14 33%	-5 -10%	16 61%	2 5%	19 78%	3 13%	-	-	-	-
			B	B	BCD BCDEG		B BCDg				L		N		P		R					
APPROVE	416 52%	97 41%	48 54%	157 52%	43 63%	35 73%	15 54%	20 68%	81 53%	76 52%	54 50%	43 34%	27 65%	21 44%	21 80%	22 52%	22 89%	13 56%	-	-	-	-
			b	B	B	BCD	Bd				L		n		P		R					
DISAPPROVE	372 47%	135 57%	39 43%	141 47%	26 37%	13 27%	10 37%	9 32%	73 47%	68 47%	52 48%	83 64%	13 31%	25 53%	5 20%	20 48%	3 11%	10 44%	-	-	-	-
		CdEFGH	f	Fh								K		m	O		Q					

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 207-2
Q14: Summary of Trump Approval Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	14 2%	19 5%	-5 -1%	191 70%	-189 -71%	11 4%	104 75%	87 66%	-88 -77%	-101 -67%	3 2%	8 6%	256 74%	-114 -39%	-119 -87%	170 85%	86 60%	-29 -12%	58 18%	-16 -7%	-31 -25%	15 13%	50 9%	-10 -9%
APPROVE	403 50%	200 52%	203 49%	231 85%	38 14%	134 51%	121 87%	110 83%	13 12%	24 16%	65 50%	69 52%	298 87%	88 30%	9 6%	185 92%	113 79%	101 43%	191 58%	111 46%	44 37%	67 56%	287 54%	50 46%
DISAPPROVE	389 49%	181 47%	208 50%	40 15%	226 86%	123 47%	17 12%	23 17%	101 88%	125 84%	63 48%	61 45%	43 12%	202 69%	127 94%	15 8%	28 19%	129 56%	133 40%	127 53%	75 62%	52 44%	237 45%	60 54%
AUG 30-SEP 2, 2020 -----	44 6%	70 18%	-26 -6%	181 67%	-201 -76%	64 24%	94 71%	88 62%	-73 -68%	-127 -82%	50 34%	14 11%	273 82%	-108 -41%	-131 -81%	161 86%	111 77%	-19 -8%	57 17%	6 3%	-2 -2%	9 7%	48 9%	-18 -14%
APPROVE	416 52%	225 59%	191 46%	225 83%	29 11%	162 61%	112 86%	112 80%	17 15%	12 8%	96 66%	66 56%	299 90%	75 29%	15 10%	172 92%	127 88%	104 45%	190 58%	122 51%	57 49%	65 53%	286 54%	53 42%
DISAPPROVE	372 47%	155 40%	218 52%	43 16%	230 87%	99 37%	19 14%	25 18%	90 84%	140 90%	46 32%	53 44%	26 8%	183 70%	147 90%	11 6%	15 11%	123 53%	134 41%	115 48%	59 50%	56 46%	238 45%	70 56%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 207-3
Q14: Summary of Trump Approval Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	14 2%	27 10%	23 9%	-2 -3% e	-8 -17%	13 6% HI	7 4% HI	-5 -3%	- - H	15 2% KLm	-11 -13%	-6 -24%	-8 -33%	- - KLm	19 6% PQRT	-4 -1% rt	-3 -8%	-8 -19%	-2 -17%	-4 -27%	325 90% VWX	-278 -87%	-24 -58% v	-7 -15% VW
APPROVE	403 50%	144 55%	142 54%	31 48%	19 42%	107 52%	93 52%	82 48%	121 49%	353 51%	34 43%	9 38%	8 34%	4 51%	178 53%	175 49%	17 45%	17 41%	4 41%	5 36%	342 95% VWX	20 6%	8 19% V	20 42% VW
DISAPPROVE	389 49%	118 45%	119 45%	33 52%	27 58%	94 46%	86 48%	88 51%	121 49%	337 48%	45 56%	15 62%	16 66%	4 49%	159 47%	178 50%	20 52%	25 59%	5 59%	9 64%	17 5%	298 93% UWX	32 77% Ux	27 58% U
AUG 30-SEP 2, 2020 -----	44 6%	54 22% C	-6 -2%	-7 -9%	-11 -21%	27 14% HI	43 23% fHI	-8 -4%	-18 -8%	16 2% 1	15 18% JL	-5 -20%	10 42% L	1 14% L	45 15% PrST	-29 -8%	14 24% PrST	1 4% Pst	-1 -4%	-4 -43%	318 88% VWX	-248 -79%	-19 -34% V	-8 -17% V
APPROVE	416 52%	145 61% C	141 49%	33 45%	19 37%	110 56% i	115 61% HI	84 47%	107 46%	351 51%	46 58%	9 37%	17 71%	5 57%	175 57% PT	176 46% t	35 61% T	11 49%	7 48%	2 21%	338 94% VWX	31 10%	18 31% V	20 41% V
DISAPPROVE	372 47%	92 38%	147 51% B	40 54%	30 58%	82 42%	72 38%	92 51% G	125 53% fg	336 48%	31 39%	14 57%	7 29%	3 43%	130 42%	205 53% O	21 37%	10 45%	7 52%	6 65%	20 6%	279 89% UWX	36 65% U	28 58% U

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 207-4
Q14: Summary of Trump Approval Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27% C	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27% S	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	14 2%	57 16% CD	-20 -9%	-23 -10%	35 22% F	22 11%	-6 -5% h	-15 -13%	-11 -10%	-12 -11%	-16 -9%	-7 -29%	-7 -7%	-9 -10%	- -3%	-7 -41%	32 20% S	42 19% S	-62 -15%	208 48% U	-168 -57%	17 7% W	-17 -8%	10 6% W
APPROVE	403 50%	205 57% CD	98 45%	98 45%	96 61%	109 54%	50 47%	47 43%	53 45%	46 44%	86 46%	9 36%	45 46%	41 45%	4 48%	5 29%	93 59% S	128 60% S	178 42%	317 73% U	65 22%	137 53%	99 46%	88 53%
DISAPPROVE	389 49%	148 41%	118 55% B	121 55% B	61 39%	87 44%	56 53%	62 57%	64 54%	57 56%	102 54%	16 64%	52 54%	50 55%	4 52%	12 71%	61 39%	87 40%	240 57% QR	110 25% T	233 78% T	119 46%	116 54%	78 46%
AUG 30-SEP 2, 2020 -----	44 6%	62 20% CD	-2 -1% D	-17 -9%	59 43% F	2 1%	16 10% H	-18 -15%	-5 -6%	-12 -11%	-15 -7%	7 16% K	1 1% N	-16 -15%	9 24% P	-2 -33%	53 36% RS	24 11% S	-40 -9%	194 43% U	-136 -46%	- -	29 14% VX	5 3% v
APPROVE	416 52%	184 59% CD	134 49%	89 45%	97 71% F	86 50%	86 55% h	48 41%	37 46%	52 45%	101 46%	26 58%	55 50%	45 41%	23 62%	34% rS	101 67% rS	114 55% s	190 45%	321 71% U	76 26%	127 49%	120 56%	103 51%
DISAPPROVE	372 47%	122 39%	136 50% B	106 54% B	38 28%	84 49% E	70 45%	67 56%	42 52%	64 55%	116 53%	18 42%	54 50%	62 56%	14 38%	4 66%	48 32%	90 43% q	230 54% QR	127 28% T	212 72% T	127 49%	92 43%	98 48%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 207-5
Q14: Summary of Trump Approval Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	14 2%	37 21%	36 18%	-19 -9% E	-43 -20%	42 27% GI	-23 -13% I	39 23% GI	-43 -23%	60 15% KL	11 5% L	-44 -36%	229 78% N	7 43%	6 1%	8 30% O	248 90% R	-264 -56%	113 61% TUV	-101 -63%	-53 -46%	29 41% TU	53 88% STUV
APPROVE	403 50%	106 60%	116 59%	93 45%	85 39%	98 63% GI	80 43%	104 61% GI	69 38%	224 57% L	108 53% L	38 31%	260 89%	11 72%	386 50%	18 63%	260 95% R	103 22%	146 79% TU	28 18%	31 27% t	50 71% TU	57 94% STUV
DISAPPROVE	389 49%	69 39%	80 41%	112 54%	128 59%	56 36%	103 56% FH	66 38%	112 61% FH	164 42%	97 47%	82 67% JK	31 10%	5 28%	380 49% p	9 33%	13 5%	367 78% Q	33 18% W	129 81% SVW	84 73% SVW	21 29% sW	4 6%
AUG 30-SEP 2, 2020 -----	44 6%	55 32% C	22 12%	10 5% E	-50 -22%	41 31% GHI	-1 - I	19 11% GI	-50 -24%	21 6% L	30 14% JL	-1 - -	191 81%	17 80%	40 5%	4 10%	227 90% R	-218 -44%	121 56% TU	-87 -69%	-28 -32% T	- -	80 93% STU
APPROVE	416 52%	114 65%	100 55%	104 52% E	87 39%	86 65% GhI	83 49% I	95 54% I	77 37%	174 53%	124 57%	95 49%	213 90%	19 88%	398 52%	18 51%	239 95% R	134 27%	165 77% TU	19 15%	30 33% T	- -	83 97% STU
DISAPPROVE	372 47%	59 34%	79 43%	94 47%	136 61% D	45 34%	84 50% F	76 43%	127 62% FGH	153 46%	94 43%	96 49%	22 9%	2 7%	358 47%	14 41%	12 5%	352 72% Q	44 20% W	106 84% SUW	58 65% SW	- -	3 3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 207-6
Q14: Summary of Trump Approval Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	14 2%	360 98% DE	75 98% DE	-2 -7% E	-341 -82% C	403 100% HI	88 100% HI	-41 -100%	-389 -100%	-315 -77% LMNO	-260 -88% LMNO	-55 -50% JK	46 67% JKL	284 93% JKLMO	329 89% JKLM	-3 -7%	-2 -	14 14% Q	38 5% U	31 5% U	-20 -21%	20 3% W	-1 -1%
APPROVE	403 50%	364 99% DE	76 99% DE	14 44% E	37 9% C	403 100% HI	88 100% HI	-	-	45 11% K	18 6% JK	28 25% JK	56 82% JKL	293 97% JKLM	350 94% JKLM	16 43%	344 49%	55 57%	364 52% U	310 52% U	38 39%	332 51%	27 48%
DISAPPROVE	389 49%	4 1%	1 1%	17 51% BC	378 90% BCD	-	-	41 100% FG	389 100% FG	360 89% LMNO	278 94% JLMNO	83 75% MNO	10 15% NO	10 3% NO	20 5%	18 50%	346 50%	41 42%	326 47%	279 47%	58 60% ST	313 48%	28 50%
AUG 30-SEP 2, 2020 -----	44 6%	382 96% DE	99 90% DE	-18 -39% E	-346 -89% C	416 100% HI	113 100% HI	-44 -100%	-372 -100%	-293 -83% LMNO	-197 -89% LMNO	-96 -72% K	41 43% JKL	291 89% JKLMO	332 79% JKLM	-27 -46%	27 4%	15 12% Q	33 5% S	58 11% S	12 13% s	27 4% v	12 18%
APPROVE	416 52%	388 98% DE	103 94% DE	14 29% E	20 5% C	416 100% HI	113 100% HI	-	-	28 8% K	10 5% JK	17 13% K	67 70% JKL	308 94% JKLMO	375 89% JKLM	14 24%	347 52%	66 54%	365 52%	303 55%	50 55%	333 52%	36 56%
DISAPPROVE	372 47%	6 1%	4 4%	32 68% BC	366 94% BCD	-	-	44 100% FG	372 100% FG	321 91% MNO	207 94% LMNO	113 86% MNO	26 27% NO	17 5% NO	43 10% N	40 71%	320 48%	51 41%	332 47%	244 44%	38 41%	306 48%	25 38%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 207-7
Q14: Summary of Trump Approval Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV		RsU
OCT 5-8, 2020 -----	14 2%	329 75% DE	317 98% BDE	12 10% E	-315 -92% 4%	190 53% GHIJK	-149 -40% i	-22 -28% i	-126 -44% i	-26 -48% i	-1 -6% GHIJ	-23 -61% L	-3 -16% L	313 87% OPQ	-301 -86% o	-1 -26% o	2 3%	341 95% STUV	-340 -90% S	1 10% S	-1 -5% S	14 38% STU
APPROVE	403 50%	382 87% DE	320 99% BDE	62 53% E	13 4%	272 76% GHIJK	110 30%	28 35%	81 28%	14 26%	8 47%	7 42%	337 93% OPQ	25 7%	1 37%	34 48% O	349 97% STUV	18 5%	4 50% S	8 44% S	24 66% S	
DISAPPROVE	389 49%	53 12% C	3 1%	50 43% BC	327 96% BCD	82 23% F	258 70% F	51 63% F	207 72% F	40 74% F	9 53% F	31 80% F	9 58% F	23 6% N	327 93% NQ	2 63% N	32 45% N	8 2% RTUV	358 95% R	3 40% R	9 49% R	10 28% R
AUG 30-SEP 2, 2020 -----	44 6%	-	-	-	-	-	-	-	-	-	-	-	-	328 84% OQ	-291 -85% o	-	11 16% O	380 95% SUV	-327 -96% S	-	-11 -27% S	2 11% SU
APPROVE	416 52%	-	-	-	-	-	-	-	-	-	-	-	-	357 91% OQ	23 7%	-	36 55% O	389 97% SUV	4 1%	-	14 34% S	10 52% S
DISAPPROVE	372 47%	-	-	-	-	-	-	-	-	-	-	-	-	29 7% NQ	314 92% N	-	25 39% N	9 2% RUV	331 97% R	-	25 61% R	8 42% R

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 208-1
Q16: Summary of S/R/H Biden Ads Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020	599 75%	183 78%	64 72%	218 73%	49 71%	34 70%	26 95% BCDEF	24 82%	97 65%	120 80% I	88 77%	96 78%	30 66%	35 77%	15 58%	34 79% O	23 86% R	11 51%	150 74%	155 79%	151 72%	143 75%
YES	696 87%	209 88%	77 86%	257 86%	59 86%	41 85%	26 95% D	26 91%	123 82%	135 90% I	100 88%	109 89%	37 83%	40 89%	20 79%	39 90%	25 93%	16 76%	176 86%	175 89%	179 86%	166 86%
TV	587 73%	171 73%	68 76%	214 72%	48 70%	36 75%	23 82%	26 89% BDE	102 68%	113 75%	77 68%	94 77%	32 72%	36 79%	16 61%	33 75%	22 83%	14 66%	148 73%	150 76%	150 72%	140 73%
NO	98 12%	25 11% G	13 14% G	40 13% G	10 14% G	7 15% G	- -	3 9%	25 17% J	15 10%	12 11%	13 11%	8 17%	5 11%	5 21%	4 10%	2 7%	5 24%	26 13%	21 11%	29 14%	23 12%
AUG 30-SEP 2, 2020	549 69%	146 62%	67 75% BFg	222 74% BFg	52 75% bFg	26 54%	16 56%	21 72% f	123 79%	99 68%	60 56%	86 67%	28 65%	39 83% m	14 53%	38 89% O	14 58%	12 49%	-	-	-	-
YES	672 84%	191 81%	79 87%	259 86%	61 88%	36 76%	22 78%	25 86%	139 90%	120 83%	84 78%	107 83%	35 83%	43 91%	20 76%	41 94% O	19 78%	17 74%	-	-	-	-
TV	527 66%	153 65%	62 68% f	205 69% F	48 69% f	25 51%	16 56%	18 63%	99 64%	106 73%	65 60%	89 69%	31 73%	31 65%	15 58%	32 76%	13 52%	12 51%	-	-	-	-
NO	122 15%	45 19% d	11 13%	37 12%	9 12%	10 22%	6 22%	4 14%	16 10%	21 14%	24 22%	21 17%	7 17%	4 9%	6 24% p	2 6%	5 20%	6 24%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 208-2
Q16: Summary of S/R/H Biden Ads Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY				AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	599 75%	276 72%	323 78% b	205 76%	211 80% F	182 69%	100 72%	105 80% KL	88 77%	124 83% GKL	88 68%	94 70%	258 75%	205 70%	121 89% MNPQ	146 73%	112 78% n	167 72%	248 76%	183 77%	97 80% r	87 73%	397 75%	78 70%
YES	696 87%	328 85%	368 88%	238 87%	238 90% F	221 84%	120 86%	118 89%	101 88%	137 91% K	108 83%	113 85%	299 87%	249 84%	128 94% MNP	172 86%	128 89%	199 86%	287 87%	210 88%	108 89%	102 86%	460 87%	94 85%
TV	587 73%	269 70%	317 76% b	204 75%	199 75%	184 70%	101 73%	103 77% K	83 73%	116 77% K	85 65%	99 74%	254 74%	220 75%	94 69%	148 74%	106 74%	139 60%	246 75% R	201 84% RS	103 86% RS	97 82% R	393 75% X	71 64%
NO	98 12%	53 14%	45 11%	32 12%	26 10%	39 15%	20 14%	12 9%	13 12%	13 9%	20 15%	20 15%	41 12% O	44 15% O	8 6%	26 13% O	15 11%	32 14%	39 12%	26 11%	11 9%	15 13%	63 12%	16 14%
AUG 30-SEP 2, 2020 -----	549 69%	256 67%	294 71%	191 70%	178 67%	180 68%	100 76% hiK	91 65%	69 64%	109 70%	87 60%	93 78% hiK	224 67%	192 73% q	116 72%	134 71%	90 62%	145 63%	228 70%	176 73% R	94 80% RSV	82 67%	389 73%	80 63%
YES	672 84%	319 83%	352 85%	230 85%	220 83%	222 84%	116 88%	114 81%	88 82%	132 84%	116 80%	106 89%	276 83%	227 86%	139 86%	159 85%	117 81%	188 81%	277 84%	207 86%	106 90% Rv	101 83%	459 86%	102 81%
TV	527 66%	239 62%	288 69% b	186 68%	164 62%	177 67%	87 66%	99 70% I	60 56%	104 66%	92 63%	85 71% i	231 70% O	176 67%	94 58%	138 74% O	93 65%	112 48%	224 68% R	191 80% RS	97 82% RS	95 77% Rs	361 68% X	68 54%
NO	122 15%	64 17%	59 14%	39 14%	42 16%	42 16%	16 12%	23 16%	19 18%	23 15%	29 20%	13 11%	52 16%	34 13%	23 14%	25 13%	27 19%	42 18% U	49 15%	31 13%	12 10%	20 16% u	69 13%	22 17%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 208-3
Q16: Summary of S/R/H Biden Ads Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	599 75%	188 71%	209 79% B	42 66%	36 77%	138 68%	137 77% f	127 74%	196 80% F	534 77% KLn	50 62% L	9 39%	15 64%	3 40%	252 74% QST	282 79% QST	20 51% s	30 72% qS	2 21%	7 49%	258 71%	256 80% U	32 76%	35 75%
YES	696 87%	226 85%	235 89%	53 82%	41 89%	171 84%	157 88%	149 87%	219 90% f	612 88% L	65 81%	17 69%	20 82%	6 70%	294 87%	318 89% s	29 76%	36 86%	6 61%	11 75%	308 85%	288 90% u	36 87%	40 86%
TV	587 73%	187 71%	206 78% b	40 62%	31 66%	121 59%	148 83% FH	117 68% f	200 82% FH	522 75% KL	50 62%	11 44%	16 67%	6 70%	245 72% qS	277 78% QSt	21 56% s	28 68% S	2 27%	8 55%	269 74% x	245 77% wX	25 61%	27 59%
NO	98 12%	37 14%	26 10%	11 16%	5 11%	33 16% I	20 11%	22 13%	23 9%	78 11%	15 19%	7 31% J	4 18%	2 30%	42 12%	36 10%	9 24% p	6 14%	4 39% op	4 25%	50 14%	31 10%	5 11%	5 12%
AUG 30-SEP 2, 2020 -----	549 69%	180 75%	210 72%	47 64%	33 63%	125 64%	131 69% H	102 56%	191 81% FGH	490 70% M	45 56% M	18 74% M	2 7%	8 100% JKLM	217 70%	273 70%	30 53%	15 65%	11 74%	7 73%	263 73% WX	231 73% WX	28 50% X	9 20%
YES	672 84%	210 87%	249 86%	61 82%	41 80%	160 82%	159 84%	141 78%	212 90% fgH	590 85%	63 78%	21 87%	13 53%	8 100% JK	262 85%	328 85%	44 76%	19 83%	12 87%	8 87%	310 86% X	272 86% X	42 75%	29 60%
TV	527 66%	161 67%	200 69%	37 50%	31 60%	97 50%	142 75% FH	95 52%	193 82% FgH	472 68% m	41 51%	18 74% m	6 24%	6 81% m	200 65%	273 70%	29 51%	12 53%	9 66%	8 87% oqr	254 70% Wx	212 68% Wx	23 41%	22 47%
NO	122 15%	30 12%	39 14%	14 18%	9 16%	35 18% I	29 15% I	38 21% I	20 9%	100 14% N	17 22% N	3 13%	11 47%	- -	45 15%	55 14%	14 24%	4 17%	2 13%	1 13%	47 13%	41 13%	14 25%	19 40% UV

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 208-4
Q16: Summary of S/R/H Biden Ads Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45%	216 27%	220 27%	157 20%	200 25%	106 13%	110 14%	117 15%	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2%	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	599 75%	271 76%	163 75%	160 73%	120 76%	151 76%	78 73%	85 77%	75 64%	85 83%	143 76%	20 81%	76 78%	67 73%	3 41%	17 100%	108 69%	167 78%	318 75%	311 72%	228 77%	188 73%	169 79%	123 73%
YES	696 87%	313 88%	189 87%	190 86%	138 88%	175 87%	92 86%	97 89%	96 82%	94 91%	165 88%	22 90%	86 89%	79 86%	6 71%	17 100%	132 84%	190 88%	368 87%	370 86%	262 88%	222 86%	191 89%	145 86%
TV	587 73%	266 74%	160 74%	157 71%	117 74%	149 74%	74 69%	87 79%	77 65%	80 78%	145 77%	14 58%	72 74%	73 79%	2 20%	13 76%	114 73%	168 78%	300 71%	323 75%	207 70%	179 70%	160 75%	125 74%
NO	98 12%	42 12%	26 12%	29 13%	18 12%	24 12%	14 13%	12 11%	20 17%	9 9%	22 12%	2 10%	10 10%	12 14%	2 29%	- -	24 15%	23 11%	50 12%	58 13%	34 11%	34 13%	22 10%	22 13%
AUG 30-SEP 2, 2020 -----	549 69%	200 65%	182 66%	153 78%	95 69%	105 61%	97 62%	85 72%	59 72%	94 82%	149 68%	25 58%	72 66%	77 70%	19 51%	6 100%	92 61%	133 64%	311 73%	310 69%	201 69%	151 58%	163 76%	143 71%
YES	672 84%	252 81%	228 83%	174 89%	116 84%	137 79%	126 81%	102 86%	70 86%	104 91%	185 84%	35 79%	91 83%	94 85%	28 75%	6 100%	121 80%	170 82%	365 86%	380 84%	246 84%	205 79%	189 88%	171 85%
TV	527 66%	202 65%	176 64%	136 69%	94 68%	108 63%	87 56%	89 75%	53 66%	82 71%	151 68%	20 45%	68 62%	82 74%	15 39%	5 78%	105 70%	132 64%	277 65%	312 69%	181 62%	163 63%	144 67%	140 69%
NO	122 15%	52 17%	46 17%	22 11%	21 15%	31 18%	29 19%	17 14%	11 14%	10 9%	36 16%	9 21%	19 17%	17 15%	9 25%	- -	29 20%	37 18%	54 13%	69 15%	45 15%	54 21%	25 12%	28 14%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 208-5
Q16: Summary of S/R/H Biden Ads Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOB ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	599 75%	129 73%	146 75%	144 70%	173 80% D	118 76%	134 73%	130 76%	150 81% g	289 74%	164 80%	90 74%	220 75%	10 64%	591 77% P	7 27%	194 71%	368 78% Q	147 80% V	118 74%	90 78% V	45 63%	46 76%
YES	696 87%	152 87%	170 87%	174 84%	194 90% d	136 88%	158 86%	149 87%	166 90%	339 87%	183 89%	105 87%	255 87%	13 82%	679 88% P	17 62%	232 85%	420 89%	165 89%	138 87%	102 89%	58 81%	53 88%
TV	587 73%	129 73%	153 78%	138 67%	162 75% d	117 76%	128 70%	133 77%	143 78% g	292 75%	154 75%	81 67%	216 73%	12 76%	574 74% P	12 44%	198 72%	357 75%	141 76%	119 75%	89 78%	47 67%	42 69%
NO	98 12%	23 13%	24 12%	29 14%	21 10%	18 12%	23 13%	20 11%	17 9%	50 13%	20 10%	16 13%	35 12%	3 18%	88 11%	10 35% O	39 14%	52 11%	18 10%	20 13%	13 11%	13 18%	7 11%
AUG 30-SEP 2, 2020 -----	549 69%	106 60%	119 65%	145 73%	166 74%	88 67%	125 74%	118 68%	148 72%	223 67%	163 74%	133 68%	171 72% N	2 10%	528 69%	21 59%	179 71%	352 72%	140 65%	97 77% S	59 66%	- -	61 71%
YES	672 84%	141 80%	151 83%	172 86%	193 86%	110 83%	147 87%	146 84%	174 85%	274 83%	191 87%	164 84%	202 85%	12 55%	644 84%	28 79%	213 85%	421 86%	178 82%	111 89%	73 82%	- -	74 85%
TV	527 66%	107 61%	130 71%	126 63%	151 67%	86 65%	110 65%	126 72%	141 68%	212 64%	159 73% J	126 65%	167 70%	10 46%	506 66%	21 60%	179 71%	316 64%	146 68%	105 83% SUW	57 64%	- -	60 69%
NO	122 15%	35 20%	32 17%	27 14%	27 12%	22 17%	22 13%	28 16%	27 13%	52 16%	28 13%	31 16%	32 13%	10 45%	115 15%	7 21%	35 14%	68 14%	38 18%	14 11%	14 16%	- -	12 15%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 208-6
Q16: Summary of S/R/H Biden Ads Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI-THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	599 75%	261 71%	55 71%	25 76%	328 78% B	289 72% G	51 58%	26 62%	305 78% FGH	318 78% No	239 81% LNO	79 71%	55 81% n	216 71%	271 73%	28 77%	696 100% R	-98 -100%	610 88% U	536 90% U	-17 -18%	651 100% W	-56 -100%
YES	696 87%	313 85%	66 85%	29 88%	372 89% b	344 85%	70 79%	33 80%	346 89% G	362 89%	267 90% no	95 86%	61 90%	258 85%	319 86%	32 87%	696 100% R	- -	651 94% U	563 95% U	39 40%	651 100% W	- -
TV	587 73%	268 73%	55 71%	20 62%	310 74%	294 73% G	53 60%	28 69%	288 74% G	304 75%	231 78% L	74 67%	49 72%	222 73%	271 73%	23 64%	587 84% R	- -	554 80% U	534 90% SU	29 30%	554 85% W	- -
NO	98 12%	52 14%	11 15%	4 12%	44 11%	55 14%	19 21% I	7 18%	41 11%	44 11%	28 9%	16 14%	6 9%	43 14% k	49 13%	4 10%	- -	98 100% Q	41 6%	27 5%	56 58% ST	- -	56 100% V
AUG 30-SEP 2, 2020 -----	549 69%	276 70% CD	58 53% D	11 24%	267 68% CD	281 68% G	42 37%	27 62% G	269 72% G	264 75% MO	168 76% MO	96 72% M	21 22%	254 78% MO	275 65% M	25 43%	672 100% R	-122 -100%	586 83% U	490 89% SU	-37 -40%	644 100% W	-65 -100%
YES	672 84%	334 84% D	84 76%	29 62%	328 84% D	347 83% G	77 68%	36 81%	320 86% G	308 87% M	193 88% M	114 86% M	58 61%	289 88% Mo	347 82% M	41 71%	672 100% R	- -	644 91% U	520 94% U	28 30%	644 100% W	- -
TV	527 66%	272 69% D	65 59%	23 50%	247 63% g	283 68% g	61 54%	24 55%	239 64% LM	237 67% LM	163 74% LMo	74 56% m	38 40%	239 73% LMo	276 65% LM	22 38%	527 78% R	- -	509 72% U	486 88% SU	17 19%	509 79% W	- -
NO	122 15%	58 15%	26 24%	18 38% BE	61 16%	66 16%	36 32% FI	8 19%	51 14%	44 12%	26 12%	18 14%	37 39% JKLNO	35 11%	72 17% N	16 29%	- -	122 100% Q	58 8%	30 5%	65 70% ST	- -	65 100% V

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 208-7
Q16: Summary of S/R/H Biden Ads Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD						ALRDY VOTED				SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/SUP (C)	DISLIKE/DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ABS (I)	ALRDY VOTED (J)	UND/REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)		
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%		
OCT 5-8, 2020 -----	599 75%	316 72%	242 75% D	74 64%	266 78% bD	260 73%	280 75%	54 67%	226 78% h	48 89% FGHIk	11 62%	33 87%	15 94%	256 71%	280 80% N	3 NOQ	52 72%	261 73% V	301 80% rU	6 81% RSUV	13 72% v	17 48% v		
YES	696 87%	376 86%	281 87%	94 82%	302 89%	308 86%	324 87%	67 82%	257 89% fh	50 93%	14 81%	36 93%	15 94%	307 85%	316 90% n	3 NOQ	62 86%	307 86%	338 90% V	7 90%	15 84%	27 74%		
TV	587 73%	318 73% d	245 76% D	73 63%	256 75% D	259 72%	272 73%	57 70%	215 74% FGHIK	47 86% FGHIK	9 53%	32 83%	15 94%	261 72%	263 75% NOQ	3 NOQ	51 71% U	266 74% U	283 75% U	5 62%	8 45%	22 61%		
NO	98 12%	60 14%	39 12%	20 17%	37 11%	48 13% J	44 12% J	13 16% J	32 11% J	2 4% J	3 19%	2 5%	-	51 14% P	35 10% P	-	10 14% P	47 13%	38 10%	1 10%	2 11%	9 26% S		
AUG 30-SEP 2, 2020 -----	549 69%	-	-	-	-	-	-	-	-	-	-	-	-	269 69% Q	242 71% Q	-	33 52% P	274 69% U	249 73% U	-	13 33%	13 66% U		
YES	672 84%	-	-	-	-	-	-	-	-	-	-	-	-	328 84%	290 85%	-	49 75%	335 84% u	294 86% U	-	27 67%	16 83%		
TV	527 66%	-	-	-	-	-	-	-	-	-	-	-	-	271 69%	215 63%	-	40 62%	271 68% U	225 66% U	-	17 41%	14 72% U		
NO	122 15%	-	-	-	-	-	-	-	-	-	-	-	-	59 15%	48 14%	-	15 24%	61 15%	45 13%	-	14 33% rS	3 17%		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 209-1
Q18: Summary of S/R/H Trump Ads Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVEN -PORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH- ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020	599 75%	177 75%	69 77%	210 70%	54 78%	41 86% bd	26 94% BCDEh	22 76%	88 59%	122 81% I	87 77%	89 73%	34 75%	35 78%	19 75%	34 79%	25 93%	17 78%	145 71%	149 76%	155 74%	151 79%
YES	696 87%	205 87%	80 88%	253 84%	61 89%	45 93% D	27 97% BcD	26 88%	118 79%	135 90% I	99 87%	106 87%	40 88%	40 89%	23 88%	39 90%	25 97%	19 89%	173 85%	172 88%	180 86%	171 89%
TV	593 74%	172 73%	69 77%	213 71%	49 71%	40 83% bd	25 89% BDE	25 85% d	98 66%	115 77% I	79 70%	92 76%	33 74%	36 80%	16 61%	33 77%	23 87%	17 79%	149 73%	145 74%	155 74%	145 75%
NO	97 12%	28 12% G	10 12% g	43 14% fG	8 11%	3 7%	1 3%	4 12%	30 20% J	13 9%	12 10%	16 13%	6 12%	5 11%	3 12%	4 10%	1 3%	2 11%	28 14%	23 12%	25 12%	20 11%
AUG 30-SEP 2, 2020	612 76%	170 72%	67 74%	244 81% BF	56 82% f	31 65%	20 71%	24 83% f	122 79%	122 84%	71 66%	99 77%	31 74%	35 75%	13 51%	43 100% O	17 68%	14 61%	- -	- -	- -	- -
YES	704 88%	203 86%	78 87%	271 90%	63 91%	39 82%	24 85%	27 91%	138 90%	132 91%	89 83%	114 88%	37 86%	42 87%	20 76%	43 100% O	20 84%	19 80%	- -	- -	- -	- -
TV	553 69%	156 66%	66 74% f	217 72% f	49 71%	27 56%	19 66%	20 69%	101 65%	116 80% I	66 61%	90 70%	32 75%	35 73%	15 59%	33 78%	13 55%	13 57%	- -	- -	- -	- -
NO	92 12%	33 14%	11 13%	27 9%	6 9%	9 18%	4 15%	3 9%	16 10%	10 7%	18 17%	15 12%	5 12%	6 13%	6 24% P	- -	4 16%	5 20%	- -	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 209-2
Q18: Summary of S/R/H Trump Ads Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	599 75%	274 71%	326 78% B	224 82% EF	180 68%	196 74%	117 84% IJK	106 80% IK	70 61%	110 74% I	87 67%	109 81% IK	282 82% N	201 68%	106 78% N	170 85% Nq	111 77% n	166 72%	244 74%	188 79% r	92 76%	96 81% r	411 78% X	62 56%
YES	696 87%	327 85%	370 89%	247 91% E	221 84%	229 87%	127 91% IK	120 90% Ik	92 80%	129 86%	107 82%	121 91% Ik	312 91% N	246 84%	121 89%	185 92% N	127 88%	197 85%	284 87%	213 89%	106 88%	107 91%	467 89% X	86 78%
TV	593 74%	270 70%	323 78% B	209 77%	188 71%	196 74%	104 75%	105 79% Ik	77 67%	112 75%	90 69%	107 80% Ik	263 76%	219 74%	94 69%	157 79% o	105 73%	152 65%	243 74% R	198 83% RS	98 81% R	100 84% RS	400 76% X	66 59%
NO	97 12%	53 14%	44 11%	23 9%	41 15% D	33 12%	10 7%	13 10%	22 20% GHL	18 12%	20 16% G	12 9%	30 9%	45 15% MP	15 11%	15 7%	15 11%	31 13%	40 12%	26 11%	14 12%	11 9%	56 11%	25 22% W
AUG 30-SEP 2, 2020 -----	612 76%	275 72%	337 81% B	204 75%	206 78%	202 76%	98 75%	105 75%	77 71%	130 83% IK	100 69%	102 86% ghIK	241 73%	211 80% mQ	128 79% Q	149 80% Q	91 63%	165 71%	245 75%	202 84% RS	104 89% RSV	98 80% r	430 81% X	85 67%
YES	704 88%	329 86%	375 90%	237 87%	234 89%	233 88%	115 87%	123 87%	92 85%	142 91%	122 84%	111 93%	285 86%	236 90% q	145 89%	168 90%	118 82%	198 85%	286 87%	220 92% r	111 94% RS	109 89%	479 90%	106 84%
TV	553 69%	244 64%	309 74% B	195 72% e	169 64%	189 72%	89 68% i	106 75% I	60 56%	108 69% I	94 65%	95 80% gIk	244 74% o	181 69%	101 63%	146 78% nO	97 68%	121 52%	230 70% R	202 84% RS	103 88% RSv	81% RS	381 72% X	72 57%
NO	92 12%	54 14% c	38 9%	34 12%	28 11%	31 12%	16 13%	17 12%	15 14%	12 8%	23 16%	9 7%	45 14%	25 10%	17 11%	18 10%	26 18% np	34 15% TU	40 12% tU	18 8%	7 6%	12 9%	49 9%	21 16%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 209-3
Q18: Summary of S/R/H Trump Ads Trend

BANNER 3

	MARRIED			SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE				
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	599 75%	195 74%	216 82% B	39 61%	23 48%	144 71%	129 72%	133 78%	192 79% f	526 76% n	59 73%	20 83% n	17 70%	3 40%	251 74% Q	275 77% Q	20 51%	39 94% OPQS	5 54%	15 100% OPQS	307 85% VWX	214 67%	27 64%	31 67%
YES	696 87%	228 86%	239 91%	52 80%	34 74%	173 84%	154 86%	152 89%	216 89%	609 88%	68 84%	22 91%	19 80%	6 70%	293 86%	316 89% q	28 74%	39 94% Q	7 77%	15 100% OPQ	333 92% Vw	266 83%	33 80%	39 83%
TV	593 74%	191 72%	210 80% b	38 58%	28 61%	126 62%	144 80% F	125 73% F	197 81% Fh	521 75%	58 73%	16 66%	17 71%	6 70%	245 72% s	276 77% S	24 64%	34 82% S	4 44%	12 80% s	284 79% vw	230 72%	26 62%	31 67%
NO	97 12%	33 12%	24 9%	13 20%	12 26%	28 14%	25 14%	19 11%	25 10%	83 12%	9 11%	2 9%	2 10%	2 30%	42 13% RT	41 11% RT	9 23% RT	-	2 23%	-	26 7%	51 16% U	7 16%	8 17%
AUG 30-SEP 2, 2020 -----	612 76%	190 79%	241 83%	50 67%	36 69%	126 65%	148 78% F	133 73%	205 87% FGH	546 78% kLM	50 62%	13 53%	7 29%	8 100% JKLM	235 76% qS	311 80% QS	29 51%	20 90% QS	5 37%	7 76% s	293 81% WX	249 79% WX	34 62% x	17 36%
YES	704 88%	215 89%	265 91%	62 83%	44 84%	161 82%	168 89%	157 87%	218 93% Fh	620 89%	65 81%	18 75%	15 64%	8 100% JKL	272 88%	348 90%	43 75%	22 95% s	10 67%	9 88%	327 90% x	281 89% x	45 81%	32 68%
TV	553 69%	166 69%	215 74%	40 53%	32 62%	96 49%	148 78% FH	105 58%	204 87% FGH	498 72% KM	39 49%	16 65%	6 24%	6 81% km	208 68% q	290 75% oQ	25 43%	15 64%	7 50%	9 88% oQS	277 77% WX	220 70% Wx	19 35%	22 47%
NO	92 12%	25 10%	24 8%	12 17%	8 16%	34 18% I	20 11% i	24 13% I	14 6%	74 11% N	15 19% N	5 23% N	9 36%	-	37 12%	37 10%	14 24%	1 5%	4 30%	1 12%	34 9%	32 10%	11 19%	15 32% uv

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 209-4
Q18: Summary of S/R/H Trump Ads Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL (A)	RURAL (B)	SUB- URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	599 75%	281 78% d	157 72%	157 72%	120 76%	161 80%	75 70%	82 74%	76 65%	81 79% I	135 72%	18 74%	69 72%	66 72%	4 53%	14 85%	110 70%	172 80% Qs	311 74%	349 81% U	193 65%	193 75%	169 79%	129 77%
YES	696 87%	319 89%	185 85%	187 85%	138 88%	181 90%	90 85%	94 86%	96 81%	92 89%	161 86%	20 82%	83 85%	79 86%	6 76%	14 85%	133 85%	192 89%	365 86%	390 90% U	242 81%	225 87%	189 88%	148 88%
TV	593 74%	265 74%	159 74%	165 75%	114 72%	151 75%	75 70%	84 77%	79 67%	86 84% I	142 76%	16 63%	72 74%	70 77%	3 39%	12 75%	118 75%	165 77%	304 72%	335 77% U	202 68%	181 70%	163 76%	128 77%
NO	97 12%	38 11%	28 13%	30 14%	18 12%	20 10%	15 14%	13 12%	19 16%	11 11%	26 14%	2 8%	13 14%	13 14%	2 24%	- -	22 14%	20 9%	54 13%	41 10%	49 17% T	32 12%	21 10%	18 11%
AUG 30-SEP 2, 2020 -----	612 76%	250 81% C	194 71%	151 77%	109 79%	141 81%	97 62%	97 82% G	61 75%	90 78%	165 75%	22 50%	74 67%	91 82% M	18 47%	4 64%	113 75%	144 69%	340 80% R	352 78%	213 73%	189 73%	161 75%	159 79%
YES	704 88%	278 90%	234 85%	174 88%	123 90%	155 90%	126 81%	108 91% g	71 87%	103 89%	193 87%	33 75%	92 84%	101 91%	28 74%	5 82%	132 88%	175 84%	381 90%	401 89%	252 86%	224 86%	187 88%	180 89%
TV	553 69%	215 69%	179 65%	146 74% c	96 70%	118 69%	86 55%	93 78% G	56 69%	90 78%	157 71% L	17 38%	70 63%	87 79% M	13 34%	4 60%	112 75%	137 66%	292 69%	328 72% u	190 65%	178 69%	143 67%	144 71%
NO	92 12%	28 9%	40 15%	23 12%	14 10%	15 8%	29 19% h	11 9%	10 13%	12 11%	28 13%	11 25%	18 16%	10 9%	1 26%	1 18%	18 15%	32 10%	41 11%	49 11%	39 13%	35 13%	27 12%	21 10%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 209-5
Q18: Summary of S/R/H Trump Ads Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	599 75%	129 74%	153 78%	142 69%	169 78% D	121 78%	130 71%	134 78%	139 76%	301 77% L	170 83% jL	72 59%	243 83%	11 68%	582 75%	17 62%	232 85% R	326 69%	153 83% T	110 69%	88 77%	55 78%	46 75%
YES	696 87%	152 86%	173 88%	173 84%	193 89%	137 88%	156 85%	153 89%	162 88%	346 88% L	186 91% L	95 79%	267 91%	13 84%	673 87%	23 81%	253 92% R	397 84%	168 91% t	134 84%	101 88%	63 89%	53 87%
TV	593 74%	128 73%	155 79%	139 68%	164 76% d	116 75% d	128 70%	136 79% G	138 75%	299 76% L	159 78% L	73 60%	223 76%	13 84%	574 74%	19 68%	216 79% R	339 72%	147 79% v	116 73%	89 77%	48 67%	43 70%
NO	97 12%	22 13%	20 10%	31 15%	24 11%	16 10%	26 14%	19 11%	22 12%	45 11%	16 8%	23 19% jK	25 8%	3 16%	91 12%	5 19%	21 8%	70 15% Q	16 8%	24 15% s	14 12%	8 11%	7 12%
AUG 30-SEP 2, 2020 -----	612 76%	111 64%	146 80% B	157 79%	183 81%	93 70%	138 82% F	140 80% f	164 80% f	256 77%	187 85% JL	136 70%	183 77% N	2 10%	588 77%	24 67%	188 75%	396 81%	152 71%	100 79%	79 89% St	- -	73 85% S
YES	704 88%	143 82%	164 90% b	178 89%	202 90%	112 85%	153 91%	157 90%	184 89%	293 89%	203 93% l	165 85%	210 88%	12 55%	675 88%	30 83%	220 87%	443 90%	184 85%	113 90%	84 94% S	- -	79 92%
TV	553 69%	109 62%	140 77% B	130 65%	162 72%	89 68%	116 68%	136 78% fg	148 72%	227 69%	167 76% j	130 67%	180 76%	10 46%	529 69%	24 68%	192 76% R	333 68%	155 72%	105 83% S	67 75%	- -	67 78%
NO	92 12%	32 18%	19 10%	21 11%	19 9%	20 15%	16 9%	17 10%	19 9%	37 11%	16 7%	29 15% k	27 11%	10 45%	87 11%	6 17%	31 12%	46 9%	32 15% U	13 10%	5 6%	- -	7 8%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 209-6
Q18: Summary of S/R/H Trump Ads Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV (P)	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI- THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52%	403 50%	88 11%	41 5%	389 49%	407 51%	296 37%	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	599 75%	301 82%	50 65%	22 68%	288 69%	326 81%	47 54%	27 65%	268 69%	279 69%	202 68%	77 70%	56 83%	255 84%	311 84%	28 77%	612 88%	-15 -15%	696 100%	593 100%	-97 -100%	651 100%	-56 -100%
YES	696 87%	334 91%	63 82%	27 83%	350 84%	364 90%	67 76%	33 80%	326 84%	341 84%	248 84%	93 84%	62 91%	278 91%	340 91%	32 87%	651 94%	41 42%	696 100%	593 100%	- -	651 100%	- -
TV	593 74%	286 78%	55 71%	20 61%	299 71%	310 77%	53 60%	28 67%	279 72%	293 72%	215 71%	79 71%	50 74%	238 78%	288 77%	23 64%	563 81%	27 28%	593 85%	593 100%	- -	563 86%	- -
NO	97 12%	33 9%	13 17%	5 14%	62 15%	38 9%	20 23%	6 15%	58 15%	62 15%	46 15%	16 14%	6 9%	23 8%	29 8%	4 10%	39 6%	56 58%	- -	- -	97 100%	- -	56 100%
AUG 30-SEP 2, 2020 -----	612 76%	306 77%	65 59%	21 44%	296 76%	314 76%	53 47%	29 65%	293 79%	283 80%	177 80%	106 80%	43 45%	271 83%	314 74%	34 60%	616 92%	-7 -6%	704 100%	553 100%	-92 -100%	644 100%	-65 -100%
YES	704 88%	351 89%	87 79%	34 72%	342 88%	365 88%	83 73%	36 83%	332 89%	317 90%	198 90%	119 90%	69 72%	299 91%	368 87%	46 80%	644 96%	58 47%	704 100%	553 100%	- -	644 100%	- -
TV	553 69%	289 73%	62 57%	24 52%	255 65%	303 73%	68 60%	20 46%	244 66%	251 71%	166 75%	84 64%	41 43%	247 76%	288 68%	22 38%	520 77%	30 25%	553 79%	553 100%	- -	520 81%	- -
NO	92 12%	44 11%	23 21%	13 28%	46 12%	50 12%	30 27%	8 17%	38 10%	34 10%	21 9%	13 10%	26 28%	27 8%	54 13%	11 20%	28 4%	65 53%	- -	- -	92 100%	- -	65 100%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 209-7
Q18: Summary of S/R/H Trump Ads Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED		SEN COMBO BALLOT				PRES COMBO BALLOT					
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800	438	323	115	341	358	371	81	290	54	17	38	16	362	352	3	72	358	377	7	18	36
	100%	55%	40%	14%	43%	45%	46%	10%	36%	7%	2%	5%	2%	45%	44%	-	9%	45%	47%	1%	2%	4%
																NOQ		U	rU	RSUV		RsU
OCT 5-8, 2020	599	343	279	64	238	284	262	57	204	43	11	34	9	302	241	3	52	297	260	5	16	20
-----	75%	78%	86%	55%	70%	79%	71%	71%	71%	80%	62%	89%	57%	83%	68%	100%	72%	83%	69%	74%	86%	56%
																NOQ		SV			sV	
YES	696	389	300	89	288	319	314	67	247	49	14	36	12	331	294	3	62	327	316	6	17	28
	87%	89%	93%	77%	84%	89%	85%	83%	85%	90%	81%	95%	78%	91%	84%	100%	86%	91%	84%	87%	90%	78%
																NOQ		Sv				
TV	593	332	259	73	246	270	266	57	209	45	13	32	12	279	251	3	53	282	271	4	12	22
	74%	76%	80%	63%	72%	75%	72%	71%	72%	82%	75%	84%	78%	77%	71%	100%	74%	79%	72%	59%	63%	61%
																NOQ		SV				
NO	97	46	21	25	49	36	52	10	42	6	3	2	3	29	53	-	10	30	56	1	1	8
	12%	11%	7%	22%	14%	10%	14%	12%	15%	10%	19%	5%	22%	8%	15%	-	14%	8%	15%	13%	4%	22%
																	P	P	Ru			rU
AUG 30-SEP 2, 2020	612	-	-	-	-	-	-	-	-	-	-	-	-	299	263	-	44	308	269	-	25	10
-----	76%	-	-	-	-	-	-	-	-	-	-	-	-	77%	77%	-	68%	77%	79%	-	62%	52%
																	V	V	V			
YES	704	-	-	-	-	-	-	-	-	-	-	-	-	344	301	-	54	353	303	-	33	15
	88%	-	-	-	-	-	-	-	-	-	-	-	-	88%	88%	-	84%	88%	89%	-	81%	76%
TV	553	-	-	-	-	-	-	-	-	-	-	-	-	286	223	-	43	291	232	-	18	12
	69%	-	-	-	-	-	-	-	-	-	-	-	-	73%	65%	-	66%	73%	68%	-	44%	62%
																	U	U				
NO	92	-	-	-	-	-	-	-	-	-	-	-	-	45	38	-	10	45	35	-	8	5
	12%	-	-	-	-	-	-	-	-	-	-	-	-	11%	11%	-	16%	11%	10%	-	19%	24%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 210-1
Q20: Summary of Most Pressing Policy Issue Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020																						
ELIMINATING THE CORONAVIRUS	292 36%	94 40% H	29 32%	104 35% H	32 47% cdH	19 41% H	9 31%	5 17%	59 39%	45 30%	47 42%	46 38%	10 23%	18 40%	7 29%	25 57% O	12 44%	8 37%	75 37%	67 34%	72 35%	77 40%
RECOVERY FROM THE RECESSION	170 21%	54 23% e	22 25% e	57 19%	9 13%	12 25%	8 29% e	8 27%	29 20%	28 19%	28 24%	26 21%	15 33%	7 16%	5 20%	4 9%	6 22%	6 28%	49 24%	45 23%	42 20%	35 18%
SOCIAL INJUSTICE AND INEQUITY	84 11%	21 9%	8 9%	41 14% eg	5 7%	5 10%	2 6%	3 10%	15 10%	26 17% i	5 5%	16 13% K	5 10%	4 8%	1 4%	4 9%	3 12%	1 7%	18 9%	21 11%	28 13%	18 9%
CLIMATE CHANGE	58 7%	17 7%	12 14% E	20 7%	2 3%	3 6%	2 8%	2 8%	9 6%	10 7%	12 11% L	5 4%	6 13%	7 15%	- -	2 5%	2 7%	1 5%	18 9%	20 10% u	10 5%	11 6%
AUG 30-SEP 2, 2020																						
ELIMINATING THE CORONAVIRUS	338 42%	101 43%	37 42%	126 42%	27 39%	19 39%	13 47%	14 49%	68 44%	58 40%	37 35%	64 50% K	18 42%	20 41%	7 27%	20 46%	8 35%	10 43%	- -	- -	- -	- -
RECOVERY FROM THE RECESSION	263 33%	70 30%	27 30%	109 36%	24 35%	14 30%	10 35%	9 31%	56 36%	53 37%	44 41% L	26 20%	20 48% N	6 13%	16 61% P	8 19%	9 39%	5 20%	- -	- -	- -	- -
SOCIAL INJUSTICE AND INEQUITY	103 13%	33 14%	15 17%	30 10%	14 20% dh	6 13%	3 12%	2 7%	14 9%	15 11%	13 13%	19 15%	3 6%	12 26% M	1 4%	13 30% O	1 4%	5 22% q	- -	- -	- -	- -
CLIMATE CHANGE	48 6%	19 8% EF	8 9% Ef	16 5% e	1 1%	1 2%	1 4%	3 10%	7 5%	9 6%	7 7%	12 9%	- -	8 16% M	1 3%	- -	1 4%	- -	- -	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 210-2
Q20: Summary of Most Pressing Policy Issue Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)	
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%	
OCT 5-8, 2020																									
ELIMINATING THE CORONAVIRUS	292 36%	142 37%	150 36%	58 21%	125 47% D	108 41% D	24 17%	34 26% g	59 52% GHL	66 44% GH	59 45% GH	49 37% Gh	84 24%	132 45% MPQ	65 48% MPQ	47 23%	37 26%	78 34%	113 34%	100 42% rs	54 45% Rs	46 39%	186 35%	41 37%	
RECOVERY FROM THE RECESSION	170 21%	90 23%	81 19%	91 34% EF	25 10%	53 20% E	52 37% IJKL	39 30% IJKl	11 10%	14 9%	26 20% IJ	27 20% IJ	115 33% NO	51 17% O	3 2%	58 29% NO	57 40% Nop	46 20% U	87 27% rtU	37 15%	14 12%	23 19%	122 23%	21 19%	
SOCIAL INJUSTICE AND INEQUITY	84 11%	30 8%	54 13% B	13 5%	41 16% D	30 11% D	5 3%	8 6%	14 12% G	27 18% GHK	11 9% g	19 14% GH	16 5%	39 13% MPQ	28 21% MnPQ	8 4%	7 5%	33 14% stu	30 9%	21 9%	10 8%	11 10%	47 9%	17 15% w	
CLIMATE CHANGE	58 7%	32 8%	27 6%	12 4%	31 12% DF	15 6%	5 4%	7 5%	18 16% GHKL	14 9% g	9 7%	7 5%	9 3%	23 8% MP	20 15% MNPQ	4 2%	6 4%	21 9% V	18 6%	19 8% V	15 13% SV	4 3%	35 7%	14 13% w	
AUG 30-SEP 2, 2020																									
ELIMINATING THE CORONAVIRUS	338 42%	150 39%	187 45%	102 37%	148 56% DF	88 33%	43 32%	59 42% k	67 62% GHKL	81 52% GK	41 28%	48 40%	113 34%	123 47% MP	84 52% MPq	57 30%	57 39%	79 34%	135 41%	123 51% RS	58 49% R	65 53% RS	202 38%	61 49%	
RECOVERY FROM THE RECESSION	263 33%	156 41% C	107 26%	121 44% E	36 13%	107 40% E	72 55% HIJL	49 35% IJ	16 15%	20 13%	68 47% hIJl	39 32% IJ	170 51% NO	64 24% O	15 10%	101 54% NO	69 48% NO	79 34% TV	134 41% TUV	50 21%	30 26% V	20 16%	195 37%	38 30%	
SOCIAL INJUSTICE AND INEQUITY	103 13%	35 9%	68 16% B	22 8%	52 20% DF	29 11%	5 4%	17 12% G	15 14% G	36 23% GHKL	14 10%	15 12% g	19 6%	43 16% MPQ	38 23% MPQ	8 4%	11 7%	46 20% SU	25 8%	32 13% S	12 10%	20 16% S	71 13%	12 9%	
CLIMATE CHANGE	48 6%	19 5%	29 7%	5 2%	24 9% D	19 7% D	2 1%	3 2%	7 7% g	17 11% GH	10 7% g	9 8% g	4 1%	18 7% MPQ	22 14% MnPQ	2 1%	3 2%	19 8% s	9 3%	20 8% S	9 8% s	11 9% S	33 6%	10 8%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 210-3
Q20: Summary of Most Pressing Policy Issue Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE					
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020																								
ELIMINATING THE CORONAVIRUS	292 36%	95 36%	90 34%	28 43%	13 29%	75 37%	67 37% h	49 28% h	100 41% H	262 38% N	23 29% N	9 39% N	10 43% N	- -	128 38%	134 38%	13 34%	10 24%	4 39%	6 39%	83 23%	166 52% UwX	15 37% u	17 36% u
RECOVERY FROM THE RECESSION	170 21%	65 25%	57 22%	12 19%	9 20%	54 26% I	36 20%	39 23%	42 17%	145 21%	19 23%	6 24%	2 8%	3 36%	76 23%	68 19%	11 29%	8 18%	3 30%	3 20%	125 35% VX	22 7%	9 23% V	7 15%
SOCIAL INJUSTICE AND INEQUITY	84 11%	21 8%	26 10%	4 6%	13 28% D	18 9%	12 7%	29 17% FGi	25 10%	69 10%	14 17%	3 14%	6 25%	2 19%	27 8%	42 12%	3 8%	11 26% Opq	1 11%	2 15%	19 5%	47 15% U	7 16% u	9 20% U
CLIMATE CHANGE	58 7%	16 6%	19 7%	11 18% E	3 6%	16 8%	16 9%	13 7%	14 6%	49 7% M	7 9% M	1 5%	- -	1 16%	27 8% T	23 6% T	3 9%	4 10% t	1 13%	- -	9 2% U	37 12% U	3 7%	5 11% u
AUG 30-SEP 2, 2020																								
ELIMINATING THE CORONAVIRUS	338 42%	81 34%	121 42%	37 50%	24 47%	61 31%	89 47% FH	59 33% FH	128 55% FH	298 43%	33 41%	7 29%	10 40%	2 29%	124 40% S	174 45% S	20 34%	13 57% S	2 13%	5 52% s	125 35%	169 54% UW	14 25%	18 37%
RECOVERY FROM THE RECESSION	263 33%	106 44% C	89 31%	27 37%	11 21%	96 49% GHI	60 32% I	57 31% i	50 21%	224 32%	27 33%	5 21%	14 60%	5 65% jl	124 40% PR	100 26%	24 42% r	3 12%	3 22%	2 20%	179 50% VW	41 13%	18 31% v	23 49% v
SOCIAL INJUSTICE AND INEQUITY	103 13%	27 11%	43 15%	3 4%	8 16% d	20 10%	15 8%	38 21% FGi	30 13%	93 13% M	9 12% m	7 31% M	- -	1 6%	27 9%	65 17% O	7 12%	3 12%	6 43% Opqr	1 13%	24 7%	63 20% Ux	9 16%	4 8%
CLIMATE CHANGE	48 6%	12 5%	20 7%	5 6%	6 11%	8 4%	11 6%	15 8%	14 6%	41 6% MN	6 7%	2 7%	- -	- -	16 5% T	25 6% T	3 5%	3 13%	2 12%	- -	6 2% UX	33 11% UX	8 15% UX	1 1%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 210-4
Q20: Summary of Most Pressing Policy Issue Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME				
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%		
OCT 5-8, 2020																										
ELIMINATING THE CORONAVIRUS	292 36%	107 30%	90 41% B	93 42% B	41 26%	66 33%	44 41%	45 42%	55 47%	38 37%	81 43%	7 30%	41 42%	40 44%	4 44%	4 23%	57 36%	72 33%	160 38%	127 29%	138 46% T	98 38%	77 36%	51 31%		
RECOVERY FROM THE RECESSION	170 21%	91 25% Cd	37 17%	41 19%	47 30%	44 22%	17 16%	20 19%	26 22%	15 15%	34 18%	2 9%	15 15%	19 21%	1 11%	1 8%	32 21%	55 25%	83 20%	124 29% U	42 14%	54 21%	48 22%	40 24%		
SOCIAL INJUSTICE AND INEQUITY	84 11%	36 10%	26 12%	22 10%	13 8%	23 11%	10 10%	16 14%	7 6%	15 14% i	17 9%	9 37% K	8 8%	9 9%	2 25%	7 42%	11 7%	22 10%	52 12% q	28 7%	45 15% T	28 11%	26 12%	21 13%		
CLIMATE CHANGE	58 7%	23 7%	14 6%	21 10%	14 9%	9 5%	8 7%	6 5%	10 8%	12 11%	11 6%	2 10%	8 8%	3 4%	- -	2 15%	10 6%	14 7%	34 8%	22 5%	29 10% T	17 7%	17 8%	9 5%		
AUG 30-SEP 2, 2020																										
ELIMINATING THE CORONAVIRUS	338 42%	120 39%	116 42%	94 48% b	54 39%	67 39%	57 37%	59 49%	35 44%	58 51%	100 45%	12 26%	44 40%	55 50%	8 22%	3 53%	70 46%	94 45%	165 39%	166 37%	137 47% T	114 44%	76 35%	81 40%		
RECOVERY FROM THE RECESSION	263 33%	124 40% D	90 33% d	46 23%	67 49% F	57 33%	67 43% H	24 20%	20 25%	25 22%	63 29%	23 52%	42 38% N	21 19%	22 59% p	1 12%	53 35%	68 33%	138 33%	194 43% U	65 22%	73 28%	91 42% V	70 34%		
SOCIAL INJUSTICE AND INEQUITY	103 13%	33 11%	35 13%	31 16%	6 4%	27 16% E	15 10%	20 17%	14 17%	17 15%	28 13%	7 15%	10 10%	18 16%	5 12%	2 35%	12 8%	25 12%	64 15% Q	43 10%	49 17% T	38 15%	30 14%	24 12%		
CLIMATE CHANGE	48 6%	14 4%	22 8%	11 6%	3 2%	10 6%	10 6%	12 10%	6 7%	6 5%	22 10% L	- -	10 9%	12 11%	- -	- -	9 6%	9 4%	30 7%	14 3%	32 11% T	17 7%	13 6%	15 7%		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 210-5
Q20: Summary of Most Pressing Policy Issue Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOB ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020																							
ELIMINATING THE CORONAVIRUS	292 36%	65 37%	64 33%	75 36%	86 40%	55 36%	73 39%	59 35%	75 41%	139 36%	79 39%	45 37%	71 24%	5 31%	283 37%	9 30%	50 18%	224 47% Q	43 23% V	118 75% SUVW	59 51% SVW	6 8%	11 18%
RECOVERY FROM THE RECESSION	170 21%	47 27%	40 20%	43 21%	41 19%	44 28% Ghi	33 18%	32 19%	36 19%	92 24% L	50 24% L	14 12%	95 32%	5 32%	162 21%	9 30%	90 33% R	62 13%	82 44% TUV	11 7%	15 13%	8 11%	25 41% TUV
SOCIAL INJUSTICE AND INEQUITY	84 11%	9 5%	23 12% B	21 10%	31 14%	7 5%	20 11% F	17 10% f	24 13% F	35 9%	17 8%	22 18% JK	13 5%	2 11%	84 11% P	- -	15 5%	66 14% Q	8 4%	8 5%	15 13% STV	4 5%	5 9%
CLIMATE CHANGE	58 7%	14 8%	10 5%	18 9%	16 7%	10 6%	17 9%	9 5%	14 7%	26 7%	11 6%	11 9%	8 3%	2 11%	55 7%	4 13%	8 3%	49 10% Q	3 1%	10 6% S	7 6% s	2 3%	1 2%
AUG 30-SEP 2, 2020																							
ELIMINATING THE CORONAVIRUS	338 42%	78 45%	85 47%	67 34%	97 43% d	59 44%	61 36%	80 46%	91 44%	139 42%	99 45%	72 37%	93 39% N	1 5%	321 42%	16 46%	80 32%	239 49% Q	65 30%	105 84% SUW	38 42% s	- -	31 36%
RECOVERY FROM THE RECESSION	263 33%	66 38%	55 30%	87 44% E	51 23%	49 37% I	73 43% HI	54 31% i	45 22%	112 34%	67 30%	67 35%	109 46%	20 95% M	250 33%	13 36%	128 51% R	104 21%	135 63% TUV	7 6%	27 30% T	- -	37 43% T
SOCIAL INJUSTICE AND INEQUITY	103 13%	15 8%	22 12%	20 10%	44 20% D	11 8%	16 10%	22 12%	43 21% FGh	39 12%	29 13%	24 12%	13 5% N	- -	100 13%	2 7%	15 6%	87 18% Q	6 3%	6 5%	14 16% ST	- -	8 9%
CLIMATE CHANGE	48 6%	7 4%	10 6%	12 6%	18 8%	6 5%	10 6%	10 6%	15 7%	17 5%	16 7%	15 8%	4 2% n	- -	47 6%	1 2%	6 2%	39 8% Q	2 1%	6 5% SW	7 8% SW	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 210-6
Q20: Summary of Most Pressing Policy Issue Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020																							
ELIMINATING THE CORONAVIRUS	292 36%	72 20%	15 19%	13 41% BC	214 51% BC	85 21%	17 20%	18 44% FG	203 52% FG	208 51% LMNO	166 56% LMNO	42 38% NO	21 31% No	54 18%	75 20%	10 28%	263 38% r	28 29%	263 38% U	226 38% U	27 28%	247 38% W	13 24%
RECOVERY FROM THE RECESSION	170 21%	130 35% E	30 39% E	10 31% E	38 9%	139 35% hI	38 43% HI	9 22% I	28 7%	36 9% K	12 4%	24 22% JK	22 32% JK	109 36% JKL	130 35% JKL	11 30%	148 21%	20 20%	156 22% U	135 23% U	13 13%	142 22%	8 14%
SOCIAL INJUSTICE AND INEQUITY	84 11%	22 6%	9 11%	4 12%	61 15% B	27 7%	10 12%	5 12%	57 15% F	63 16% NO	42 14% NO	21 19% NO	8 12% n	13 4%	21 6%	5 14%	75 11%	8 8%	64 9%	55 9%	18 19% ST	64 10%	8 15%
CLIMATE CHANGE	58 7%	8 2%	4 5%	1 3%	49 12% BCD	12 3%	7 8% f	3 7%	46 12% F	48 12% MNO	38 13% MNO	10 9% MnO	1 2%	9 3%	11 3%	3 9%	46 7%	12 12%	40 6%	33 5%	18 19% ST	40 6%	12 21% V
AUG 30-SEP 2, 2020																							
ELIMINATING THE CORONAVIRUS	338 42%	127 32%	32 29%	20 44%	205 53% BC	130 31%	29 26%	22 50% FG	203 55% FG	189 53% MNO	130 59% LMNO	59 45% no	32 34%	108 33%	140 33%	27 46%	289 43%	46 38%	295 42%	249 45%	40 43%	273 42%	24 37%
RECOVERY FROM THE RECESSION	263 33%	207 52% DE	60 55% DE	14 29% e	53 14%	216 52% HI	55 49% HI	7 16%	42 11%	44 12%	18 8%	26 19% K	47 50% JKL	164 50% JKL	212 50% JKL	12 21%	216 32%	45 37%	233 33%	182 33%	30 33%	210 33%	25 39%
SOCIAL INJUSTICE AND INEQUITY	103 13%	25 6%	7 6%	5 10%	76 19% BCd	30 7%	13 11%	5 12%	73 20% Fg	71 20% MNO	44 20% mNO	27 20% mNO	9 9%	21 7%	30 7%	9 15%	91 13%	11 9%	96 14% U	68 12% u	6 6%	88 14% W	3 4%
CLIMATE CHANGE	48 6%	5 1%	4 3%	6 12% b	41 10% BC	8 2%	7 6%	5 11%	39 10% F	39 11% MNO	23 10% mNO	16 12% mNO	3 4%	3 1%	7 2%	5 9%	36 5%	12 10%	37 5%	22 4%	10 11%	32 5%	7 10%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 210-7
Q20: Summary of Most Pressing Policy Issue Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45% U	377 47% rU	7 1% RSUV	18 2%	36 4% RsU
OCT 5-8, 2020																						
ELIMINATING THE CORONAVIRUS	292 36%	96 22%	62 19%	34 29% C	191 56% BCD	93 26%	167 45% F	28 35%	139 48% FH	26 48% F	6 32%	21 54%	5 32%	71 20%	183 52% N	1 37%	30 42% N	73 20%	199 53% RUV	4 48%	4 23%	11 30%
RECOVERY FROM THE RECESSION	170 21%	147 34% E	110 34% E	37 32% E	21 6% GhIJ	113 32% GhIJ	47 13%	18 22% gI	29 10%	7 12%	4 21%	5 12%	2 12%	126 35% OPQ	27 8% P	- -	16 23% OP	126 35% Su	28 7%	2 30%	3 18%	11 32% S
SOCIAL INJUSTICE AND INEQUITY	84 11%	33 7%	17 5%	15 13% C	48 14% BC	24 7%	52 14% F	11 14% f	40 14% F	7 13%	2 11%	4 11%	3 16%	22 6% N	51 15% N	2 63% Noq	8 11%	17 5% T	60 16% RT	- -	2 11%	5 13% T
CLIMATE CHANGE	58 7%	15 4% C	4 1%	12 10% BC	40 12% BC	11 3%	39 11% F	5 6%	34 12% F	5 9%	2 14%	3 8%	2 14%	4 1% p	46 13% NP	- -	6 8% NP	11 3% T	45 12% RTv	- -	1 6%	2 5%
AUG 30-SEP 2, 2020																						
ELIMINATING THE CORONAVIRUS	338 42%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	123 32%	184 54% N	- -	28 43%	128 32%	189 56% RU	- -	13 33%	7 37%
RECOVERY FROM THE RECESSION	263 33%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	210 54% OQ	40 12%	- -	13 21%	210 53% SuV	34 10%	- -	14 33%	5 26% S
SOCIAL INJUSTICE AND INEQUITY	103 13%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	20 5%	70 21% N	- -	11 17% N	25 6% R	70 20% R	- -	5 12%	4 19%
CLIMATE CHANGE	48 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 2%	35 10% N	- -	6 9% n	5 1% R	37 11% R	- -	4 10%	1 6%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 211-1
Q21: Summary of Stimulus Legislation Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020	180 22%	67 29% EFG	18 20% eF	75 25% EFg	6 9%	3 6%	4 14%	6 22% f	42 28%	34 22%	41 36% L	27 22%	12 27%	6 13%	-3 -13%	9 22% O	5 20% R	-2 -10%	55 27% V	45 23% V	58 28% V	22 12%
YES	450 56%	139 59% e	53 59%	172 57%	32 47%	24 49%	15 54%	15 52%	87 58%	85 57%	74 65% l	65 53%	28 62%	25 57%	10 40%	22 51%	14 55%	9 42%	117 57%	113 58%	125 60% v	95 50%
NO	270 34%	71 30%	35 39%	97 32%	26 38%	21 43%	11 40%	9 30%	45 30%	51 34%	33 29%	38 31%	16 35%	19 43%	13 52% p	13 30%	9 35%	11 53%	62 30%	68 35%	67 32%	73 38%
AUG 30-SEP 2, 2020	59 7%	35 15% DEGH	12 14% DEGH	7 2% Eg	-1 -1%	5 10% EG	-1 -4%	1 2% G	19 12% J	-12 -8%	6 6%	29 23% K	-5 -12%	17 37% M	-4 -16%	3 8% O	1 2%	4 19% q	-	-	-	-
YES	399 50%	127 54%	47 53%	140 47%	32 46%	25 53%	13 47%	15 51%	84 54% J	56 38%	56 52%	72 56%	17 41%	30 63% m	10 39%	22 50%	12 51%	13 54%	-	-	-	-
NO	341 43%	92 39%	35 39%	133 44%	33 47%	20 42%	14 51%	14 49%	65 42%	68 47%	50 46% l	42 33%	22 53% N	13 26%	14 55%	18 42%	12 49%	8 36%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 211-2
Q21: Summary of Stimulus Legislation Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL	MALE	FEMALE	GOP	DEM	IND/	GOP M	GOP F	DEM M	DEM F	IND M	IND F	CON	MOD	LIB	VERY	SMWT	18-44	45-64	65+	65-74	75+	MRRD	SNGL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	180 22%	104 27% C	76 18%	-13 -5%	151 57% DF	41 16% D	4 3% H	-17 -13%	73 64% GHJKL	78 52% GHKL	27 20% GHL	15 11% GH	-23 -7% P	94 32% MPQ	101 74% MNPQ	-32 -16%	9 6% MP	51 22% v	60 18%	68 29% SV	51 42% RSTV	17 15%	94 18%	34 31% W
YES	450 56%	227 59%	223 54%	117 43%	197 74% DF	137 52% D	66 47%	51 38%	89 78% GHKL	107 72% GHKL	72 55% H	65 48%	140 41%	180 61% MPQ	114 84% MNPQ	71 35%	69 48% P	130 56%	175 53%	144 60%	83 69% RSV	62 52%	284 54%	65 59%
NO	270 34%	123 32%	147 35%	129 48% EF	45 17% E	95 36% E	62 44% IJ	67 51% IJKL	16 14%	29 19%	45 35% IJ	50 37% IJ	163 47% NO	87 29% O	13 9%	103 51% NOq	60 42% NO	79 34%	114 35% u	76 32%	32 26%	44 37% u	190 36% x	31 28%
AUG 30-SEP 2, 2020 -----	59 7%	13 3%	46 11% B	-27 -10%	131 49% DF	-45 -17%	-10 -7% K	-18 -13% k	59 55% GHKL	71 46% GHKL	-37 -25%	-8 -7% K	-81 -25%	48 18% MPQ	97 60% MNPQ	-52 -28%	-29 -20%	8 3%	2 1%	49 20% RS	19 16% RS	29 24% RSu	19 3%	14 11% w
YES	399 50%	192 50%	207 50%	111 41%	188 71% DF	101 38%	58 44%	53 37%	82 76% GHKL	106 68% GHKL	52 36%	49 41%	110 33%	147 56% MPQ	126 78% MNPQ	58 31%	52 36%	113 49%	153 47%	134 56% S	65 55%	69 56% s	257 48%	65 51%
NO	341 43%	179 47% c	162 39%	138 51% E	57 22% E	146 55% E	68 52% IJ	70 50% IJ	22 21%	35 22%	89 61% IJ	57 48% IJ	191 58% NO	99 38% O	29 18%	110 59% NO	82 57% NO	105 45% tv	151 46% TV	85 35%	46 39%	39 32%	238 45%	51 40%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 211-3
Q21: Summary of Stimulus Legislation Trend

BANNER 3

	MARRIED			SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE				
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5%	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	180 22%	69 26% C	25 9%	16 25%	18 38%	51 25% h	52 29% HI	30 17%	46 19%	172 25% LN	13 17% Ln	-1 -4%	13 56% JKLN	-1 -19%	107 32% PQST	65 18% qST	3 8% s	10 25% qST	-2 -18%	1 4%	-20 -6%	189 59% UWX	13 30% UX	1 3% U
YES	450 56%	157 59% C	127 48%	36 56%	29 61%	120 59%	107 60%	90 52%	133 54%	400 58%	43 54%	10 43%	18 75% ln	3 33%	207 61% p	193 54%	20 51%	24 57%	4 41%	7 45%	152 42%	242 76% UX	26 64% Ux	21 44%
NO	270 34%	87 33%	103 39%	20 31%	11 24%	69 34%	54 30%	60 35%	86 35%	229 33%	30 37%	11 48% m	5 19%	4 52%	100 30% o	128 36% o	16 43%	13 32%	5 59% o	6 41%	172 47% Vw	53 17%	14 33% v	19 41% v
AUG 30-SEP 2, 2020 -----	59 7%	1 -	18 6% B	11 14%	3 7%	-15 -8%	28 15% FH	6 3% F	40 17% FH	48 7%	19 24% JmN	16 68% JKMN	-5 -20%	-1 -13%	22 7% Q	26 7% Q	-3 -6%	23 100% OPQS	7 46% OPQ	10 100% OPQS	-60 -17%	123 39% UWX	-7 -12%	1 2% UW
YES	399 50%	118 49%	139 48%	41 54%	24 47%	88 45%	105 55% h	81 45%	126 54%	343 49%	50 62%	20 84% Jkn	10 40%	3 44%	159 52%	184 47%	27 47%	23 100% OPQs	10 73% p	10 100% OPQs	134 37%	208 66% UW	24 42%	24 51%
NO	341 43%	117 49%	121 42%	30 40%	21 40%	102 52% gI	77 41%	76 42%	86 37%	295 42% L	30 38% 1	4 16%	14 60%	5 56% 1	138 45% RT	158 41% RT	30 53% RT	- -	4 27% rt	- -	194 54% v	85 27%	30 54% v	23 49% v

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 211-4
Q21: Summary of Stimulus Legislation Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL (A)	RURAL (B)	URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27% C	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	180 22%	39 11%	74 34% B	66 30% B	25 16% F	14 7%	39 37%	35 32%	40 34%	26 25%	74 39% L	1 4%	46 47% N	29 31%	-5 -60%	6 35% O	21 13%	31 15%	132 31% QR	13 3%	143 48% T	81 31% X	56 26% X	26 15%
YES	450 56%	180 50%	133 62% B	133 60% B	85 54%	95 47%	68 64%	66 60%	73 62%	60 58%	121 64%	12 49%	66 68%	55 60%	2 20%	10 63% o	80 51%	112 52%	258 61% QR	197 46%	210 71% T	157 61%	128 60%	90 53%
NO	270 34%	142 40% CD	60 28%	67 31%	61 39%	81 40%	28 27%	31 28%	34 29%	34 33%	47 25%	11 45%	20 21%	27 29%	6 80% P	5 28%	59 38% s	81 38% s	125 30%	184 43% U	67 23%	76 30%	72 33%	64 38% v
AUG 30-SEP 2, 2020 -----	59 7%	19 6% C	-13 -5% BC	54 27% BC	4 3%	16 9% E	- - H	-13 -11%	15 18%	39 34% I	-9 -4%	-2 -4%	10 9% N	-19 -17%	-8 -22%	6 100% O	13 8% R	1 - R	47 11% R	-38 -8%	89 30% T	45 17% WX	1 -	2 1%
YES	399 50%	151 49%	124 45%	116 59% BC	69 51%	82 47%	74 48%	50 42%	46 57%	70 60%	99 45%	21 48%	56 51% n	43 38%	15 39%	6 100% O	79 53%	92 44%	221 52%	190 42%	182 62% T	142 55%	101 47%	95 47%
NO	341 43%	132 43% D	137 50% D	63 32%	66 48%	66 38%	74 48%	63 53%	32 39% j	31 27%	108 49%	23 52%	46 42%	62 56% m	23 61% P	- -	67 44%	92 44%	174 41%	227 50% U	92 32%	97 37%	100 47% v	93 46%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 211-5
Q21: Summary of Stimulus Legislation Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOB ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	180 22%	49 28% C	3 2%	56 27%	77 35% d	44 29% H	63 34% H	3 2%	63 34% H	64 16%	52 25% J	46 38% JK	-20 -7%	-1 -8%	184 24% P	-5 -16%	-27 -10%	211 45% Q	3 2% vW	92 58% SUVW	49 42% SW	- -	-1 -2%
YES	450 56%	105 60% C	88 45%	122 59%	135 63%	92 59% H	115 63% H	77 45%	116 63% H	212 54%	115 56%	78 64% j	119 41%	6 35%	440 57% P	10 36%	112 41%	319 67% Q	86 46%	115 72% SW	77 67% SW	34 48%	26 43%
NO	270 34%	56 32%	85 43% B	66 32%	59 27%	48 31%	53 29%	74 43% FGI	52 28%	148 38% L	64 31%	32 27%	139 47%	7 43%	256 33%	15 52% o	138 50% R	108 23%	83 45% TU	23 14%	28 24% T	34 48% TU	27 45% TU
AUG 30-SEP 2, 2020 -----	59 7%	5 3%	8 5%	10 5%	37 16% D	9 7% h	14 8% H	4 2%	23 11% H	35 11%	15 7%	17 9%	-46 -19%	-16 -73%	57 7%	1 3%	-45 -18%	114 23% Q	-33 -15% w	62 50% SUW	22 24% SW	- -	-27 -32%
YES	399 50%	87 50%	84 46%	101 51%	120 53%	68 51%	88 52%	78 45%	104 50%	172 52%	109 50%	99 51%	86 36%	3 14%	382 50%	17 49%	92 36%	289 59% Q	86 40% w	89 71% SW	54 61% SW	- -	23 26%
NO	341 43%	83 47%	76 41%	91 46%	83 37%	59 45%	74 44%	74 43%	80 39%	137 41%	94 43%	82 42%	132 55%	18 86% m	325 42%	16 46%	137 54% R	174 35%	119 55% TU	27 22%	32 37% T	- -	50 58% TU

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 211-6
Q21: Summary of Stimulus Legislation Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV (P)	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H			
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI- THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	180 22%	-43 -12%	-7 -10%	3 9% BC	221 53% BCD	-49 -12%	-17 -19%	18 43% FG	229 59% FGh	225 55% LMNO	182 61% LMNO	43 39% MNO	-7 -11%	-31 -10%	-39 -10%	2 6%	187 27% R	-8 -8%	173 25% U	155 26% U	11 11%	175 27% W	-3 -6%
YES	450 56%	144 39%	31 40%	14 41%	300 72% BCD	155 38%	30 34%	27 65% FG	293 75% FG	297 73% LMNO	229 77% LMNO	69 62% MNO	28 41%	121 40%	149 40%	17 47%	408 59% R	40 41%	400 57%	346 58%	48 50%	382 59% W	24 42%
NO	270 34%	187 51% DE	38 50% dE	11 32%	79 19%	204 50% HI	47 53% HI	9 23%	64 16%	73 18%	47 16%	25 23%	35 52% JKL	153 50% JKL	188 51% JKL	15 41%	221 32%	48 49% Q	227 33%	191 32%	37 39%	207 32%	27 48% V
AUG 30-SEP 2, 2020 -----	59 7%	-91 -23%	-44 -40%	-20 -42%	146 37% BCD	-102 -24%	-42 -37%	-11 -24%	165 44% FGH	161 46% LMNO	129 58% JLMNO	32 24% MNO	-21 -22%	-81 -25%	-102 -24%	-15 -27%	62 9% R	-2 -2%	61 9% U	50 9% U	-4 -5%	52 8% W	-14 -22%
YES	399 50%	135 34%	28 26%	12 25%	257 66% BCD	139 33%	31 28%	15 34%	257 69% FGH	248 70% LMNO	169 76% LMNO	79 60% MNO	33 34%	108 33%	141 33%	20 35%	340 51%	57 47%	355 50%	278 50%	42 46%	323 50%	25 39%
NO	341 43%	226 57% E	73 66% E	31 67% E	111 28%	241 58% I	73 65% I	25 58% I	93 25%	87 25% k	40 18%	47 36% JK	53 56% JKL	190 58% JKL	243 58% JKL	35 61%	278 41%	60 49%	294 42%	229 41%	47 51%	270 42%	39 60% V

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 211-7
Q21: Summary of Stimulus Legislation Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/SUP (C)	DISLIKE/DL/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ABS (I)	ALRDY VOTED (J)	UND/REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV		RsU
OCT 5-8, 2020 -----	180 22%	-25 -6%	-29 -9%	4 3%	207 61%	-8 -2%	161 43%	18 22%	143 49%	23 43%	4 24%	21 56%	2 13%	-37 -10%	215 61%	1 26%	8 12%	-27 -7%	220 59%	-1 -12%	-7 -41%	-6 -17%
				BC	BCD		FH	F	FHK	FH	F	M		NQ		N	u	RTUV				
YES	450 56%	183 42%	131 40%	52 45%	262 77%	154 43%	251 68%	48 60%	202 70%	36 67%	10 56%	27 71%	9 56%	143 40%	270 77%	2 63%	32 45%	146 41%	283 75%	3 39%	4 24%	12 34%
					BCD		F	F	F	F				NQ				RTUV				
NO	270 34%	207 47%	159 49%	48 42%	55 16%	162 45%	90 24%	30 38%	59 20%	13 23%	5 32%	6 15%	7 44%	181 50%	55 16%	1 37%	24 33%	172 48%	63 17%	4 51%	12 65%	18 51%
				E	E	GIJ	GIj						1	OQ		O	S	S	s	S	S	S
AUG 30-SEP 2, 2020 -----	59 7%	-	-	-	-	-	-	-	-	-	-	-	-	-104 -27%	168 49%	-	-5 -8%	-91 -23%	171 50%	-	-14 -35%	-6 -34%
														NQ		N	RUV					
YES	399 50%	-	-	-	-	-	-	-	-	-	-	-	-	126 32%	244 72%	-	27 42%	136 34%	245 72%	-	13 32%	6 30%
														NQ				RUV				
NO	341 43%	-	-	-	-	-	-	-	-	-	-	-	-	230 59%	76 22%	-	32 50%	227 57%	74 22%	-	28 68%	12 63%
														O		O	S	S	S	S	S	S

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 212-1
Q22: Summary of Reopening or Preventing Spread Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	-35 -4%	-6 -3% D	-4 -4% d	-29 -10%	3 4% BCDFG	-1 -2% D	-2 -7%	5 17% BCDeFG	-6 -4% J	-24 -16%	-4 -4%	-2 -2%	-8 -18%	4 9% M	6 21% P	-3 -7%	-1 -2%	- -1%	- TUV	-10 -5%	-19 -9%	-6 -3% U
OPENING THE ECONOMY AND RESTORING JOBS	327 41%	101 43%	37 41%	116 39%	32 46%	19 39%	11 41%	12 42%	62 41%	54 36%	47 42%	53 44%	16 35%	21 46%	14 53%	18 41%	11 41%	8 37%	89 44%	77 39%	81 39%	80 42%
PREVENTING THE SPREAD OF THE CORONAVIRUS	362 45%	107 45% H	41 45% h	145 48% H	29 42%	20 41%	13 48% h	7 25%	67 45%	78 52%	52 45%	55 45%	24 53%	16 37%	8 32%	21 48%	12 44%	8 37%	89 44%	87 44%	100 48%	86 45%
AUG 30-SEP 2, 2020 -----	-28 -4%	-29 -12%	6 6% BDH	-20 -7%	3 5% BDH	14 29% BCDEGH	2 7% BDH	-5 -16%	-2 -1% J	-18 -12%	2 2% L	-31 -24%	12 27% N	-6 -13%	11 43% P	-8 -18%	10 42% R	3 15%	- -	- -	- -	- -
OPENING THE ECONOMY AND RESTORING JOBS	373 47%	101 43%	47 52%	134 45%	35 51%	30 63% BDH	14 51%	11 38%	72 47%	61 42%	54 51% l	47 36%	27 64% n	20 42%	19 71% P	17 39%	17 70%	13 56%	- -	- -	- -	- -
PREVENTING THE SPREAD OF THE CORONAVIRUS	401 50%	130 55% F	41 46%	153 51% f	32 46%	17 35%	12 44%	16 54%	74 48%	79 54%	52 48%	78 61%	15 36%	26 54%	7 29%	25 57% O	7 28%	10 42%	- -	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 212-2
Q22: Summary of Reopening or Preventing Spread Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	-35 -4%	-8 -2% C	-27 -6%	124 46% EF	-153 -58%	-6 -2% E	65 47% IJKL	60 45% IJKL	-73 -64%	-80 -53%	-	-7 -5% IJL	164 48% NOQ	-94 -32% O	-99 -73%	111 55% NOQ	54 37% NO	-31 -14%	26 8% RTUV	-29 -12%	-19 -16%	-10 -8%	19 4% X	-31 -28%
OPENING THE ECONOMY AND RESTORING JOBS	327 41%	163 42%	164 40%	178 65% EF	37 14%	112 43% E	93 66% IJKL	85 64% IJKL	13 11%	25 16%	57 44% IJ	55 41% IJ	229 67% NO	81 28% O	9 7%	140 70% NO	89 62% NO	88 38%	151 46% rTu	88 37%	44 36%	44 37%	238 45% X	32 29%
PREVENTING THE SPREAD OF THE CORONAVIRUS	362 45%	171 44%	191 46%	53 20%	190 72% DF	118 45% D	28 20%	25 19%	86 75% GHKL	104 70% GHKL	57 44% GH	62 46% GH	64 19%	175 59% MPQ	108 79% MNPQ	30 15%	35 24% P	119 51% S	125 38%	117 49% S	63 52% S	54 46%	219 42%	64 57% W
AUG 30-SEP 2, 2020 -----	-28 -4%	34 9% C	-62 -15%	99 36% EF	-174 -66%	47 18% E	64 49% HIJKL	35 25% IJL	-68 -63%	-106 -68%	38 26% IJL	9 8% IJ	173 52% NOq	-80 -30% O	-119 -74%	114 61% NOQ	59 41% NO	6 3% TUV	15 5% TUV	-50 -21%	-26 -22%	-24 -19%	4 1% X	-18 -14%
OPENING THE ECONOMY AND RESTORING JOBS	373 47%	204 53% C	169 41%	181 66% E	39 15%	153 58% E	96 73% HIJL	84 60% IJ	17 16%	22 14%	91 63% IJ	63 53% IJ	248 75% NO	88 33% O	20 12%	149 79% NOq	99 69% NO	117 50% TUV	167 51% TUV	89 37%	43 37%	46 37%	260 49%	52 41%
PREVENTING THE SPREAD OF THE CORONAVIRUS	401 50%	170 44%	231 56% B	82 30%	213 81% DF	106 40% d	32 25%	50 35% g	85 79% GHKL	128 82% GHKL	53 36%	54 45% G	75 23%	168 64% MPQ	139 86% MNPQ	35 19%	40 28%	111 48%	152 46%	139 58% rS	69 59% rS	69 57% s	255 48%	70 56%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 212-3
Q22: Summary of Reopening or Preventing Spread Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE					
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	-35 -4%	7 3%	12 5%	-20 -31%	-11 -24%	-1 - GHI	-7 -4%	-13 -8%	-13 -5%	-30 -4%	-8 -10%	-2 -10%	-6 -24%	- 2% KL	-5 -1% Pq	-26 -7%	-5 -14%	-3 -7%	-4 -43%	2 11% PQRS	187 52% VWX	-214 -67%	-12 -29% V	5 10% VW
OPENING THE ECONOMY AND RESTORING JOBS	327 41%	117 44%	121 46%	18 28%	14 31%	87 42%	76 42%	70 41%	94 38%	286 41%	32 40%	10 42%	8 34%	4 51%	145 43%	141 39%	14 37%	18 42%	3 29%	8 51%	247 68% VWX	33 10%	13 31% V	21 44% V
PREVENTING THE SPREAD OF THE CORONAVIRUS	362 45%	110 42%	109 41%	38 60%	25 55%	87 43%	83 46%	84 49%	107 44%	316 45%	40 50%	12 52%	14 57%	4 49%	150 44%	166 47%	19 51%	21 49%	7 71% op	6 40%	61 17%	247 77% UWX	25 60% UX	16 34% U
AUG 30-SEP 2, 2020 -----	-28 -4%	39 16% C	-34 -12%	-7 -10%	-11 -21%	40 20% GHI	-6 -3% I	7 4% GI	-69 -29%	-60 -9%	18 22% JL	-5 -21%	10 42% jL	4 44% JL	3 1% P	-63 -16%	19 33% OPRST	-1 -5%	-3 -24%	-2 -16%	187 52% VWX	-227 -72%	6 10% V	11 22% V
OPENING THE ECONOMY AND RESTORING JOBS	373 47%	138 57% C	122 42%	32 43%	20 38%	115 59% gI	89 47% I	92 51% I	77 33%	307 44%	47 59%	9 37%	17 71%	6 72%	151 49% P	156 40%	38 67% P	9 40%	5 38%	3 36%	268 74% VW	38 12%	31 55% V	29 60% V
PREVENTING THE SPREAD OF THE CORONAVIRUS	401 50%	99 41%	156 54% B	40 53%	31 59%	76 39%	94 50% f	86 47%	145 62% FGH	367 53%	30 37%	14 58%	7 29%	2 28%	148 48%	219 57% Oq	19 33%	10 46%	9 62%	5 52%	81 22%	265 84% UWX	25 45% U	18 38%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 212-4
Q22: Summary of Reopening or Preventing Spread Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27% C	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	-35 -4%	23 7% CD	-33 -15%	-24 -11% C	25 16% F	-1 -1%	-19 -18%	-14 -12%	-14 -12% J	-10 -10%	-27 -15%	-4 -15%	-18 -18%	-10 -11%	- 3%	-4 -24%	12 8% S	25 12% S	-72 -17%	124 29% U	-139 -47%	-24 -9%	-3 -1% V	2 1% VW
OPENING THE ECONOMY AND RESTORING JOBS	327 41%	167 47% Cd	75 35%	84 38%	82 52% f	85 43%	36 33%	40 36%	45 38%	40 39%	67 35%	8 34%	32 33%	35 38%	4 45%	5 29%	75 48% S	105 49% S	146 34%	245 57% U	64 21%	101 39%	91 43%	77 46%
PREVENTING THE SPREAD OF THE CORONAVIRUS	362 45%	144 40%	108 50% B	108 49% B	57 36%	87 43%	55 51%	53 49%	59 50%	50 48%	94 50%	12 50%	50 51%	44 48%	3 42%	9 53%	62 40%	81 37%	218 52% QR	122 28%	203 68% T	125 48%	94 44%	75 45%
AUG 30-SEP 2, 2020 -----	-28 -4%	29 9% CD	-21 -8%	-27 -14%	34 25% F	-5 -3%	12 7% H	-33 -28%	-7 -9%	-19 -17%	-34 -15%	7 15% K	-6 -5% N	-28 -25%	12 31% P	-5 -77%	7 5% rS	2 1% S	-39 -9%	107 24% U	-120 -41%	-34 -13%	1 - V	10 5% VW
OPENING THE ECONOMY AND RESTORING JOBS	373 47%	163 52% D	123 45%	83 42%	84 61% F	78 45%	80 52% H	43 36%	37 45%	46 40%	90 41%	25 58%	49 44%	37 37%	25 65% P	1 12%	76 51%	102 49%	185 44%	271 60% U	83 28%	108 42%	105 49%	102 50%
PREVENTING THE SPREAD OF THE CORONAVIRUS	401 50%	134 43%	144 53% b	110 56% B	50 37%	84 48% e	68 44%	76 64% G	44 54%	66 57%	124 56%	19 42%	54 50%	69 62% m	13 35%	6 88% O	70 46%	100 48%	224 53%	165 36%	203 69% T	142 55% x	104 49%	92 45%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 212-5
Q22: Summary of Reopening or Preventing Spread Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	-35 -4%	23 13% c	14 7%	-32 -16%	-40 -18%	25 16% GHI	-30 -16%	15 9% GI	-40 -22%	10 3% L	9 4% L	-45 -37%	140 48%	6 37%	-41 -5%	6 22% O	167 61% R	-223 -47%	109 59% TUV	-108 -68%	-52 -45% t	26 36% TU	33 55% TUV
OPENING THE ECONOMY AND RESTORING JOBS	327 41%	90 51%	90 46%	71 35%	74 34%	82 53% GI	63 34%	79 46% GI	62 33%	172 44% L	96 47% L	31 25%	195 66%	10 60%	311 40%	16 56%	201 73% R	95 20%	133 72% TU	18 11%	22 19% t	45 64% TU	42 68% TU
PREVENTING THE SPREAD OF THE CORONAVIRUS	362 45%	67 38%	76 39%	104 50%	114 53%	56 36%	93 51% FH	64 37%	101 55% FH	162 41%	87 42%	76 62% JK	55 19%	4 24%	352 46%	10 34%	34 12%	318 67% Q	24 13%	125 79% SUVW	74 64% SVW	19 27% Sw	8 14%
AUG 30-SEP 2, 2020 -----	-28 -4%	24 14% C	-16 -9%	8 4% E	-48 -21%	8 6% GHI	-5 -3% HI	-18 -10% I	-48 -23%	-24 -7%	-1 - J	2 1% J	109 46%	20 94% M	-28 -4%	- - O	140 56% R	-192 -39%	111 52% TU	-112 -89%	-35 -39% T	- - -	50 59% TU
OPENING THE ECONOMY AND RESTORING JOBS	373 47%	97 56% c	81 44%	101 51% E	83 37%	67 51% I	80 47% i	76 43%	76 37%	148 45%	106 48%	96 49%	170 71%	21 97% M	357 47%	16 45%	193 77% R	142 29%	162 75% TU	6 5%	25 29% T	- - -	67 78% TU
PREVENTING THE SPREAD OF THE CORONAVIRUS	401 50%	73 42%	97 53% b	93 47%	131 58% D	60 45%	85 50%	93 54%	123 60% F	172 52%	107 49%	93 48%	61 26% N	1 3%	385 50%	16 46%	53 21%	334 68% Q	51 24%	118 94% SUW	60 67% SW	- - -	17 20%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 212-6
Q22: Summary of Reopening or Preventing Spread Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H			
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI-THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	-35 -4%	222 60% DE	41 53% DE	-9 -27% E	-256 -61% C	222 55% GHI	27 31% HI	-11 -26% I	-256 -66% I	-242 -59% LMnO	-201 -68% LMNO	-41 -37% JK	19 28% JKL	188 62% JKLM	208 56% JKLM	1 4%	-31 -4% Q	-4 -4% R	-4 -1% S	-9 -1% T	-29 -30% U	-13 -2% V	-13 -23% W
OPENING THE ECONOMY AND RESTORING JOBS	327 41%	266 72% DE	51 66% DE	10 30% e	56 13% BCd	283 70% GHI	51 58% HI	13 31% I	42 11% I	58 14% k	30 10% k	29 26% JK	39 57% JKL	223 73% JKLM	262 70% JKLM	17 46% P	285 41% Q	41 42% R	299 43% S	249 42% T	26 27% U	273 42% V	15 28% W
PREVENTING THE SPREAD OF THE CORONAVIRUS	362 45%	44 12% DE	10 13% DE	19 57% BC	312 75% BCd	61 15% GHI	24 27% HI	23 56% F	298 76% FG	300 74% LMNO	231 78% LMNO	69 63% MNO	19 28% NO	35 11% NO	54 15% NO	15 42% P	316 45% Q	44 46% R	302 43% S	258 43% T	55 57% U	286 44% ST	28 50% V
AUG 30-SEP 2, 2020 -----	-28 -4%	215 54% CDE	43 39% DE	6 13% E	-248 -63% E	226 54% GHI	41 36% HI	-19 -44% I	-260 -70% I	-252 -71% LMNO	-170 -77% LMNO	-82 -62% MNO	30 32% JKL	187 57% JKLM	217 51% JKLM	6 10% P	-48 -7% Q	16 13% R	-45 -6% S	-43 -8% T	16 18% U	-43 -7% V	21 32% W
OPENING THE ECONOMY AND RESTORING JOBS	373 47%	301 76% DE	77 70% E	25 55% E	65 17% BCD	315 76% HI	76 67% HI	11 25% I	49 13% I	45 13% k	21 10% k	24 18% k	62 65% JKL	252 77% JKL	314 74% JKL	31 54% P	303 45% Q	66 54% R	319 45% S	246 44% T	53 57% U	292 45% V	41 63% W
PREVENTING THE SPREAD OF THE CORONAVIRUS	401 50%	85 22% DE	33 30% DE	19 41% B	312 80% BCD	89 21% GHI	35 31% HI	31 69% FG	309 83% FG	297 84% MNO	191 87% MNO	106 80% MNO	32 33% n	65 20% NO	97 23% NO	25 44% P	351 52% r	50 41% R	365 52% u	289 52% u	36 39% U	335 52% W	20 31% V

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 212-7
Q22: Summary of Reopening or Preventing Spread Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800	438	323	115	341	358	371	81	290	54	17	38	16	362	352	3	72	358	377	7	18	36
	100%	55%	40%	14%	43%	45%	46%	10%	36%	7%	2%	5%	2%	45%	44%	-	9%	45%	47%	1%	2%	4%
															NOQ			U	rU	RSUV		RsU
OCT 5-8, 2020	-35	197	204	-7	-233	135	-152	-26	-126	-18	-	-17	-1	208	-237	-2	-1	206	-256	4	6	4
-----	-4%	45%	63%	-6%	-68%	38%	-41%	-32%	-43%	-33%		2%	-5%	57%	-67%	-68%	-1%	58%	-68%	48%	30%	11%
		DE	BDE	E		GHIJK					GHIJ		L	OPQ		O	SUV	SV	S	S	S	
OPENING THE ECONOMY AND RESTORING JOBS	327	286	243	43	33	219	86	25	61	14	8	9	5	257	38	-	27	255	39	5	10	14
	41%	65%	75%	37%	10%	61%	23%	31%	21%	26%	45%	23%	32%	71%	11%	-	38%	71%	10%	69%	55%	40%
		DE	BDE	E		GHIJ		i			i			OPQ	P		OP	SV	S	S	S	
PREVENTING THE SPREAD OF THE CORONAVIRUS	362	89	39	49	266	84	238	52	187	32	7	26	6	50	275	2	28	49	295	2	5	11
	45%	20%	12%	43%	78%	23%	64%	64%	64%	59%	43%	68%	37%	14%	78%	68%	39%	14%	78%	20%	25%	29%
		C		BC	BCD	F	F	F	F	F		M		NQ	N	N	N	RTUV			r	
AUG 30-SEP 2, 2020	-28	-	-	-	-	-	-	-	-	-	-	-	-	205	-234	-	2	224	-267	-	16	-1
-----	-4%	-	-	-	-	-	-	-	-	-	-	-	-	53%	-69%	-	2%	56%	-78%	-	39%	-5%
														OQ		O	SV	SV		SV	S	
OPENING THE ECONOMY AND RESTORING JOBS	373	-	-	-	-	-	-	-	-	-	-	-	-	292	47	-	31	307	30	-	28	8
	47%	-	-	-	-	-	-	-	-	-	-	-	-	75%	14%	-	49%	77%	9%	-	69%	42%
														OQ		O	SV	SV		Sv	S	
PREVENTING THE SPREAD OF THE CORONAVIRUS	401	-	-	-	-	-	-	-	-	-	-	-	-	87	281	-	30	83	297	-	12	9
	50%	-	-	-	-	-	-	-	-	-	-	-	-	22%	83%	-	46%	21%	87%	-	31%	47%
														NQ	N	N	N	RUV			R	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 213-1
Q23: Summary of Biden Spending Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVEN -PORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH- ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	248 31%	67 28%	26 29%	84 28%	22 31%	25 51% BCDE	11 40%	13 46% bd	48 32%	36 24%	21 19%	45 37% K	18 40% N	8 18%	6 24%	16 36%	17 63% r	8 37%	64 31%	52 26%	60 29%	73 38% Tu
REDUCE SPENDING PROMISES	471 59%	137 58%	51 57%	171 57%	41 60%	33 70% d	19 67%	19 67%	86 58%	84 56%	60 53%	76 63%	28 61%	23 52%	14 56%	27 63%	20 76%	13 62%	122 60%	107 55%	121 58%	121 63%
RAISE MORE TAXES	223 28%	70 30% f	25 28%	86 29%	20 29%	9 18%	8 27%	6 20%	38 25%	48 32%	39 34%	31 25%	10 21%	15 34%	8 32%	12 27%	4 13%	5 24%	58 29%	55 28%	62 29%	48 25%
AUG 30-SEP 2, 2020 -----	306 38%	74 31%	36 40%	107 36%	33 48% B	26 53% BD	12 44%	18 61% BCD	63 41%	45 31%	33 31%	40 31%	28 65% N	8 17%	20 76% P	14 32%	16 66%	10 40%	-	-	-	-
REDUCE SPENDING PROMISES	491 61%	137 58%	55 61%	185 62%	43 63%	32 68%	18 65%	20 70%	102 66%	83 57%	64 59%	74 57%	33 77% N	22 46%	21 81% P	22 52%	18 75%	14 61%	-	-	-	-
RAISE MORE TAXES	185 23%	63 27% EfH	19 21% h	78 26% efH	10 15%	7 14%	6 21%	3 9%	39 25%	38 26%	30 28%	33 26%	5 12%	14 29% m	1 5%	9 20% o	2 9%	5 20%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 213-2
Q23: Summary of Biden Spending Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY				AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	248 31%	119 31%	129 31%	200 74% EF	-65 -25%	113 43% E	105 76% IJKL	95 72% IJKL	-31 -27%	-34 -23%	45 35% IJ	68 51% IJK	274 80% NO	40 14% O	-68 -50%	160 80% NO	113 79% NO	35 15%	144 44% RTU	69 29% RU	16 13%	53 45% RTU	198 38% X	10 9%
REDUCE SPENDING PROMISES	471 59%	224 58%	247 59%	224 82% EF	78 29%	169 64% E	117 84% IJKL	107 81% IJKL	32 28%	46 31%	76 58% IJ	93 70% IJK	292 85% NO	144 49% O	24 18%	169 84% NO	123 86% NO	118 51%	216 66% RTU	136 57%	59 49%	77 65% RU	330 63% X	51 46%
RAISE MORE TAXES	223 28%	105 27%	118 28%	23 9%	143 54% DF	57 21% D	11 8%	12 9%	62 55% GHKL	80 54% GHKL	31 24% GH	25 19% GH	18 5%	104 35% MPQ	92 68% MNPQ	8 4%	10 7%	84 36% StV	72 22%	67 28%	43 36% SV	24 20%	132 25%	41 37% W
AUG 30-SEP 2, 2020 -----	306 38%	175 46% C	131 31%	201 74% EF	-16 -6%	120 46% E	104 79% hIJKL	98 69% IJKL	-11 -10%	-5 -3%	82 57% IJL	38 32% IJ	266 80% NO	61 23% O	-36 -22%	154 82% NO	112 78% NO	75 32%	150 46% RTUV	81 34%	39 33%	42 34%	219 41% X	24 19%
REDUCE SPENDING PROMISES	491 61%	257 67% C	234 56%	217 80% EF	93 35%	180 68% E	109 83% IJL	109 77% IJL	39 36%	55 35%	110 76% IJL	70 59% IJ	282 85% NO	138 53% O	47 29%	162 86% NO	120 84% NO	138 60%	216 66% Tv	137 57%	68 58%	68 56%	336 63% x	66 52%
RAISE MORE TAXES	185 23%	82 21%	103 25%	16 6%	109 41% DF	60 23% D	5 4%	11 8%	49 46% GHKL	60 38% GHK	28 19% GH	32 27% GH	16 5%	77 29% MPQ	83 52% MNPQ	7 4%	9 6%	64 27%	66 20%	56 23%	29 25%	26 22%	117 22%	41 32% w

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 213-3
Q23: Summary of Biden Spending Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	248 31%	103 39%	95 36%	4 6%	6 14%	68 33% H	51 29%	39 23%	89 37% gH	220 32% kM	17 22%	5 23%	2 9%	4 48%	95 28% RT	124 35% oRT	19 49% ORT	-2 -4%	5 54% RT	- 3%	285 79% VWX	-84 -26%	15 36% V	20 42% V
REDUCE SPENDING PROMISES	471 59%	167 63%	163 62%	28 44%	23 48%	122 60%	102 57%	95 56%	151 62%	415 60%	40 50%	12 50%	10 43%	5 67%	194 57% R	221 62% RT	25 65% Rt	15 37%	6 70% rt	6 38%	304 84% VWx	92 29%	24 58% V	32 70% V
RAISE MORE TAXES	223 28%	64 24%	68 26%	24 38%	16 35%	54 26%	51 28%	56 33%	62 25%	195 28%	23 29%	7 28%	8 34%	2 19%	99 29% q	97 27%	6 16%	17 40% Q	1 16%	5 35%	19 5% UWX	177 55% UWX	9 22% U	13 27% U
AUG 30-SEP 2, 2020 -----	306 38%	120 50% C	100 34%	18 24%	6 12%	102 52% GHI	73 39% I	64 35%	67 28%	265 38%	36 45%	5 23%	10 42%	5 63% 1	142 46% PT	123 32% T	29 51% T	7 30% T	6 43% T	-1 -7%	287 79% VWx	-34 -11%	19 35% V	28 58% V
REDUCE SPENDING PROMISES	491 61%	167 70% C	169 58%	42 56%	24 46%	141 72% ghI	117 62%	107 59%	127 54%	428 62%	51 63%	12 49%	17 71%	6 72%	209 68% PT	219 57%	39 68% t	12 51%	8 59%	3 33%	306 85% VW	106 34%	34 61% V	36 75% V
RAISE MORE TAXES	185 23%	47 20%	70 24%	24 32%	17 33%	39 20%	43 23%	43 24%	60 26%	163 23%	15 19%	6 26%	7 29%	1 9%	67 22%	96 25%	10 18%	5 21%	2 16%	4 40%	19 5% UWX	140 45% UWX	15 27% U	8 18%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 213-4
Q23: Summary of Biden Spending Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	248 31%	134 37% Cd	48 22%	67 30% c	59 37%	75 37%	24 22%	24 22%	37 31%	30 29%	41 22%	4 16%	17 18%	24 26%	5 64% P	-1 -6%	70 45% S	91 42% S	84 20%	268 62% U	-24 -8%	91 35% W	52 24%	62 37% W
REDUCE SPENDING PROMISES	471 59%	221 62%	120 56%	127 58%	97 62%	123 62%	58 55%	62 57%	68 58%	60 58%	104 55%	14 55%	50 52%	54 59%	7 82% P	7 42%	104 66% S	142 66% S	222 53%	324 75% U	117 39%	159 62%	121 57%	106 63%
RAISE MORE TAXES	223 28%	87 24%	72 33% B	61 28%	38 24%	49 24%	34 32%	38 35%	31 27%	30 29%	63 33%	10 39%	33 34%	30 33%	1 18%	8 49%	34 21%	51 24%	137 33% QR	56 13%	140 47% T	69 27%	69 32%	43 26%
AUG 30-SEP 2, 2020 -----	306 38%	137 44% cD	97 35%	66 34%	79 58% F	58 33%	70 45% H	27 23%	25 30%	42 36%	81 37%	17 38%	53 49% N	28 25%	15 41%	1 17%	76 50% S	87 42% s	133 31%	301 67% U	-3 -1%	86 33%	98 46% V	74 37%
REDUCE SPENDING PROMISES	491 61%	194 63%	171 62%	116 59%	98 71% F	96 56%	107 69% H	64 54%	47 58%	69 60%	138 63%	28 64%	78 71% N	61 55%	25 66%	3 52%	104 69% S	130 63%	245 58%	352 78% U	119 40%	154 59%	140 65%	127 63%
RAISE MORE TAXES	185 23%	57 18%	74 27% b	50 26% b	18 13%	38 22% e	37 24%	36 31%	23 28%	27 24%	57 26%	12 26%	24 22%	33 29%	9 25%	2 35%	28 19%	44 21%	111 26% q	51 11%	121 41% T	67 26%	42 19%	53 26%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 213-5
Q23: Summary of Biden Spending Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	248 31%	76 44%	84 43%	42 20%	43 20%	66 43% GI	30 16%	79 46% GI	45 24% G	175 45% KL	73 36% L	-7 -6%	233 80%	13 79%	231 30%	18 63% O	216 79% R	-9 -2%	145 79% TUV	-12 -8%	-3 -3%	30 42% TU	53 87% TUV
REDUCE SPENDING PROMISES	471 59%	116 66%	129 66%	107 52%	115 53%	102 66% Gi	92 50%	117 68% GI	104 56%	259 66% L	126 61% L	49 41%	248 85%	14 90%	449 58%	22 77% O	232 85% R	196 41%	159 86% TUV	57 36%	49 42%	46 64% TU	57 93% sTUV
RAISE MORE TAXES	223 28%	40 23%	45 23%	65 32%	72 33%	36 23%	63 34% FH	37 22%	59 32% fH	84 22%	53 26%	56 46% JK	15 5%	2 10%	219 28% p	4 15%	16 6%	205 43% Q	13 7%	69 43% SVW	52 45% SVW	16 22% SW	4 7%
AUG 30-SEP 2, 2020 -----	306 38%	90 51% c	73 40%	81 40% E	53 23%	76 57% GHI	62 37% I	67 38% I	51 25%	132 40%	103 47% L	60 31%	192 81%	17 81%	280 37%	26 73% O	210 83% R	63 13%	163 76% TU	6 5%	5 5%	- -	80 93% STU
REDUCE SPENDING PROMISES	491 61%	122 70%	112 61%	129 65% E	116 51%	96 73% HI	108 64% I	105 60%	108 52%	202 61%	149 68%	115 59%	205 86%	19 88%	462 60%	29 82% O	218 87% R	233 47%	177 82% TU	55 44%	40 45%	- -	81 95% STU
RAISE MORE TAXES	185 23%	33 19%	39 21%	48 24%	63 28%	20 15%	46 27% F	39 22%	56 27% F	70 21%	46 21%	55 28%	12 5%	2 7%	182 24% P	3 9%	8 3%	171 35% Q	14 7% w	48 39% SW	36 40% SW	- -	1 2%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 213-6
Q23: Summary of Biden Spending Trend

BANNER 6

	DT IMAGE				TRUMP JOB APP				BIDEN IMAGE				UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H					
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)		SMWT UNFAV (M)	VERY UNFAV (N)	UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	248 31%	299 81% DE	58 75% dE	19 57% E	-60 -14%	315 78% HI	67 76% HI	16 38% I	-72 -19%	-71 -17% K	-81 -27%	10 9% JK	62 91% JKLNO	244 80% JKL	306 82% JKL	25 68%	210 30%	34 35%	238 34% U	210 35% U	11 12%	216 33%	14 25%
REDUCE SPENDING PROMISES	471 59%	314 85% DE	63 82% E	22 67% E	147 35%	340 84% HI	74 83% HI	25 60% I	125 32%	136 33%	83 28%	52 47% JK	64 95% JKLNO	257 85% JKL	322 86% JKL	29 80%	411 59%	56 57%	426 61% U	364 61% U	44 45%	397 61%	29 52%
RAISE MORE TAXES	223 28%	16 4%	5 7%	3 10%	207 49% BCD	25 6%	6 7%	9 22% FG	198 51% FGH	206 51% LMNO	164 55% LMNO	42 38% MNO	3 4%	13 4%	16 4%	4 12%	201 29%	22 22%	187 27%	154 26%	32 33%	181 28%	16 28%
AUG 30-SEP 2, 2020 -----	306 38%	316 80% E	77 70% E	36 78% E	-19 -5%	330 79% HI	78 69% I	26 58% I	-33 -9%	-42 -12% K	-48 -22%	6 4% JK	53 56% JKL	277 85% JKLMo	330 78% JKLM	28 50%	245 36%	61 50% Q	256 36%	219 40%	50 54% St	231 36%	35 54% V
REDUCE SPENDING PROMISES	491 61%	336 85% E	89 81% E	39 84% E	145 37%	352 84% hI	91 81% I	31 70% I	130 35%	117 33%	60 27%	58 44% jK	72 76% JKL	284 87% JKL	356 84% JKL	41 72%	407 61%	84 69%	425 60%	345 62%	66 71%	388 60%	47 73%
RAISE MORE TAXES	185 23%	21 5%	12 11%	3 6%	164 42% BCD	22 5%	13 11%	5 12%	163 44% FGH	159 45% MNO	107 49% MNO	52 39% MNO	19 20% NO	7 2%	26 6% N	13 23%	162 24%	23 19%	169 24%	126 23%	16 17%	158 25%	12 18%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 213-7
Q23: Summary of Biden Spending Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT			PRES COMBO BALLOT					
	TOTAL (A)	POL+ (B)	LIKE/SUP (C)	DISLIKE/POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ABS (I)	ALRDY VOTED (J)	UND/REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV		RsU
OCT 5-8, 2020 -----	248 31%	325 74%	266 82%	59 51%	-81 -24%	219 61%	18 5%	-3 -4%	21 7%	6 12%	5 30%	1 4%	5 31%	296 82%	-93 -26%	2 68%	34 47%	285 80%	-77 -21%	6 77%	11 60%	24 68%
		DE	BDE	E		GHIJK	H		H	H	GHi	L	L	OQ		O	O	S		S	S	S
REDUCE SPENDING PROMISES	471 59%	360 82%	280 87%	80 70%	104 30%	268 75%	165 44%	32 40%	133 46%	27 51%	10 59%	18 46%	10 62%	312 86%	100 28%	2 68%	48 67%	304 85%	119 31%	6 77%	13 72%	28 79%
		DE	DE	E		GHIJ								OQ		O	S	S	S	S	S	S
RAISE MORE TAXES	223 28%	35 8%	14 4%	21 18%	185 54%	50 14%	147 40%	36 44%	112 39%	21 39%	5 29%	16 42%	5 31%	16 4%	193 55%	- NPQ	14 20%	19 5%	196 52%	- RTUV	2 12%	4 11%
		C		BC	BCD	F	F	F	F	F				P	NPQ	NP	T	T				t
AUG 30-SEP 2, 2020 -----	306 38%	-	-	-	-	-	-	-	-	-	-	-	-	322 82%	-35 -10%	-	17 26%	322 81%	-59 -17%	-	29 71%	13 70%
														OQ		O	S	S		S	S	S
REDUCE SPENDING PROMISES	491 61%	-	-	-	-	-	-	-	-	-	-	-	-	339 87%	114 33%	-	35 54%	341 85%	101 30%	-	34 84%	15 76%
														OQ		O	S	S		S	S	S
RAISE MORE TAXES	185 23%	-	-	-	-	-	-	-	-	-	-	-	-	17 4%	149 44%	-	18 28%	19 5%	160 47%	-	5 13%	1 6%
														NQ	NQ	N	N	RUV				

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 214-1
Q24: Summary of Debt Reduction Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	144 18%	38 16%	13 15%	54 18%	14 20%	14 28% bc	7 24%	4 15%	27 18%	26 18%	19 17%	19 15%	4 10%	9 20%	5 20%	9 20%	7 28%	6 29%	40 20% t	25 13%	43 21% T	36 19%
REDUCED GROWTH IN SPENDING	207 26%	60 25%	21 23%	79 26%	18 27%	16 34%	7 26%	5 18%	38 26%	41 27%	30 26%	30 24%	7 16%	14 31%	9 33%	10 23%	8 30%	8 39%	56 27%	45 23%	60 29%	46 24%
HIGHER TAXES	64 8%	22 9% G	8 9%	26 9% G	4 6%	3 6%	1 2%	1 3%	11 7%	15 10%	11 10%	11 9%	3 6%	5 11%	3 13%	1 2%	1 3%	2 9%	16 8%	21 10% v	17 8%	11 6%
COMBO OF BOTH	344 43%	107 45%	38 43%	128 43%	25 37%	18 37%	15 54% e	14 47%	65 44%	62 42%	47 41%	60 49%	25 56% N	13 30%	6 22%	20 45% o	11 40%	7 33%	87 43%	89 45%	82 39%	87 45%
SHOULD NOT MAKE DEBT A PRIORITY	103 13%	29 12%	14 15%	34 11%	13 19% g	9 19%	2 7%	2 8%	20 14%	14 9%	18 16% l	10 9%	6 14%	7 16%	4 15%	9 21%	6 23%	3 14%	25 12%	25 13%	28 13%	24 13%
AUG 30-SEP 2, 2020 -----	177 22%	50 21%	28 32% bDFg	57 19%	20 29% F	6 12%	4 16%	12 40% BDFG	41 27% J	15 11%	34 32% L	16 12%	16 37%	13 27%	13 51% P	7 16%	4 17%	2 7%	-	-	-	-
REDUCED GROWTH IN SPENDING	227 28%	63 27%	31 34% f	81 27%	21 31%	9 19%	8 30%	13 45% bdF	49 32%	32 22%	40 37% L	24 19%	16 38%	15 31%	13 51% P	8 19%	6 25%	3 13%	-	-	-	-
HIGHER TAXES	50 6%	14 6% e	3 3%	24 8% ce	1 1%	4 7%	4 14% ce	1 5%	8 5%	16 11%	6 5%	8 6%	1 1%	2 4%	-	1 2%	2 8%	2 6%	-	-	-	-
COMBO OF BOTH	365 46%	116 49% g	38 43%	137 46%	31 45%	22 46%	9 33%	11 39%	67 43%	69 48%	44 41%	72 56% k	16 38%	22 47%	8 32%	23 53%	10 41%	12 50%	-	-	-	-
SHOULD NOT MAKE DEBT A PRIORITY	97 12%	27 11%	11 12%	39 13%	6 8%	7 15%	5 16%	2 7%	21 13%	19 13%	12 11%	15 12%	6 14%	5 10%	4 15%	2 5%	3 12%	4 19%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 214-2
Q24: Summary of Debt Reduction Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	144 18%	69 18%	75 18%	93 34% EF	-9 -4%	60 23% E	44 31% IJL	49 37% IJKL	-7 -6%	-2 -2%	32 25% IJ	28 21% IJ	130 38% NOq	20 7% O	-11 -8%	88 44% NOQ	43 30% NO	38 16%	75 23% rTUV	30 13%	14 12%	16 14%	102 19%	19 17%
REDUCED GROWTH IN SPENDING	207 26%	98 26%	109 26%	102 37% Ef	28 11%	77 29% E	50 36% IJ	52 39% IJL	10 8%	19 13%	39 30% IJ	39 29% IJ	141 41% NOq	48 16% O	11 8%	95 47% NOQ	46 32% NO	59 25%	96 29% tU	52 22%	22 19%	30 25%	146 28%	24 22%
HIGHER TAXES	64 8%	29 8%	34 8%	9 3%	38 14% DF	17 6%	7 5%	3 2%	16 14% GHK	21 14% GHK	6 5%	11 8% H	11 3%	28 9% MPQ	21 16% MnPQ	7 4%	4 3%	21 9%	21 6%	22 9%	8 7%	14 12%	44 8% x	5 4%
COMBO OF BOTH	344 43%	167 43%	177 43%	95 35% DF	137 52% d	112 43% d	51 36%	44 34%	62 54% GHkl	75 50% GH	54 42%	58 43%	105 30% p	163 55% MPQ	66 49% MP	47 23%	58 40% MP	108 46% V	139 42% V	97 41% v	60 50% tV	37 31%	229 44%	53 48%
SHOULD NOT MAKE DEBT A PRIORITY	103 13%	56 15%	47 11%	38 14%	38 14%	27 10% L	22 16% L	16 12%	16 14% l	21 14% l	18 14%	10 7%	45 13%	29 10%	26 19% N	25 12%	21 14%	28 12%	40 12%	36 15%	16 13%	20 16%	59 11%	18 17%
AUG 30-SEP 2, 2020 -----	177 22%	122 32% C	55 13%	97 36% Ef	9 4%	70 27% E	60 45% HIJL	37 27% IJL	6 6%	3 2%	56 39% hIJL	14 12% J	135 41% NO	37 14% O	-3 -2%	89 47% NOQ	46 32% NO	57 25%	73 22%	46 19%	21 18%	25 20%	112 21%	27 22%
REDUCED GROWTH IN SPENDING	227 28%	139 36% C	87 21%	106 39% E	28 11%	92 35% E	62 48% HIJL	44 31% IJ	13 12%	15 10%	64 44% hIJL	29 24% iJ	147 44% NO	52 20% O	16 10%	92 49% NO	55 38% NO	69 30%	97 30%	61 26%	32 27%	30 24%	152 29%	32 25%
HIGHER TAXES	50 6%	17 5%	33 8%	9 3%	19 7% d	22 8% d	3 2%	7 5%	7 6%	12 8% G	8 5%	14 12% G	12 4%	14 5% p	18 11% MnP	4 2%	8 6%	11 5%	24 7%	15 6%	10 9% v	5 4%	39 7%	5 4%
COMBO OF BOTH	365 46%	154 40%	210 51% B	106 39% DF	150 57% DF	108 41%	44 34%	62 44%	57 53% Gk	94 60% GHKL	53 37%	55 46%	120 36%	150 57% MPq	85 53% MP	56 30%	64 44% P	113 49% TV	160 49% TV	92 38%	49 42%	42 35%	250 47%	61 48%
SHOULD NOT MAKE DEBT A PRIORITY	97 12%	49 13%	48 11%	27 10%	45 17% DF	24 9%	14 11%	13 9%	23 21% gHKL	22 14%	12 8%	12 10%	31 9%	31 12%	28 17% mq	19 10%	12 8%	28 12%	29 9%	40 17% S	14 12%	26 21% RSU	56 11%	19 15%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 214-3
Q24: Summary of Debt Reduction Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	144 18%	53 20%	50 19%	11 17%	8 18%	38 19%	31 17%	31 18%	43 18%	131 19% M	11 14% M	3 13% m	-	3 35% m	64 19%	67 19%	5 13%	6 14%	1 7%	2 17%	139 38% VWX	-19 -6%	9 21% V	7 15% V
REDUCED GROWTH IN SPENDING	207 26%	72 27%	74 28%	15 23%	9 20%	52 25%	46 26%	45 27%	63 26%	188 27%	17 22%	5 19%	4 17%	3 35%	92 27% S	96 27% S	7 17%	11 26%	1 7%	4 27%	149 41% VWX	28 9%	11 26% V	10 21% v
HIGHER TAXES	64 8%	20 8%	24 9%	4 6%	1 2%	14 7%	16 9%	14 8%	20 8%	57 8% N	7 8% N	2 7%	4 17%	-	28 8% S	29 8% S	1 4%	5 12% s	-	2 11%	10 3%	46 14% UWx	2 5%	3 6%
COMBO OF BOTH	344 43%	117 44%	112 43%	28 44%	25 53%	89 44%	77 43%	78 46%	99 41%	303 44%	32 40%	13 52% m	6 24%	5 65% m	151 45%	152 43%	14 37%	18 44%	7 73% oPQt	6 40%	117 32%	175 55% UX	54% U	17 38%
SHOULD NOT MAKE DEBT A PRIORITY	103 13%	33 13%	26 10%	11 17%	7 16%	33 16% h	22 13%	18 10%	30 12%	87 12% N	11 14% N	2 6%	6 25% n	-	44 13% S	42 12% S	8 20% S	4 9%	-	2 10%	41 11%	44 14%	4 10%	13 29% UVW
AUG 30-SEP 2, 2020 -----	177 22%	77 32% C	36 12%	23 31% E	5 9%	75 38% GHI	48 25% HI	23 12%	32 14%	144 21% L	20 25% L	1 5%	9 36%	4 49% L	89 29% PRT	55 14% RT	24 42% PRT	-4 -18%	4 26% RT	-3 -26%	126 35% V	5 1%	20 36% V	21 45% V
REDUCED GROWTH IN SPENDING	227 28%	88 37% C	64 22%	25 34% e	7 14%	80 41% HI	60 32% HI	37 20%	50 21%	186 27%	28 35%	5 23%	9 36%	4 49%	105 34% PRT	81 21% T	26 45% pRT	2 11%	5 38% T	-	142 39% V	36 12%	21 38% V	21 45% V
HIGHER TAXES	50 6%	11 5%	28 10% b	2 3%	3 5%	5 3%	12 6%	14 8% f	18 8% F	42 6% MN	8 10% mn	4 18% mn	-	-	16 5% 5	26 7% 7	2 3%	7 29% opq	2 12%	3 26%	16 5% X	32 10% UWX	1 2%	-
COMBO OF BOTH	365 46%	102 42%	148 51% b	29 39%	32 62% D	79 40%	75 40%	103 57% FGI	108 46%	339 49% KL	20 25%	6 26%	6 24%	3 43%	136 44% qs	203 52% oQrS	13 23%	7 29%	3 21%	3 33%	135 37%	181 58% Uw	23 42%	18 38%
SHOULD NOT MAKE DEBT A PRIORITY	97 12%	28 12%	29 10%	14 19%	5 9%	26 14%	22 12%	14 8%	34 14% h	74 11% N	17 22% N	6 24% N	10 40%	-	32 10% 10	42 11%	13 22%	5 21%	4 25%	2 22%	46 13%	38 12%	4 8%	6 13%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 214-4
Q24: Summary of Debt Reduction Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	144 18%	87 24% CD	22 10%	35 16% c	38 24%	49 24%	13 12%	9 8%	18 15%	18 17%	21 11%	1 5%	12 12%	10 11%	2 20% P	- -3%	30 19%	57 26% S	56 13%	125 29% U	10 3%	53 20%	32 15%	26 15%
REDUCED GROWTH IN SPENDING	207 26%	110 31% CD	46 21%	50 23%	48 30%	63 31%	24 23%	22 20%	26 22%	24 23%	42 22%	4 18%	22 23%	20 21%	2 20%	3 17%	44 28%	68 32% S	94 22%	150 35% U	44 15%	66 26%	52 24%	44 26%
HIGHER TAXES	64 8%	24 7%	24 11% b	14 7%	10 6%	14 7%	11 10%	13 12%	8 7%	6 6%	21 11%	3 13%	11 11%	10 11%	- -	3 20%	14 9%	12 5%	38 9% r	25 6%	33 11% T	13 5%	20 9% v	18 11% v
COMBO OF BOTH	344 43%	151 42%	100 46%	92 42%	68 43%	84 42%	51 48%	49 44%	48 41%	43 42%	86 45%	14 56%	45 47%	40 44%	5 68%	8 50%	52 33%	79 37%	210 50% QR	147 34%	166 56% T	110 43%	100 47%	75 45%
SHOULD NOT MAKE DEBT A PRIORITY	103 13%	37 10%	30 14%	36 16% b	19 12%	18 9%	14 13%	15 14%	22 19%	14 14%	26 14%	2 9%	13 13%	13 14%	- -	2 13%	22 14%	28 13%	51 12%	57 13%	36 12%	37 14%	28 13%	19 11%
AUG 30-SEP 2, 2020 -----	177 22%	64 21%	62 23%	46 23%	47 35% F	17 10%	48 31% H	15 12%	25 31% j	21 18%	43 20%	13 30%	27 25% n	16 14%	16 41% P	-2 -35%	27 18%	54 26%	92 22%	141 31% U	25 8%	49 19%	53 25%	40 20%
REDUCED GROWTH IN SPENDING	227 28%	87 28%	82 30%	54 27%	53 39% F	34 20%	55 36% h	26 22%	29 35% j	25 22%	60 27%	16 35%	35 32%	25 23%	16 41% P	- -	42 28%	64 31%	116 27%	157 35% U	54 19%	70 27%	67 31%	54 27%
HIGHER TAXES	50 6%	23 7%	19 7%	8 4%	6 4%	17 10%	8 5%	12 10%	4 5%	4 4%	17 8%	2 5%	8 7%	9 9%	- -	2 35%	15 10%	10 5%	24 6%	16 4%	30 10% T	20 8%	14 6%	14 7%
COMBO OF BOTH	365 46%	133 43%	126 46%	96 49%	51 37%	81 47%	62 40%	64 54% g	35 43%	61 53%	110 50%	14 32%	50 46%	60 54%	11 29%	3 53%	58 38%	79 38%	222 52% QR	191 42%	154 52% T	107 41%	107 50%	108 53% V
SHOULD NOT MAKE DEBT A PRIORITY	97 12%	39 13%	33 12%	22 11%	16 12%	23 13%	22 14%	10 9%	8 10%	14 12%	21 10%	10 23%	12 11%	9 8%	9 24%	1 12%	26 17% S	34 16% S	34 8%	58 13%	35 12%	37 14% W	15 7%	22 11%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 214-5
Q24: Summary of Debt Reduction Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	144 18%	43 25%	43 22%	26 12%	31 14%	43 28% GI	21 11%	41 24% GI	25 14%	92 24% L	37 18% l	13 11%	113 39%	7 46%	138 18%	6 22%	108 39% R	14 3%	67 36% TU	1 -	12 10% T	23 32% TU	21 35% TU
REDUCED GROWTH IN SPENDING	207 26%	53 30%	59 30%	46 22%	49 23%	51 33% GI	41 22%	54 32% GI	41 22%	113 29%	54 27%	28 23%	123 42%	7 46%	200 26%	8 28%	116 42% R	69 15%	70 38% TU	24 15%	20 17%	27 37% TU	24 40% TU
HIGHER TAXES	64 8%	9 5%	16 8%	20 10%	18 8%	8 5%	20 11% F	14 8%	16 9%	20 5%	18 9%	15 12% J	10 3% N	- -	62 8%	2 7%	8 3%	55 12% Q	3 2%	23 15% SuVW	8 7% S	4 5%	3 5%
COMBO OF BOTH	344 43%	69 39%	62 32%	98 48%	112 52%	62 40%	89 48% H	55 32%	96 52% FH	172 44%	83 40%	56 46%	83 28%	5 32%	331 43%	13 46%	92 34%	236 50% Q	77 41%	71 45% v	64 56% StVW	22 31%	23 38%
SHOULD NOT MAKE DEBT A PRIORITY	103 13%	24 14%	27 14%	31 15%	21 10%	18 12%	26 14%	22 13%	21 11%	45 12%	33 16%	14 11%	42 14%	1 6%	102 13%	2 6%	31 11%	65 14%	25 14% w	23 15% w	11 10%	10 14%	4 6%
AUG 30-SEP 2, 2020 -----	177 22%	61 35% C	20 11%	60 30% E	32 14%	43 33% HI	46 27% HI	21 12%	33 16%	60 18%	51 23%	49 25%	91 38%	10 49%	170 22%	7 20%	94 37% R	55 11%	98 46% TU	1 1%	1 1%	- -	32 37% TU
REDUCED GROWTH IN SPENDING	227 28%	69 39% C	38 21%	68 34% E	48 21%	51 39% HI	53 32% HI	36 21%	43 21%	88 27%	63 29%	59 31%	102 43%	10 49%	220 29%	7 20%	104 41% R	95 19%	103 48% TU	11 8%	12 13%	- -	36 42% TU
HIGHER TAXES	50 6%	8 5%	17 9%	9 4%	16 7%	8 6%	7 4%	16 9%	10 5%	28 9%	11 5%	10 5%	11 5% N	- -	50 7% P	- -	10 4%	40 8% Q	5 2%	10 8% s	11 12% S	- -	4 5%
COMBO OF BOTH	365 46%	60 34%	77 42%	92 46%	130 58% D	51 39%	83 49% f	75 43%	125 61% FgH	162 49%	98 45%	78 40%	89 37%	9 42%	345 45%	20 56%	86 34%	263 54% Q	82 38%	78 62% SW	51 57% SW	- -	26 30%
SHOULD NOT MAKE DEBT A PRIORITY	97 12%	27 16%	32 17%	19 9%	16 7%	12 9%	17 10%	29 16% fI	14 7%	30 9%	29 13%	34 17% j	23 10%	2 9%	89 12%	7 21%	32 13%	59 12%	14 7%	16 13% s	13 15% s	- -	14 16% s

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 214-6
Q24: Summary of Debt Reduction Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H			
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52%	403 50%	88 11%	41 5%	389 49%	407 51%	296 37%	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	144 18%	145 39%	20 26%	2 5%	-6 -1%	152 38%	25 28%	2 5%	-10 -3%	-13 -3%	-22 -7%	9 8%	20 30%	126 42%	147 39%	9 23%	127 18%	16 17%	134 19%	110 18%	10 10%	121 19%	4 7%
REDUCED GROWTH IN SPENDING	207 26%	154 42%	24 31%	4 13%	49 12%	165 41%	30 33%	4 11%	41 11%	39 10%	24 8%	15 13%	24 36%	133 44%	158 42%	33%	176 25%	31 31%	183 26%	154 26%	21 22%	166 26%	14 24%
HIGHER TAXES	64 8%	9 2%	4 5%	2 7%	55 13%	13 3%	5 6%	2 6%	51 13%	52 13%	46 16%	6 5%	4 6%	7 2%	11 3%	4 10%	49 7%	15 15%	50 7%	44 8%	11 12%	45 7%	10 17%
COMBO OF BOTH	344 43%	113 31%	27 36%	19 57%	229 55%	128 32%	33 38%	26 62%	213 55%	225 55%	161 54%	65 58%	31 46%	83 27%	114 31%	14 40%	311 45%	31 32%	299 43%	256 43%	45 46%	289 44%	23 42%
SHOULD NOT MAKE DEBT A PRIORITY	103 13%	44 12%	9 12%	3 8%	58 14%	48 12%	8 9%	8 19%	55 14%	61 15%	41 14%	20 18%	3 4%	39 13%	41 11%	3 9%	92 13%	11 12%	95 14%	76 13%	7 7%	87 13%	3 6%
AUG 30-SEP 2, 2020 -----	177 22%	161 41%	44 40%	9 20%	14 4%	165 40%	29 26%	5 11%	6 2%	1 -4%	-8 -4%	9 6%	32 33%	141 43%	173 41%	18 31%	149 22%	26 21%	150 21%	124 22%	27 29%	146 23%	24 37%
REDUCED GROWTH IN SPENDING	227 28%	179 45%	54 49%	9 20%	44 11%	185 44%	43 38%	5 11%	36 10%	35 10%	17 8%	18 14%	39 41%	147 45%	186 44%	18 31%	187 28%	38 31%	192 27%	156 28%	35 38%	178 28%	26 41%
HIGHER TAXES	50 6%	18 5%	11 10%	- -	30 8%	20 5%	14 12%	- -	30 8%	34 10%	25 11%	10 7%	7 8%	6 2%	13 3%	- -	38 6%	12 10%	42 6%	32 6%	8 9%	32 5%	3 4%
COMBO OF BOTH	365 46%	124 31%	36 33%	29 61%	239 61%	133 32%	44 39%	26 60%	228 61%	216 61%	127 58%	89 67%	31 32%	108 33%	138 33%	25 43%	318 47%	45 37%	328 47%	254 46%	35 38%	309 48%	26 40%
SHOULD NOT MAKE DEBT A PRIORITY	97 12%	46 12%	5 5%	7 15%	47 12%	48 12%	7 6%	9 20%	49 13%	37 10%	29 13%	7 6%	16 16%	41 12%	56 13%	13 23%	77 11%	20 16%	88 13%	67 12%	8 9%	76 12%	7 11%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 214-7
Q24: Summary of Debt Reduction Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT			PRES COMBO BALLOT					
	TOTAL (A)	POL+ (B)	LIKE/SUP (C)	DISLIKE/DL/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ABS (I)	ALRDY VOTED (J)	UND/REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV		RsU
OCT 5-8, 2020 -----	144 18%	156 36%	125 39%	31 27%	-13 -4%	107 30%	27 7%	- -	27 9%	2 4%	7 43%	1 4%	1 6%	131 36%	-13 -4%	- -	19 26%	140 39%	-18 -5%	2 27%	7 40%	14 38%
		dE	DE	E		GHIJ	H		H		GHIJ			OPq		O	OP	S	S	S	S	S
REDUCED GROWTH IN SPENDING	207 26%	172 39%	133 41%	40 34%	33 10%	124 35%	70 19%	16 19%	54 19%	7 12%	7 43%	3 9%	3 21%	145 40%	33 9%	- -	22 31%	151 42%	32 8%	2 27%	8 46%	15 41%
		E	E	E		GHIJ					ghiJ			OP	P		OP	S			S	S
HIGHER TAXES	64 8%	17 4%	8 2%	9 8%	45 13%	17 5%	42 11%	16 19%	27 9%	4 8%	- -	2 5%	2 15%	14 4%	46 13%	- -	4 5%	10 3%	50 13%	- -	1 5%	1 2%
				c	BCd	k	FK	FljK	FK	k				P	NPQ		p	T	RTV			
COMBO OF BOTH	344 43%	151 35%	99 31%	52 45%	185 54%	136 38%	168 45%	31 38%	137 47%	33 61%	8 46%	25 64%	8 54%	122 34%	198 56%	1 37%	22 30%	109 30%	212 56%	4 50%	6 32%	12 34%
				bc	BC	f	f		F	FGHi				NQ				RUV				
SHOULD NOT MAKE DEBT A PRIORITY	103 13%	46 11%	39 12%	7 6%	54 16%	43 12%	50 13%	8 10%	42 15%	8 15%	2 11%	7 18%	2 11%	41 11%	52 15%	2 63%	6 9%	41 11%	56 15%	- -	2 12%	4 10%
			D		BD										noq		T	T			t	
AUG 30-SEP 2, 2020 -----	177 22%	-	-	-	-	-	-	-	-	-	-	-	-	163 42%	-3 -1%	-	13 20%	160 40%	-3 -1%	-	17 41%	3 17%
														OQ		O	SV	SV			Sv	S
REDUCED GROWTH IN SPENDING	227 28%	-	-	-	-	-	-	-	-	-	-	-	-	174 45%	30 9%	-	19 30%	179 45%	27 8%	-	17 42%	4 21%
														Oq		O	SV	S			S	
HIGHER TAXES	50 6%	-	-	-	-	-	-	-	-	-	-	-	-	11 3%	32 10%	-	6 10%	19 5%	30 9%	-	-	1 4%
														N			u	rU				
COMBO OF BOTH	365 46%	-	-	-	-	-	-	-	-	-	-	-	-	133 34%	204 60%	-	26 40%	126 32%	209 61%	-	18 44%	11 58%
														NQ			R	R			R	
SHOULD NOT MAKE DEBT A PRIORITY	97 12%	-	-	-	-	-	-	-	-	-	-	-	-	41 11%	48 14%	-	8 13%	46 12%	42 12%	-	5 13%	3 14%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 215-1
Q25: Summary of Deficit & Entitlement Reform Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	-6 -1%	-6 -2%	-1 -1%	-4 -1%	-3 -4%	6 13%	2 7%	-1 -2%	-1 -1%	-3 -2%	-4 -4%	-2 -1%	1 3%	-2 -5%	- -	-3 -6%	2 9%	4 18%	- -	-4 -2%	7 3%	-8 -4%
						BCDEH	BCDEH						N						TV		STV	
REDUCING THEIR FUTURE COST	92 11%	23 10%	8 9%	39 13%	6 9%	10 20%	4 13%	2 6%	23 15%	16 11%	9 8%	14 12%	4 9%	4 10%	2 8%	4 10%	3 11%	7 31%	21 11%	20 10%	35 17%	16 8%
RAISING TAXES TO COVER THE SHORTFALLS	97 12%	29 12%	10 11%	42 14%	9 13%	3 7%	2 5%	2 8%	24 16%	19 12%	13 11%	16 13%	3 6%	7 15%	2 8%	7 16%	1 3%	3 13%	21 10%	24 12%	28 13%	24 12%
COMBO OF BOTH	270 34%	82 35%	28 31%	107 36%	23 33%	12 25%	7 25%	12 41%	49 33%	57 38%	48 42%	33 27%	13 28%	15 33%	8 30%	15 35%	7 26%	5 24%	66 32%	69 35%	67 32%	68 36%
SHOULD NOT MODIFY ENTITLEMENTS	262 33%	84 36%	23 26%	102 34%	15 22%	14 30%	15 53%	9 32%	52 35%	50 33%	35 31%	49 40%	10 23%	13 28%	7 27%	8 19%	8 29%	7 32%	- -	- -	- -	- -
		E	e			BCDEF	BCDEF															
AUG 30-SEP 2, 2020 -----	44 5%	1 -	8 8%	12 4%	11 15%	7 15%	3 10%	3 9%	1 1%	11 7%	4 4%	-3 -3%	13 31%	-6 -12%	9 36%	1 3%	6 25%	1 3%	- -	- -	- -	- -
			B	B	BD	Bd	b	b		I	L		N		P	R						
REDUCING THEIR FUTURE COST	129 16%	31 13%	18 20%	46 15%	15 21%	11 23%	3 12%	5 16%	23 15%	24 16%	21 20%	10 8%	15 34%	3 7%	10 40%	4 10%	9 35%	3 11%	- -	- -	- -	- -
											L		N		P	r						
RAISING TAXES TO COVER THE SHORTFALLS	86 11%	30 13%	10 12%	34 11%	4 6%	4 9%	1 2%	2 7%	21 14%	13 9%	17 16%	13 10%	1 3%	9 19%	1 4%	3 7%	2 10%	2 8%	- -	- -	- -	- -
		G	G	G									M									
COMBO OF BOTH	262 33%	84 36%	23 26%	102 34%	15 22%	14 30%	15 53%	9 32%	52 33%	50 34%	35 33%	49 38%	10 24%	13 27%	7 27%	8 20%	8 31%	7 29%	- -	- -	- -	- -
		E	e			bCDef	h															
SHOULD NOT MODIFY ENTITLEMENTS	228 29%	65 28%	28 32%	85 28%	19 28%	14 29%	6 22%	10 35%	44 28%	41 28%	26 25%	39 30%	12 28%	17 35%	5 18%	15 34%	5 23%	8 35%	- -	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 215-2
Q25: Summary of Deficit & Entitlement Reform Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS	
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	-6 -1%	-2 -	-4 -1%	28 10% EF	-45 -17%	12 5% E	14 10% IJK	14 10% IJK	-21 -18%	-25 -17%	5 4% IJ	7 5% IJ	35 10% NO	-10 -3% O	-32 -23%	21 10% NO	15 10% NO	7 3% STUV	2 1% TUV	-15 -6%	-13 -10%	-2 -2% TU	6 1% X	-4 -3%
REDUCING THEIR FUTURE COST	92 11%	43 11%	49 12%	44 16% E	10 4%	37 14% E	24 17% IJ	20 15% IJ	4 3%	7 4%	15 12% IJ	22 17% IJ	50 15% nO	29 10% O	6 4%	27 14% O	23 16% O	32 14% TV	42 13% TV	18 7%	10 8%	8 7%	66 12%	12 11%
RAISING TAXES TO COVER THE SHORTFALLS	97 12%	45 12%	53 13%	16 6%	56 21% DF	25 10%	10 7%	7 5%	24 21% GHKL	31 21% GHKL	10 8%	15 11% h	15 4%	39 13% MPQ	38 28% MNPQ	7 3%	8 6%	25 11%	40 12%	32 14%	22 19% rV	10 8%	60 11%	16 14%
COMBO OF BOTH	270 34%	136 35%	134 32%	94 35%	93 35%	83 31%	53 38%	41 31%	41 36%	51 34%	41 32%	41 31%	114 33%	107 36%	44 32%	63 31%	52 36%	93 40% STv	102 31%	74 31%	38 31%	36 31%	191 36%	37 33%
SHOULD NOT MODIFY ENTITLEMENTS	262 33%	125 33%	137 33%	76 28%	102 39% D	84 32%	35 25%	41 31%	43 38% G	59 39% GL	47 36% g	37 28%	91 26% p	107 36% MP	54 39% MP	38 19%	52 36% MP	77 33%	114 35%	71 30%	36 30%	35 30%	178 34%	40 36%
AUG 30-SEP 2, 2020 -----	44 5%	38 10% C	6 1%	49 18% EF	-22 -8%	17 7% E	33 25% HIJKL	16 11% IJL	-10 -10%	-12 -8%	15 11% IJL	2 2% IJ	62 19% NO	-4 -1% O	-20 -12%	34 18% NO	28 19% NO	21 9% TUV	29 9% TUV	-6 -3%	-3 -3%	-3 -2%	38 7% X	-1 -1%
REDUCING THEIR FUTURE COST	129 16%	83 22% C	47 11%	62 23% E	14 5%	53 20% E	39 30% HIJL	23 16% IJ	8 7%	6 4%	36 25% IJ	18 15% J	83 25% NO	29 11%	10 6%	48 26% NO	35 24% NO	51 22% TUV	62 19% TUV	16 7%	7 6%	9 7%	93 18%	21 16%
RAISING TAXES TO COVER THE SHORTFALLS	86 11%	45 12%	41 10%	13 5%	36 14% D	36 14% D	7 5%	7 5%	18 17% GH	18 11% GH	20 14% gh	16 13% gh	21 6%	32 12% MQ	29 18% MPQ	14 8%	7 5%	31 13%	33 10%	22 9%	11 9%	12 10%	55 10%	22 17%
COMBO OF BOTH	262 33%	125 33%	137 33%	76 28%	102 39% D	84 32%	35 27%	41 29%	43 40% g	59 38% g	47 33% g	37 31%	91 27%	107 41% MP	54 33% P	38 20%	52 36% P	77 33%	114 35%	71 30%	36 31%	35 29%	178 34%	40 32%
SHOULD NOT MODIFY ENTITLEMENTS	228 29%	100 26%	128 31%	77 28%	82 31%	70 26%	33 25%	44 31%	33 31%	48 31%	33 23%	36 30%	88 27%	79 30%	53 33%	54 29%	35 24%	57 25%	88 27%	83 35% Rs	42 36% Rs	41 33% r	152 29%	34 27%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 215-3
Q25: Summary of Deficit & Entitlement Reform Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5%	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	-6 -1%	1 -	5 2%	-3 -4%	-1 -2%	3 2%	-5 -3%	7 4%	-11 -5%	-9 -1%	1 1%	-1 -2%	-3 -11%	3 32%	-5 -1%	-5 -1%	3 8%	-2 -4%	- -	-1 -4%	37 10%	-50 -16%	6 14%	2 4%
REDUCING THEIR FUTURE COST	92 11%	30 11%	36 14%	8 12%	4 9%	27 13%	15 9%	26 15%	22 9%	77 11%	12 15%	3 11%	2 8%	4 51%	39 12%	38 11%	4 10%	9 21%	- -	3 17%	56 15%	18 6%	8 20%	5 11%
RAISING TAXES TO COVER THE SHORTFALLS	97 12%	29 11%	31 12%	10 16%	5 12%	24 12%	20 11%	19 11%	34 14%	86 12%	11 14%	3 13%	5 20%	2 19%	44 13%	42 12%	1 2%	10 25%	- -	3 21%	18 5%	68 21%	3 7%	3 7%
COMBO OF BOTH	270 34%	98 37%	92 35%	20 32%	16 35%	69 34%	67 37%	64 37%	70 29%	241 35%	26 32%	13 54%	6 24%	- -	120 35%	121 34%	14 36%	12 29%	7 74%	6 41%	114 32%	112 35%	18 44%	18 39%
SHOULD NOT MODIFY ENTITLEMENTS	262 33%	77 29%	101 38%	24 37%	16 35%	58 28%	67 38%	65 38%	73 30%	243 35%	13 16%	6 25%	- -	4 45%	110 32%	133 37%	9 24%	3 8%	3 31%	3 22%	108 30%	116 36%	16 38%	17 36%
AUG 30-SEP 2, 2020 -----	44 5%	33 14%	5 2%	-6 -8%	5 9%	34 17%	4 2%	19 11%	-14 -6%	29 4%	14 18%	- -2%	3 11%	- 2%	26 8%	4 1%	13 22%	1 7%	-1 -4%	- 1%	55 15%	-40 -13%	9 16%	16 33%
REDUCING THEIR FUTURE COST	129 16%	57 24%	36 12%	11 15%	9 18%	56 29%	27 14%	36 20%	11 5%	101 15%	24 31%	3 14%	9 36%	1 11%	58 19%	43 11%	22 38%	3 12%	2 14%	1 13%	81 22%	13 4%	14 25%	16 33%
RAISING TAXES TO COVER THE SHORTFALLS	86 11%	25 10%	30 10%	17 23%	5 9%	23 12%	23 12%	17 9%	24 10%	72 10%	10 13%	4 16%	6 24%	1 9%	32 10%	39 10%	9 16%	1 5%	3 18%	1 13%	26 7%	53 17%	5 8%	- -
COMBO OF BOTH	262 33%	77 32%	101 35%	24 32%	16 31%	58 30%	67 36%	65 36%	73 31%	243 35%	13 16%	6 25%	- -	4 45%	110 36%	133 34%	9 16%	3 14%	3 20%	3 33%	108 30%	116 37%	16 28%	17 35%
SHOULD NOT MODIFY ENTITLEMENTS	228 29%	61 25%	91 31%	20 27%	14 27%	47 24%	53 28%	45 25%	83 35%	201 29%	23 29%	8 31%	7 29%	2 27%	83 27%	118 31%	15 26%	8 35%	5 35%	3 27%	94 26%	100 32%	17 30%	15 32%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 215-4
Q25: Summary of Deficit & Entitlement Reform Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	800 100%	358 45%	216 27%	220 27%	157 20%	200 25%	106 13%	110 14%	117 15%	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2%	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	-6 -1%	9 3%	-7 -3%	-6 -3%	- -	10 5%	4 3%	-11 -10%	-4 -4%	-2 -2%	-3 -2%	-4 -16%	3 3%	-6 -6%	1 12%	-5 -29%	2 1%	-4 -2%	-4 -1%	34 8%	-34 -11%	2 1%	-10 -4%	4 2%
REDUCING THEIR FUTURE COST	92 11%	44 12%	30 14%	18 8%	18 11%	26 13%	18 17%	12 11%	7 6%	11 11%	27 14%	3 13%	17 17%	10 11%	1 12%	2 13%	14 9%	25 11%	52 12%	63 15%	23 8%	28 11%	22 10%	22 13%
RAISING TAXES TO COVER THE SHORTFALLS	97 12%	35 10%	37 17%	24 11%	18 11%	17 8%	14 14%	23 21%	12 10%	13 12%	30 16%	7 28%	14 15%	16 17%	- -	7 42%	12 8%	29 14%	56 13%	29 7%	57 19%	26 10%	32 15%	18 11%
COMBO OF BOTH	270 34%	112 31%	84 39%	73 33%	47 30%	65 32%	43 41%	40 37%	44 38%	29 28%	74 39%	10 39%	38 39%	36 40%	6 69%	4 24%	47 30%	64 30%	159 38%	141 33%	112 38%	87 34%	79 37%	71 43%
SHOULD NOT MODIFY ENTITLEMENTS	262 33%	104 29%	95 44%	58 27%	42 27%	62 31%	51 48%	43 40%	31 26%	27 27%	84 44%	7 28%	43 45%	41 44%	5 61%	2 12%	37 24%	69 32%	152 36%	156 36%	93 31%	81 31%	70 33%	75 45%
AUG 30-SEP 2, 2020 -----	44 5%	18 6%	18 7%	5 2%	23 17%	-5 -3%	15 9%	4 3%	-3 -4%	8 7%	11 5%	8 19%	8 7%	4 3%	8 21%	- 3%	3 2%	16 8%	24 6%	55 12%	-9 -3%	-5 -2%	21 10%	20 10%
REDUCING THEIR FUTURE COST	129 16%	49 16%	49 18%	29 15%	34 25%	15 9%	37 24%	12 10%	10 12%	20 17%	31 14%	16 36%	21 19%	11 10%	15 39%	1 22%	26 17%	36 17%	65 15%	88 19%	38 13%	37 14%	40 19%	37 18%
RAISING TAXES TO COVER THE SHORTFALLS	86 11%	30 10%	30 11%	25 13%	11 8%	20 11%	22 14%	8 7%	13 15%	12 10%	20 9%	8 18%	13 12%	7 6%	7 18%	1 19%	24 16%	19 9%	41 10%	33 7%	46 16%	42 16%	19 9%	17 8%
COMBO OF BOTH	262 33%	104 34%	95 34%	58 30%	42 31%	62 36%	51 33%	43 36%	31 38%	27 24%	84 38%	7 16%	43 39%	41 37%	5 13%	2 31%	37 25%	69 33%	152 36%	156 34%	93 32%	81 31%	70 33%	75 37%
SHOULD NOT MODIFY ENTITLEMENTS	228 29%	85 28%	78 28%	59 30%	32 23%	53 31%	40 26%	38 32%	22 27%	37 32%	64 29%	13 30%	28 25%	36 33%	11 30%	2 27%	40 26%	61 30%	122 29%	124 27%	89 30%	70 27%	62 29%	51 25%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 215-5
Q25: Summary of Deficit & Entitlement Reform Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	-6 -1%	4 2% C	-6 -3%	-5 -3%	1 1% D	3 2% GHI	-8 -4%	-2 -1% g	-4 -2%	9 2% L	5 2% L	-10 -8%	33 11%	3 20%	-9 -1%	3 12% O	26 9% R	-38 -8%	24 13% TU	-28 -18%	-11 -9% t	6 9% TU	6 10% TU
REDUCING THEIR FUTURE COST	92 11%	23 13%	16 8%	20 10%	32 15%	21 14% h	18 10%	13 8%	24 13%	48 12%	23 11%	14 12%	45 15%	4 25%	87 11%	5 19%	42 15% R	42 9%	31 17% Tu	7 5%	11 10%	9 12% t	11 18% T
RAISING TAXES TO COVER THE SHORTFALLS	97 12%	19 11%	22 11%	25 12%	31 14%	18 12%	25 14%	15 9%	27 15% h	39 10%	18 9%	24 20% JK	1 5%	96 12%	2 6%	17 6%	80 17% Q	7 4%	35 22% SWW	22 19% SWW	2 3%	5 8%	
COMBO OF BOTH	270 34%	56 32%	55 28%	80 39%	79 37%	48 31%	72 39% H	50 29%	71 39% h	135 35%	76 37% l	33 27%	95 32%	4 27%	258 33%	12 42%	95 35%	162 34%	73 39% T	44 28%	41 36%	21 29%	18 29%
SHOULD NOT MODIFY ENTITLEMENTS	262 33%	44 25%	62 32%	78 38%	74 34%	39 25%	68 37% F	60 35% f	72 39% F	120 31%	78 38% j	49 41% j	74 25%	3 18%	247 32%	15 53% O	61 22%	183 39% Q	61 33% V	44 28% V	35 30% V	- -	30 49% STUV
AUG 30-SEP 2, 2020 -----	44 5%	13 8%	6 3%	24 12% E	1 -	5 4% i	20 12% FHI	4 2%	1 -	13 4%	17 8%	8 4%	43 18%	4 17%	43 6%	1 2%	35 14% R	-7 -1%	44 21% TU	-17 -13%	-6 -7%	- -	19 22% TU
REDUCING THEIR FUTURE COST	129 16%	37 21%	24 13%	43 22% E	22 10%	21 16% hI	36 21%	22 13%	21 10%	48 14%	38 17%	35 18%	56 24%	9 44%	127 17% p	3 7%	57 23% R	54 11%	57 27% TU	6 5%	8 9%	- -	21 24% TU
RAISING TAXES TO COVER THE SHORTFALLS	86 11%	24 14%	19 10%	19 10%	21 9%	16 12%	16 9%	19 11%	20 10%	35 11%	21 10%	26 14%	13 5%	6 27%	84 11%	2 5%	22 9%	61 12%	13 6% w	23 18% SW	14 16% SW	- -	1 2%
COMBO OF BOTH	262 33%	44 25%	62 34%	78 39%	74 33%	39 29%	68 40% f	60 34%	72 35%	120 36% L	78 36% l	49 25%	74 31%	3 14%	247 32%	15 42%	61 24%	183 37% Q	61 28%	44 35%	35 39%	- -	30 35%
SHOULD NOT MODIFY ENTITLEMENTS	228 29%	51 29%	50 27%	47 23%	75 33% d	41 31%	39 23%	49 28%	65 32%	80 24%	64 29%	67 35% j	60 25%	2 10%	216 28%	12 35%	73 29%	145 30%	66 31%	42 34%	22 24%	- -	26 31%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 215-6
Q25: Summary of Deficit & Entitlement Reform Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52%	403 50%	88 11%	41 5%	389 49%	407 51%	296 37%	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	-6 -1%	46 13%	9 11%	-2 -7%	-56 -13%	48 12%	14 15%	-5 -12%	-55 -14%	-56 -14%	-50 -17%	-6 -6%	4 6%	42 14%	46 12%	5 13%	-11 -2%	4 4%	-4 -1%	-8 -1%	-1 -1%	-9 -1%	-2 -3%
REDUCING THEIR FUTURE COST	92 11%	63 17%	13 17%	2 5%	24 6%	68 17%	17 19%	12 12%	22 6%	25 6%	17 6%	8 7%	8 11%	56 18%	63 17%	7 20%	77 11%	13 14%	78 11%	60 10%	12 13%	71 11%	7 12%
RAISING TAXES TO COVER THE SHORTFALLS	97 12%	17 5%	4 6%	4 12%	80 19%	20 5%	4 4%	10 24%	77 20%	81 20%	66 22%	14 13%	4 5%	13 4%	17 5%	2 7%	88 13%	9 10%	81 12%	68 11%	13 14%	80 12%	9 15%
COMBO OF BOTH	270 34%	112 30%	28 36%	17 51%	156 37%	120 30%	31 35%	15 37%	146 38%	149 37%	107 36%	42 38%	40 58%	74 24%	114 31%	16 43%	231 33%	37 38%	235 34%	198 33%	34 35%	219 34%	23 40%
SHOULD NOT MODIFY ENTITLEMENTS	262 33%	105 29%	38 49%	29 89%	153 37%	115 29%	39 44%	24 59%	144 37%	137 34%	76 26%	61 55%	31 45%	85 28%	116 31%	20 56%	220 32%	40 41%	234 34%	176 30%	27 28%	211 32%	18 32%
AUG 30-SEP 2, 2020 -----	44 5%	72 18%	23 21%	6 12%	-31 -8%	77 18%	19 17%	5 11%	-36 -10%	-45 -13%	-35 -16%	-9 -7%	28 30%	57 17%	85 20%	11 19%	21 3%	23 19%	27 4%	12 2%	17 18%	22 3%	17 26%
REDUCING THEIR FUTURE COST	129 16%	102 26%	33 30%	6 14%	25 6%	109 26%	31 27%	6 14%	18 5%	14 4%	5 2%	9 7%	34 36%	76 23%	110 26%	12 22%	97 14%	32 26%	105 15%	75 14%	24 26%	93 14%	20 31%
RAISING TAXES TO COVER THE SHORTFALLS	86 11%	30 8%	10 9%	1 2%	56 14%	32 8%	12 10%	1 3%	54 15%	59 17%	41 18%	18 14%	6 6%	19 6%	25 6%	2 3%	76 11%	9 8%	78 11%	63 11%	8 8%	72 11%	3 5%
COMBO OF BOTH	262 33%	105 27%	38 34%	29 63%	153 39%	115 28%	39 34%	24 55%	144 39%	137 39%	76 35%	61 46%	31 32%	85 26%	116 27%	20 35%	220 33%	40 33%	234 33%	176 32%	27 29%	211 33%	18 27%
SHOULD NOT MODIFY ENTITLEMENTS	228 29%	106 27%	23 21%	8 18%	119 30%	107 26%	26 23%	9 21%	119 32%	103 29%	70 32%	33 25%	21 22%	98 30%	119 28%	21 37%	199 30%	29 24%	204 29%	172 31%	24 26%	195 30%	20 31%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 215-7
Q25: Summary of Deficit & Entitlement Reform Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV		RsU
OCT 5-8, 2020 -----	-6 -1%	49 11%	37 11%	12 10%	-55 -16%	26 7%	-29 -8%	-	-29 -10%	-6 -10%	2 13%	-7 -18%	1 8%	48 13%	-55 -16%	-	1 1%	42 12%	-55 -15%	2 25%	5 29%	2 7%
		E	E	E		GHIJ		GIJ			GIJ		L	OPQ		O	O	S	S	S	Sv	S
REDUCING THEIR FUTURE COST	92 11%	72 16%	51 16%	21 18%	17 5%	54 15%	33 9%	12 14%	21 7%	2 4%	3 18%	-	2 13%	64 18%	19 6%	-	6 9%	60 17%	21 6%	2 25%	5 29%	3 10%
		E	E	E		GIJ	j	J						OPQ	P		P	S			S	
RAISING TAXES TO COVER THE SHORTFALLS	97 12%	23 5%	14 4%	9 8%	72 21%	27 8%	62 17%	11 14%	50 17%	8 14%	1 5%	7 18%	1 5%	17 5%	74 21%	-	6 8%	18 5%	76 20%	-	-	1 3%
					BCD		Fk		Fk					P	NPQ		P	TU	RTUV			
COMBO OF BOTH	270 34%	148 34%	93 29%	54 47%	116 34%	121 34%	118 32%	31 38%	87 30%	22 40%	8 49%	14 36%	8 48%	117 32%	131 37%	-	20 27%	105 29%	137 36%	3 39%	7 36%	19 52%
				BCE										P	P		P	r			Rs	
SHOULD NOT MODIFY ENTITLEMENTS	262 33%	-	-	-	-	-	-	-	-	-	-	-	-	117 32%	129 37%	-	15 21%	112 31%	132 35%	-	10 54%	8 23%
														PQ	PQ		P	T	T		rTV	T
AUG 30-SEP 2, 2020 -----	44 5%	-	-	-	-	-	-	-	-	-	-	-	-	70 18%	-40 -12%	-	14 21%	68 17%	-43 -13%	-	14 36%	4 21%
														O			O	S			rS	S
REDUCING THEIR FUTURE COST	129 16%	-	-	-	-	-	-	-	-	-	-	-	-	98 25%	11 3%	-	20 31%	99 25%	10 3%	-	14 36%	6 31%
														O			O	S			S	S
RAISING TAXES TO COVER THE SHORTFALLS	86 11%	-	-	-	-	-	-	-	-	-	-	-	-	28 7%	51 15%	-	7 10%	31 8%	53 16%	-	-	2 9%
														N	N		U	RU				
COMBO OF BOTH	262 33%	-	-	-	-	-	-	-	-	-	-	-	-	117 30%	129 38%	-	15 23%	112 28%	132 39%	-	10 24%	8 43%
														nQ				R				
SHOULD NOT MODIFY ENTITLEMENTS	228 29%	-	-	-	-	-	-	-	-	-	-	-	-	103 26%	110 32%	-	12 19%	104 26%	108 32%	-	15 36%	2 10%
														Q	Q		V	V			V	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 216-1
Q26: Summary of Roll Back Tariffs Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR	DAVEN	DES	SIOUX	OMAHA (F)	ROCH-	REST	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
		RAPIDS (B)	-PORT (C)	MOINES (D)	CITY (E)		ESTER (G)	DMA (H)														
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	-129 -16%	-25 -11% Fgh	-4 -5% DFGH	-49 -16% F	-10 -15% F	-22 -46%	-8 -29%	-10 -35%	-23 -15%	-26 -17%	-10 -9%	-15 -13%	-2 -5%	-2 -5%	-5 -19%	-5 -12%	-13 -50%	-9 -41%	-32 -16% v	-14 -7% SUV	-37 -18%	-46 -24%
YES	278 35%	88 37% Fh	37 41% Fh	106 35% F	23 33%	10 21%	7 26%	7 22%	55 37%	51 34%	48 42%	40 33%	20 45%	17 38%	9 34%	14 32%	4 17%	6 26%	71 35%	78 40% v	74 35%	55 29%
NO	406 51%	113 48%	42 46%	154 51%	33 48%	32 67% BCDe	15 55%	17 57%	78 52%	76 51%	58 51%	56 45%	23 50%	19 43%	14 53%	19 45%	18 67%	14 66%	103 50%	92 47%	111 53%	101 53%
AUG 30-SEP 2, 2020 -----	-171 -21%	-29 -12% DeH	-12 -13% DeH	-79 -26%	-20 -29%	-11 -22%	-5 -18% h	-15 -51%	-42 -27%	-37 -26%	-22 -21%	-7 -5% K	-9 -20%	-3 -6%	-13 -50%	-7 -16%	-13 -51%	2 7% Q	-	-	-	-
YES	273 34%	87 37% H	34 38% h	101 34%	18 26%	18 38% h	10 34%	6 21%	54 35%	46 32%	40 37%	47 37%	16 39%	17 37%	5 20%	12 29%	6 24%	12 53% q	-	-	-	-
NO	444 55%	116 49%	45 50%	180 60% B	38 55%	29 61%	15 52%	21 72% BCeg	96 62%	84 57%	62 58% L	54 42%	25 59%	20 43%	18 70% p	19 45%	18 76% R	11 45%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 216-2
Q26: Summary of Roll Back Tariffs Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY				AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	-129 -16%	-64 -17%	-65 -16%	-174 -64%	92 35% DF	-46 -18% D	-96 -69%	-78 -59%	49 42% GHJKL	43 29% GHKL	-16 -13% GH	-30 -22% GH	-220 -64%	19 6% MPQ	78 57% MNPQ	-140 -70%	-79 -55%	-12 -5% StV	-92 -28%	-24 -10% S	-5 -4% STV	-19 -16% S	-111 -21%	-10 -9% W
YES	278 35%	140 37%	137 33%	31 12%	155 59% DF	91 35% D	15 11%	16 12%	76 66% GHJKL	79 53% GHKL	49 38% GH	42 31% GH	45 13%	128 44% MPQ	96 71% MNPQ	20 10%	25 17% p	94 41% S	98 30%	85 36%	46 38% s	39 33%	172 33%	45 41%
NO	406 51%	204 53%	202 49%	206 76% EF	63 24%	137 52% E	111 80% IJKL	95 71% IJKL	27 24%	36 24%	66 51% IJ	72 54% IJ	265 77% NO	109 37% O	18 13%	161 80% NO	104 72% NO	107 46% RTUV	190 58% v	109 46%	51 43%	58 49%	284 54%	55 50%
AUG 30-SEP 2, 2020 -----	-171 -21%	-110 -29%	-61 -15% B	-163 -60%	105 40% DF	-112 -42% d	-90 -69%	-73 -52%	33 31% GHKL	72 46% GHIKL	-53 -36% G	-59 -50%	-232 -70%	10 4% MPQ	60 37% MNPQ	-143 -76%	-89 -62%	-30 -13% S	-114 -35%	-27 -11% S	-11 -9% S	-16 -13% S	-134 -25%	-4 -3% W
YES	273 34%	129 34%	144 35%	44 16%	165 63% DF	64 24% d	18 14%	25 18%	66 61% GHKL	100 64% GHKL	45 31% Gh1	20 16%	38 12%	121 46% MPQ	100 62% MNPQ	15 8%	23 16%	88 38%	97 30%	88 37% s	46 39% s	42 35%	171 32%	55 43% w
NO	444 55%	239 62% C	205 49%	207 76% Ef	61 23%	176 67% E	108 83% HIJKL	99 70% IJ	33 30% J	28 18%	97 67% IJ	79 66% IJ	270 81% NO	111 42% O	40 25%	158 84% NO	112 78% NO	118 51% RTUV	211 64% T	115 48%	57 48%	58 48%	305 57% x	59 47%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 216-3
Q26: Summary of Roll Back Tariffs Trend

BANNER 3

	MARRIED			SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE				
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	-129 -16%	-60 -23%	-52 -20%	-4 -6%	-6 -13%	-24 -12% G	-40 -22%	-24 -14%	-41 -17%	-116 -17%	-6 -7% J	-3 -11%	-2 -9%	-2 -24%	-62 -18%	-54 -15%	1 4% OPRT	-7 -18%	2 23% OPRT	-5 -32%	-263 -73%	145 46% UWX	-3 -7% U	4 9% UW
YES	278 35%	86 33%	87 33%	29 45%	17 36%	79 39%	61 34%	60 35%	77 32%	243 35%	30 38%	8 34%	8 33%	2 30%	123 36%	119 33%	16 40%	15 36%	4 49%	4 25%	35 10%	201 63% UWX	16 40% U	21 45% U
NO	406 51%	146 55%	138 52%	32 50%	23 49%	103 50%	101 57%	84 49%	118 48%	358 51%	36 46%	11 45%	10 43%	4 54%	185 55% qs	173 49%	14 37%	22 54%	2 26%	8 57%	298 82% VWX	56 18%	19 47% V	17 36% V
AUG 30-SEP 2, 2020 -----	-171 -21%	-76 -32%	-58 -20% B	-4 -5%	-	-59 -30%	-51 -27%	-42 -23%	-19 -8% FGH	-123 -18% k	-36 -44%	-1 -4% JK	-19 -78%	-	-68 -22% jK	-56 -14% oq	-34 -59%	-2 -7% oq	-2 -16%	1 14% OPQRS	-273 -76%	106 34% UWX	2 3% Ux	-4 -8% U
YES	273 34%	77 32%	94 32%	33 45%	21 41%	65 33%	64 34%	56 31%	88 38%	249 36%	19 24%	9 39%	3 11%	3 43%	114 37% q	135 35%	11 19%	8 37%	6 42%	3 35%	33 9%	185 59% U	25 45% U	21 44% U
NO	444 55%	153 64% C	152 52%	37 50%	22 41%	124 64% I	114 61% I	98 54%	107 46%	372 53%	55 68% l	10 43%	21 89% JL	4 46%	181 59% PT	191 49% t	45 78% oPrT	10 44%	8 58% t	2 21%	306 85% VWX	79 25%	23 42% V	25 53% V

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 216-4
Q26: Summary of Roll Back Tariffs Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL (A)	RURAL (B)	SUB- URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27% C	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	-129 -16%	-107 -30%	-3 -1% BD	-19 -9% B	-42 -27%	-64 -32%	-5 -5%	3 3% G	-16 -14%	-3 -3% I	-6 -3%	3 13% K	-7 -7%	1 1% M	3 38% P	- 2% O	-49 -31%	-63 -29%	-12 -3% QR	-211 -49%	79 27% T	-37 -15%	-26 -12%	-25 -15%
YES	278 35%	101 28%	94 44% B	81 37% B	51 32%	50 25%	46 43%	48 44%	43 36%	38 37%	80 42%	13 54%	41 42%	39 42%	6 69%	8 46%	41 26%	64 30%	172 41% QR	85 20%	166 56% T	91 35%	82 38%	63 38%
NO	406 51%	207 58% CD	97 45%	100 45%	93 59%	114 57%	52 49%	45 41%	59 50%	41 40%	85 45%	10 40%	48 49%	38 41%	3 31%	7 45%	90 57% S	127 59% S	185 44%	296 68% U	87 29%	128 50%	108 50%	88 52%
AUG 30-SEP 2, 2020 -----	-171 -21%	-82 -26%	-69 -25%	-17 -9% BC	-50 -36%	-32 -19% E	-54 -35%	-15 -13% G	-7 -8%	-10 -9%	-44 -20%	-22 -51%	-25 -23%	-19 -17%	-26 -69%	4 57% O	-40 -27% r	-88 -42%	-43 -10% QR	-217 -48%	39 13% T	-28 -11% WX	-59 -27%	-44 -22%
YES	273 34%	95 31%	94 34%	77 39% b	42 30%	53 31%	49 32%	45 38%	33 41%	44 38%	80 36%	10 23%	41 37%	40 36%	6 16%	4 69% O	49 33%	49 24%	167 39% R	105 23%	147 50% T	103 39%	67 31%	69 34%
NO	444 55%	177 57% d	163 60% D	94 48%	91 66% F	85 50%	103 66% H	60 51%	40 49%	55 47%	124 56%	33 74%	66 60%	59 53%	32 84% P	1 12%	89 59% s	137 66% S	209 49%	322 71% U	107 37%	130 50%	125 59%	113 56%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 216-5
Q26: Summary of Roll Back Tariffs Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOB ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	-129 -16%	-55 -32%	-56 -29%	-7 -3%	-5 -2%	-54 -35%	-7 -4% FH	-49 -29%	-3 -1% FH	-96 -25%	-53 -26%	27 22% JK	-192 -65%	-11 -71%	-110 -14% P	-19 -68%	-197 -72%	109 23% Q	-111 -60%	42 26% SVW	21 18% SVW	-27 -38% sw	-43 -71%
YES	278 35%	53 30%	52 27%	87 42%	85 39%	46 30%	77 42% FH	46 27%	73 40% fH	119 30%	61 30%	68 56% JK	37 12%	2 12%	274 36% P	3 11%	28 10%	248 53% Q	28 15%	87 55% SVW	58 50% SVW	16 23% w	6 10%
NO	406 51%	109 62%	109 55%	94 46%	90 42%	101 65% GhI	84 46%	95 56% gI	76 41%	215 55% L	114 56% L	41 34%	228 78%	13 83%	384 50%	22 80% O	225 82% R	139 29%	140 75% TUV	45 28%	36 32%	43 61% TU	49 81% TUV
AUG 30-SEP 2, 2020 -----	-171 -21%	-81 -46%	-48 -26% B	-31 -16%	-11 -5% D	-54 -41%	-14 -8% FH	-49 -28%	-5 -2% FGH	-92 -28%	-57 -26%	-24 -12% JK	-166 -70%	-18 -84%	-161 -21%	-10 -27%	-193 -77%	52 11% Q	-129 -60%	45 36% SUW	4 4% SW	- -	-72 -83%
YES	273 34%	41 24%	56 31%	81 41%	85 38%	35 26%	75 44% FH	52 30%	81 39% Fh	97 29%	73 33%	80 41% J	28 12%	2 8%	263 34%	10 28%	23 9%	240 49% Q	39 18% W	76 60% SuW	42 47% SW	- -	6 7%
NO	444 55%	123 70% C	104 57%	112 56% E	97 43%	89 67% GI	89 53% i	101 58% I	86 42%	189 57%	130 59%	103 53%	194 82%	20 92%	424 55%	20 56%	216 86% R	188 38%	168 78% TU	31 24%	38 42% T	- -	77 90% STU

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 216-6
Q26: Summary of Roll Back Tariffs Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV (P)	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI- THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	-129 -16%	-282 -77%	-48 -62%	-6 -18% BC	157 37% BCD	-292 -72%	-52 -59%	-1 -2% FG	166 43% FGH	161 40% LMNO	146 49% JLMNO	16 14% MNO	-48 -71%	-237 -78%	-285 -77%	-17 -47%	-99 -14% R	-28 -28%	-134 -19%	-127 -21%	5 5% ST	-107 -16%	-3 -5% V
YES	278 35%	30 8%	13 17% b	12 37% BC	244 58% BCD	40 10%	15 16%	17 40% FG	237 61% FGH	244 60% LMNO	190 64% LMNO	54 48% MNO	7 10%	22 7%	28 8%	5 14%	250 36% r	26 26%	234 34%	191 32%	41 42% t	227 35%	20 35%
NO	406 51%	312 85% DE	60 79% DE	18 55% E	88 21%	332 82% HI	66 75% HI	17 42% I	71 18%	83 20% k	45 15%	38 34% JK	55 80% JKL	259 85% JKL	314 84% JKL	22 61%	350 50%	54 55%	367 53% U	317 54% U	35 37%	334 51%	23 40%
AUG 30-SEP 2, 2020 -----	-171 -21%	-308 -78%	-87 -79%	-8 -18% BC	147 38% BCD	-320 -77%	-86 -76%	12 27% FG	149 40% FG	161 46% LMNO	122 55% JLMNO	40 30% MNO	-65 -69%	-253 -77%	-318 -75%	-21 -38%	-138 -20%	-35 -29%	-150 -21%	-130 -23%	-23 -25%	-139 -22%	-24 -36%
YES	273 34%	32 8%	8 8%	17 36% BC	240 62% BCD	38 9%	11 10%	25 58% FG	232 62% FG	230 65% MNO	156 71% LMNO	74 56% MNO	12 12%	29 9%	40 10%	16 29%	235 35%	35 29%	240 34%	184 33%	31 33%	222 34%	18 27%
NO	444 55%	341 86% DE	95 86% DE	25 54% E	93 24%	357 86% HI	97 86% HI	13 31%	83 22%	68 19%	34 15%	34 26% K	77 81% JKL	282 86% JKL	358 85% JKL	38 66%	373 56%	70 58%	390 55%	313 57%	53 58%	361 56%	41 63%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 216-7
Q26: Summary of Roll Back Tariffs Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT			PRES COMBO BALLOT					
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV		RsU
OCT 5-8, 2020 -----	-129 -16%	-270 -62%	-250 -77%	-20 -17%	143 42%	-174 -49%	41 11%	1 1%	40 14%	8 16%	-4 -23%	8 22%	-	-263 -73%	153 44%	- -1%	-21 -29%	-275 -77%	164 44%	-3 -36%	-6 -32%	-10 -29%
		c		BC	BCD		FHK	Fk	FHK	FHK	f	M			NPQ	NQ	N		RTUV		R	R
YES	278 35%	65 15%	27 8%	38 33%	206 60%	74 21%	171 46%	33 41%	137 47%	27 51%	5 30%	21 55%	7 41%	38 11%	217 62%	1 31%	15 22%	30 8%	231 61%	1 12%	6 31%	8 23%
		C		BC	BCD		F	F	F	F					NQ	N			RTUV		r	r
NO	406 51%	335 76%	277 86%	58 50%	63 18%	248 69%	130 35%	33 40%	97 33%	19 35%	9 54%	13 33%	6 41%	301 83%	64 18%	1 32%	36 51%	305 85%	67 18%	4 48%	12 63%	18 51%
		DE	BDE	E		GHIJ								OpQ		O	STuV		s		S	S
AUG 30-SEP 2, 2020 -----	-171 -21%	-	-	-	-	-	-	-	-	-	-	-	-	-285 -73%	131 39%	- -34%	-22 -79%	-316 -79%	162 48%	-	-9 -23%	-8 -40%
															NQ	N			RUV		R	R
YES	273 34%	-	-	-	-	-	-	-	-	-	-	-	-	43 11%	210 62%	- -23%	15 8%	31 66%	223 66%	-	15 37%	4 22%
															NQ	n			RUV		R	
NO	444 55%	-	-	-	-	-	-	-	-	-	-	-	-	328 84%	79 23%	- -57%	37 87%	346 87%	61 18%	-	25 61%	12 62%
														OQ		O	SUV				S	S

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 217-1
Q27: Summary of Regulate Social Media Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020 -----	-193 -24%	-77 -33%	-21 -24%	-62 -21% B	-14 -21%	-7 -15% B	-4 -13% B	-8 -26%	-36 -24%	-26 -17%	-41 -36%	-36 -30%	-14 -30%	-8 -17%	-8 -30%	-6 -15%	-1 -4% r	-6 -29%	-61 -30%	-40 -20% s	-50 -24%	-43 -22%
YES	254 32%	66 28%	28 31%	101 34%	21 31%	18 38%	10 36%	10 33%	50 33%	51 34%	31 27%	34 28%	14 32%	13 30%	7 29%	14 32%	11 42%	7 33%	62 30%	63 32%	67 32%	61 32%
NO	446 56%	143 60%	49 54%	163 54%	35 51%	26 53%	14 49%	17 59%	86 57%	77 51%	72 63%	71 58%	28 62%	21 47%	15 59%	20 47%	12 46%	13 62%	123 60%	103 53%	117 56%	104 54%
AUG 30-SEP 2, 2020 -----	-206 -26%	-66 -28%	-5 -5% BDE	-103 -34%	-19 -28%	-7 -15% D	-5 -18%	-2 -5% BDE	-55 -35%	-48 -33%	-34 -32%	-32 -24%	-6 -13%	1 2% M	4 15% P	-23 -53%	-7 -30%	-	-	-	-	-
YES	269 34%	76 32%	39 44% d	91 30%	22 32%	19 40%	10 37%	12 40%	47 30%	43 30%	34 32%	42 33%	18 41%	22 45%	14 52% P	8 19%	8 33%	11 48%	-	-	-	-
NO	476 59%	142 60% c	44 49%	193 64% CH	41 59%	27 55%	16 56%	13 45%	102 66%	92 63%	69 64%	73 57%	23 54%	21 43%	10 37%	31 73% O	15 63%	11 48%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 217-2
Q27: Summary of Regulate Social Media Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY				AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%
OCT 5-8, 2020 -----	-193 -24%	-104 -27%	-89 -21%	-78 -29%	-33 -12% DF	-82 -31%	-50 -36%	-28 -21% g	-14 -12% GKL	-19 -13% GKL	-40 -31%	-41 -31%	-105 -31%	-47 -16% MPQ	-30 -22% q	-55 -27%	-50 -35%	-75 -32%	-97 -30%	-20 -9% RSV	7 6% RSTV	-27 -23%	-119 -22% X	-42 -38%
YES	254 32%	122 32%	132 32%	77 28%	101 38% DF	76 29%	38 27%	38 29%	45 39% gl	56 38% gl	39 30%	37 28%	95 28%	107 36% MPq	46 34%	55 27%	40 28%	67 29%	96 29%	90 38% RSv	56 47% RSV	34 29%	174 33%	29 27%
NO	446 56%	226 59%	221 53%	155 57%	134 51%	158 60% e	88 63% HiJ	67 50%	58 51%	76 51%	79 61% hj	78 58%	201 58%	155 53%	75 55%	110 55%	91 63% N	142 61% TU	194 59% TU	111 46%	49 41%	62 52% u	292 55%	72 65% w
AUG 30-SEP 2, 2020 -----	-206 -26%	-99 -26%	-107 -26%	-93 -34%	-34 -13% DF	-80 -30%	-25 -19% H	-68 -49%	-26 -24% H	-8 -5% GHIKL	-48 -33%	-31 -26% H	-113 -34%	-66 -25%	-18 -11% MNPQ	-57 -30%	-57 -39%	-96 -41%	-88 -27% r	-23 -9% RS	-12 -10% RS	-11 -9% RS	-138 -26%	-53 -42%
YES	269 34%	134 35%	136 33%	78 29%	101 38% D	91 34%	48 37% H	29 21% H	38 35% H	63 40% H	48 33% h	43 36% H	98 30%	88 33%	67 42% Mpq	57 30%	41 29%	64 28%	112 34%	93 39% R	48 41% R	45 37% r	183 34%	33 26%
NO	476 59%	233 61%	243 58%	171 63% E	134 51%	170 65% E	73 56% j	98 69% GJ	63 59% j	71 45%	96 66% J	74 62% J	212 64% o	154 59%	85 53%	114 61%	98 68% O	160 69% TUV	200 61% TuV	116 48%	60 51%	56 45%	320 60%	86 68%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 217-3
Q27: Summary of Regulate Social Media Trend

BANNER 3

	MARRIED			SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER					2016 VOTE				
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020 -----	-193 -24%	-63 -24%	-55 -21%	-26 -40%	-16 -35%	-70 -34%	-35 -19% FH	-58 -34%	-31 -13% FH	-162 -23%	-23 -29%	-8 -32%	-6 -24%	-4 -54%	-84 -25%	-78 -22%	-13 -35%	-10 -24%	-2 -22%	-6 -38%	-111 -31%	-36 -11% UW	-23 -55%	-8 -16% uW
YES	254 32%	87 33%	87 33%	17 27%	12 26%	57 28%	64 36% f	47 28%	84 35%	226 32%	22 28%	6 25%	8 34%	1 15%	112 33%	114 32%	10 26%	12 29%	3 32%	3 21%	103 28%	122 38% UW	8 18%	18 39% W
NO	446 56%	150 57%	142 54%	43 68%	28 61%	127 62% I	99 55%	105 61% I	115 47%	388 56%	45 57%	14 57%	14 58%	6 69%	196 58%	193 54%	23 61%	22 52%	5 54%	9 59%	213 59% V	157 49%	31 74% uVx	26 55%
AUG 30-SEP 2, 2020 -----	-206 -26%	-47 -20% C	-90 -31%	-34 -45%	-20 -38%	-85 -43%	-14 -8% FHI	-64 -35%	-43 -18% FH	-185 -27%	-19 -24%	-3 -14%	-24 -100%	5 62% JKLm	-73 -24%	-112 -29%	-28 -49%	9 40% OPQS	-6 -41%	3 26% OPQS	-119 -33%	-26 -8% UWX	-25 -45%	-32 -67%
YES	269 34%	92 38%	91 31%	19 25%	14 27%	52 27%	81 43% FHi	55 30%	81 34%	230 33% M	30 38% M	10 43% M	- -	6 81% JKLM	110 36%	120 31%	14 25%	16 70% OPQS	4 29%	6 63% pq	110 31%	129 41% UwX	14 26%	8 16%
NO	476 59%	139 58%	181 62%	52 70%	34 65%	137 70% GI	96 51%	119 66% GI	124 53%	415 60% N	50 62% N	14 57% n	24 100% JKLN	2 19%	183 59% R	232 60% R	43 75% Rt	7 30%	10 71% R	4 37%	229 63% V	155 49%	40 71% V	39 83% UV

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 217-4
Q27: Summary of Regulate Social Media Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME		
	TOTAL (A)	RURAL (B)	URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27% C	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%
OCT 5-8, 2020 -----	-193 -24%	-85 -24%	-61 -28%	-43 -20%	-38 -24%	-48 -24%	-34 -32%	-27 -25%	-32 -27%	-12 -11% I	-50 -26%	-10 -39%	-30 -31%	-20 -21%	-2 -26%	-7 -45%	-17 -11% RS	-74 -35%	-102 -24% r	-115 -27%	-79 -27%	-49 -19% w	-62 -29%	-45 -27%
YES	254 32%	117 33%	66 31%	70 32%	54 34%	64 32%	34 32%	32 29%	34 29%	36 35%	58 31%	8 31%	31 32%	27 30%	3 37%	5 27%	57 37% r	59 27%	135 32%	131 30%	96 32%	92 36%	64 30%	55 33%
NO	446 56%	203 57%	127 59%	114 52%	91 58%	111 56%	68 64%	59 54%	66 56%	48 47%	108 57%	17 69%	61 63% n	47 51%	5 63%	12 73%	74 47%	133 62% Q	237 56% q	246 57%	175 59%	141 55%	126 59%	100 60%
AUG 30-SEP 2, 2020 -----	-206 -26%	-87 -28%	-60 -22%	-51 -26%	-35 -26%	-51 -30%	-42 -27%	-17 -15%	-15 -18%	-36 -32%	-49 -22%	-14 -32%	-28 -25%	-21 -19%	-19 -50%	5 73% O	-43 -28%	-59 -28%	-99 -23%	-121 -27%	-73 -25%	-63 -24%	-64 -30%	-37 -18% w
YES	269 34%	102 33%	101 37%	62 32%	49 36%	53 31%	53 34%	47 40%	30 37%	33 28%	79 36%	15 34%	38 34%	42 38%	9 25%	6 87% O	47 31%	67 32%	149 35%	153 34%	98 34%	85 33%	70 33%	79 39%
NO	476 59%	188 61%	160 58%	114 58%	84 62%	104 60%	95 62%	65 55%	45 55%	69 60%	129 58%	29 66%	66 60%	63 57%	28 75% P	1 13%	89 59%	126 61%	248 58%	275 61%	172 59%	148 57%	134 63%	117 58%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 217-5
Q27: Summary of Regulate Social Media Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020 -----	-193 -24%	-58 -33%	-34 -17% B	-45 -22%	-57 -26%	-50 -32%	-34 -18% F	-30 -18% F	-48 -26%	-100 -26%	-43 -21%	-31 -25%	-85 -29%	-7 -45%	-181 -23%	-12 -42%	-76 -28%	-91 -19% q	-75 -41%	-30 -19% S	-27 -23% S	-5 -7% STUW	-17 -27%
YES	254 32%	53 30%	63 32%	69 33%	66 31%	47 31%	64 35%	57 33%	56 30%	121 31%	71 35%	39 32%	84 29%	4 27%	247 32%	7 24%	83 30%	161 34%	46 25%	54 34% s	39 34%	30 41% S	18 30%
NO	446 56%	110 63% C	97 49%	114 55%	123 57%	97 63% gH	98 53%	87 51%	104 57%	221 57%	113 55%	70 57%	169 58%	12 73%	428 55%	18 66%	159 58%	252 53%	121 65% TV	85 53%	65 57%	35 49%	35 57%
AUG 30-SEP 2, 2020 -----	-206 -26%	-45 -26%	-57 -31%	-47 -24%	-52 -23%	-17 -13% GHI	-50 -29%	-51 -29%	-61 -29%	-59 -18% L	-40 -18% L	-86 -44%	-56 -23%	-19 -90%	-197 -26%	-9 -25%	-63 -25%	-118 -24%	-87 -41%	-10 -8% SUW	-24 -27%	-	-19 -22% s
YES	269 34%	60 34%	54 30%	72 36%	77 34%	52 40%	57 34%	53 30%	63 31%	125 38% L	83 38% L	49 25%	84 35% N	1 5%	257 34%	12 33%	87 35%	169 34%	58 27%	52 42% S	31 34%	-	33 38%
NO	476 59%	105 60%	111 61%	119 60%	129 57%	69 53%	107 63% f	104 60%	124 60%	184 56%	123 56%	135 69% JK	139 59%	20 95% M	455 59%	21 58%	150 59%	287 58%	146 68% T	62 50%	55 62%	-	52 60%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 217-6
Q27: Summary of Regulate Social Media Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS		S/R/H			
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020 -----	-193 -24%	-111 -30%	-28 -37%	-17 -52%	-79 -19% BCD	-127 -32%	-38 -43%	-17 -41%	-63 -16% FGH	-61 -15% LMNO	-21 -7% JLMNO	-40 -36%	-31 -45%	-90 -30%	-121 -33%	-26 -72%	-158 -23%	-32 -33%	-173 -25%	-119 -20%	-16 -17%	-155 -24%	-16 -29%
YES	254 32%	107 29% D	20 26%	5 15%	142 34% D	116 29%	21 24%	10 23%	137 35% fGh	144 35% lMO	116 39% LMNO	29 26%	15 22%	92 30%	106 29%	5 13%	226 32%	27 28%	218 31%	200 34%	34 35%	207 32%	16 28%
NO	446 56%	218 59% e	48 63%	22 67%	222 53%	243 60% I	59 67% I	27 65% i	200 51%	206 51% JK	137 46% LMNO	69 62% JK	46 67% JK	182 60% JK	227 61% JK	31 85%	384 55%	59 60%	391 56%	319 54%	50 52%	362 56%	32 57%
AUG 30-SEP 2, 2020 -----	-206 -26%	-139 -35% C	-71 -64%	-17 -37%	-66 -17% BC	-147 -35% g	-69 -61%	-14 -31% g	-61 -16% FG	-35 -10% MNO	-12 -5% jLMNO	-23 -17% MNO	-64 -67%	-99 -30% M	-163 -39%	-35 -61%	-155 -23% r	-49 -40%	-168 -24%	-101 -18% sU	-38 -41%	-147 -23%	-30 -47%
YES	269 34%	118 30% C	19 17%	14 30%	146 37% bC	123 30% G	18 18%	14 32%	140 38% FG	143 41% MNO	92 42% MNO	51 39% Mo	15 16%	104 32% M	119 28% m	11 19%	237 35%	32 26%	246 35%	209 38% u	24 26%	228 35%	15 23%
NO	476 59%	256 65% E	89 81% BE	31 67%	212 54%	270 65% I	89 79% FI	28 64%	200 54%	178 50%	104 47%	74 56%	79 83% JKLNO	203 62% JK	282 67% JKL	46 80%	392 58%	81 66%	414 59%	309 56%	61 66%	375 58%	45 70%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 217-7
Q27: Summary of Regulate Social Media Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD						ALRDY VOTED			SEN COMBO BALLOT			PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/SUP (C)	DISLIKE/DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ABS (I)	ALRDY VOTED (J)	UND/REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
OCT 5-8, 2020	-193 -24%	-139 -32%	-85 -26%	-53 -46%	-48 -14%	-113 -31%	-76 -20%	-25 -31%	-51 -17%	-2 -3%	-3 -17%	-1 -3%	-1 -3%	-126 -35%	-41 -12%	-3 -100%	-16 -22%	-110 -31%	-54 -14%	- 5%	-14 -75%	-15 -41%
YES	254 32%	126 29%	102 31%	25 21%	123 36%	106 30%	118 32%	22 27%	97 33%	24 44%	5 31%	17 43%	7 46%	98 27%	135 38%	- -	19 26%	104 29%	134 36%	3 47%	2 10%	9 24%
NO	446 56%	265 60%	187 58%	78 67%	171 50%	219 61%	194 52%	47 58%	147 51%	25 47%	8 47%	18 46%	8 49%	224 62%	176 50%	3 100%	35 49%	214 60%	189 50%	3 42%	16 86%	23 65%
AUG 30-SEP 2, 2020	-206 -26%	-	-	-	-	-	-	-	-	-	-	-	-	-144 -37%	-49 -15%	-	-9 -15%	-148 -37%	-32 -9%	-	-22 -53%	-5 -24%
YES	269 34%	-	-	-	-	-	-	-	-	-	-	-	-	113 29%	131 38%	-	25 39%	115 29%	140 41%	-	8 20%	6 33%
NO	476 59%	-	-	-	-	-	-	-	-	-	-	-	-	257 66%	180 53%	-	35 54%	263 66%	172 51%	-	30 74%	11 57%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 218-1
Q28: Summary of Regulation Amount Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020																						
TOO MUCH	90 11%	30 13%	12 13%	26 9%	7 11%	5 11%	3 10%	6 21%	14 9%	13 8%	13 12%	17 14%	9 20% n	3 6%	5 19%	2 6%	2 7%	4 16%	28 14%	22 11%	19 9%	20 11%
TOO LITTLE	363 45%	102 43%	39 43%	127 42%	37 54%	28 58% bd	14 50%	15 51%	66 44%	61 41%	54 47%	48 40%	19 42%	20 45%	12 48%	25 58%	19 71% r	9 42%	80 39%	94 48% s	91 44%	97 51% S
RIGHT AMOUNT	202 25%	58 24% F	22 24% f	90 30% FgH	18 25% f	6 12%	5 19%	4 14%	44 30%	45 30%	27 24%	30 25%	11 24%	11 25%	6 25%	11 26%	1 3%	5 22% q	48 24%	44 22%	65 31% t	45 23%
AUG 30-SEP 2, 2020																						
TOO MUCH	85 11%	20 8%	9 10%	34 11% h	10 15% h	8 16% h	3 12%	1 3%	15 10%	19 13%	11 11%	8 6%	3 8%	5 12%	4 15%	6 14%	4 17%	3 15%	-	-	-	-
TOO LITTLE	359 45%	105 45%	45 50%	131 44%	30 43%	23 47%	11 40%	15 52%	68 44%	62 43%	49 45%	56 44%	20 47%	25 52%	12 46%	17 41%	14 57%	9 37%	-	-	-	-
RIGHT AMOUNT	269 34%	83 35%	23 26%	109 36% c	21 30%	13 28%	11 39%	9 31%	64 42%	44 30%	36 33%	47 37%	12 28%	11 24%	8 29%	14 32%	5 19%	9 37%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 218-2
Q28: Summary of Regulation Amount Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/ OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)	
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%	
OCT 5-8, 2020																									
TOO MUCH	90 11%	45 12%	45 11%	38 14% E	13 5%	38 14% E	16 12% J	22 16% IJ	8 7%	5 4%	21 16% IJ	18 13% J	51 15% NO	26 9%	10 7%	32 16% NO	19 13% o	28 12%	40 12%	22 9%	9 8%	12 10%	57 11%	16 14%	
TOO LITTLE	363 45%	181 47%	181 44%	131 48% F	130 49% F	102 38%	71 51% K	59 45% h	64 56% jkl	67 45%	46 35%	56 41%	147 43%	139 47%	70 51% mq	89 45%	58 40%	105 45%	151 46%	106 45%	59 49%	47 40%	248 47%	51 46%	
RIGHT AMOUNT	202 25%	93 24%	109 26%	52 19%	81 31% D	69 26% d	26 19%	25 19%	30 26%	51 34% GHI	37 28% gh	32 24%	76 22%	81 28% p	39 29% p	40 20%	36 25%	67 29%	76 23%	59 25%	25 21%	34 28%	133 25%	25 23%	
AUG 30-SEP 2, 2020																									
TOO MUCH	85 11%	40 10%	45 11%	30 11%	20 8%	35 13%	12 9%	17 12% j	11 10%	9 6%	16 11%	19 16% j	42 13% O	29 11% o	9 6%	29 16% O	13 9%	33 14% TUv	35 11% u	16 7%	6 5%	10 8%	57 11%	16 13%	
TOO LITTLE	359 45%	181 47%	178 43%	112 41%	132 50% d	114 43%	68 51% H	44 32% H	50 46% H	83 53% H	64 44% h	50 42%	137 41%	111 42%	94 58% MNPQ	83 44%	54 37%	89 38%	151 46%	119 49% R	65 56% RsV	53 44%	252 47%	54 43%	
RIGHT AMOUNT	269 34%	131 34%	138 33%	91 34%	87 33%	91 34%	40 30%	51 36%	38 36%	49 31%	53 36%	38 32%	109 33%	96 36% P	46 28%	47 25%	62 43% OP	92 39% TUV	111 34%	67 28%	32 27%	35 28%	167 31%	45 35%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 218-3
Q28: Summary of Regulation Amount Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020																								
TOO MUCH	90 11%	29 11%	28 11%	13 20% E	3 7%	25 12%	20 11%	22 13%	22 9%	70 10%	14 17%	8 34% JM	2 8%	3 35%	32 9%	38 11%	10 25% op	4 10%	5 56% OPqRt	3 20%	56 15% VX	18 6%	9 22% VX	3 7%
TOO LITTLE	363 45%	128 49%	119 45%	27 42%	24 52%	94 46%	87 49%	71 41%	110 45%	330 47% KLm	25 32%	6 26%	6 25%	2 30%	171 50% QsT	159 44% Qt	9 24%	16 39%	2 25%	4 26%	167 46% W	155 48% W	11 28%	19 41%
RIGHT AMOUNT	202 25%	63 24%	70 27%	13 20%	12 27%	50 25%	42 24%	54 32% I	55 22%	181 26%	21 26%	7 28%	9 36%	2 19%	86 25%	96 27% s	7 18%	14 33% s	1 10%	6 39% s	76 21%	91 28% U	12 29%	17 37% U
AUG 30-SEP 2, 2020																								
TOO MUCH	85 11%	28 12%	29 10%	7 9%	9 18%	23 12%	17 9%	24 13%	21 9%	77 11% M	4 6%	3 11%	- -	2 22%	33 11% RT	44 11% RT	4 8%	- -	3 19%	- -	56 16% VX	14 4%	13 23% VX	2 3%
TOO LITTLE	359 45%	126 53% c	126 43%	29 39%	25 48%	78 40%	104 55% FHi	68 38%	109 46%	321 46% M	29 36% M	9 39% M	- -	3 33%	153 50%	167 43%	20 34%	9 41%	5 35%	5 47%	152 42%	160 51% uW	17 31%	17 36%
RIGHT AMOUNT	269 34%	69 29%	98 34%	31 41%	14 27%	78 40% gi	53 28%	71 39% gi	67 28%	217 31%	44 55% J	11 47%	24 100% JKLN	3 34%	96 31%	122 31%	31 55% op	13 56% op	6 43%	5 53%	108 30%	108 34%	21 38%	25 52% u

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 218-4
Q28: Summary of Regulation Amount Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME				
	TOTAL	RURAL	SUB- URBAN	URBAN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	WHITE	NON- WHITE	MEN	WOMEN	MEN	WOMEN	HS LESS	SOME COLL	COLL+	PRO- LIFE	PRO- CHOICE	<\$60K	\$60K- \$100K	\$100K+		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%		
OCT 5-8, 2020																										
TOO MUCH	90 11%	53 15% Cd	15 7%	21 9%	26 16%	27 14%	7 7%	8 7%	12 10%	9 9%	12 6%	3 12%	4 4%	8 9%	3 37% P	- -	17 11%	31 14%	41 10%	61 14% U	23 8%	30 11%	28 13%	20 12%		
TOO LITTLE	363 45%	162 45%	99 46%	99 45%	73 47%	88 44%	51 48%	49 44%	56 47%	44 43%	93 49% l	7 27%	50 51%	43 47%	1 16%	5 32%	61 39%	90 42%	207 49% Qr	186 43%	149 50% t	113 44%	101 47%	83 50%		
RIGHT AMOUNT	202 25%	76 21%	62 29% b	64 29% B	28 18%	47 24%	31 29%	31 28%	33 28%	30 30%	54 28%	8 34%	29 30%	25 27%	2 24%	6 39%	36 23%	52 24%	114 27%	100 23%	91 31% T	73 28%	47 22%	45 27%		
AUG 30-SEP 2, 2020																										
TOO MUCH	85 11%	25 8%	29 11%	27 14% b	15 11%	11 6%	12 8%	17 14%	11 13%	16 14%	28 13% L	- -	12 11%	17 15%	- -	- -	20 13%	23 11%	38 9%	57 13% U	21 7%	33 13%	21 10%	18 9%		
TOO LITTLE	359 45%	146 47%	120 44%	86 44%	72 53%	74 43%	67 43%	53 45%	38 47%	48 41%	98 45%	15 34%	51 46%	47 43%	10 26%	5 82% O	68 45%	81 39%	204 48% r	197 44%	139 47%	116 45%	97 46%	96 47%		
RIGHT AMOUNT	269 34%	100 32%	105 38% d	56 28%	37 27%	63 36%	69 44% h	36 30%	22 27%	34 30%	73 33%	29 66% K	39 36%	34 31%	28 74% P	1 18%	44 30%	83 40%	135 32%	151 33%	100 34%	77 30%	78 36%	71 35%		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 218-5
Q28: Summary of Regulation Amount Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOB ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020	-----																						
TOO MUCH	90 11%	26 15%	22 11%	19 9%	23 11%	20 13% g	12 7%	19 11%	19 10%	37 9%	21 10%	20 16% j	38 13%	5 30%	85 11%	4 15%	44 16% R	41 9%	28 15% U	14 9%	9 7%	11 15%	11 18% u
TOO LITTLE	363 45%	71 40%	81 41%	109 53%	98 45%	68 44%	103 56% FHi	74 43%	84 46%	182 47%	93 45%	57 47%	129 44%	8 50%	351 45%	12 42%	136 50%	211 45%	84 46%	68 43%	54 47%	33 47%	21 35%
RIGHT AMOUNT	202 25%	40 23%	48 24%	53 26%	61 28%	36 24%	49 27%	42 25%	53 29%	105 27%	52 25%	26 22%	64 22% N	1 6%	195 25%	7 27%	53 19%	137 29% Q	38 21%	50 32% S	31 27%	17 24%	17 28%
AUG 30-SEP 2, 2020	-----																						
TOO MUCH	85 11%	19 11%	24 13%	18 9%	20 9%	17 13%	14 8%	23 13%	20 10%	29 9%	24 11%	22 11%	29 12% N	- -	83 11%	1 4%	41 16% R	36 7%	28 13% T	6 5%	11 13% t	- -	12 14% t
TOO LITTLE	359 45%	82 47%	67 36%	96 48%	108 48%	71 54% H	80 47% h	65 37%	100 48% h	156 47%	111 51% l	76 39%	116 49% N	1 3%	342 45%	17 47%	99 39%	244 50% Q	92 43%	59 47%	37 42%	- -	44 51%
RIGHT AMOUNT	269 34%	62 35%	65 36%	66 33%	70 31%	33 25%	61 36% f	60 35% f	60 29%	108 33%	66 30%	75 38%	65 27%	20 92% M	256 33%	13 38%	79 31%	163 33%	68 32%	47 37%	33 38%	- -	22 26%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 218-6
Q28: Summary of Regulation Amount Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	NEI-THER AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020																							
TOO MUCH	90 11%	60 16% DE	12 16% dE	2 5%	26 6%	60 15% I	12 14%	5 11%	29 8%	30 7%	16 5%	13 12% k	9 13%	49 16% JK	57 15% JK	6 17%	70 10%	18 18% q	75 11%	64 11%	12 13%	67 10%	10 18%
TOO LITTLE	363 45%	171 46%	30 39%	15 47%	191 46%	185 46% G	30 34%	15 36%	176 45% G	186 46%	140 47%	45 41%	32 48%	141 46%	174 47%	12 32%	329 47% R	33 34%	328 47% U	279 47% U	34 35%	315 48% w	20 36%
RIGHT AMOUNT	202 25%	73 20%	17 22%	8 23%	126 30% B	84 21%	25 28%	14 35% f	118 30% F	122 30% NO	92 31% NO	30 27% n	21 30% n	57 19%	77 21%	12 33%	176 25%	23 24%	173 25%	150 25%	27 28%	162 25%	14 25%
AUG 30-SEP 2, 2020																							
TOO MUCH	85 11%	61 15% E	15 14% e	4 8%	22 6%	63 15% hI	14 13% i	3 6%	18 5%	19 5%	9 4%	10 7%	10 11%	54 17% JKL	64 15% JKL	8 13%	71 11%	14 11%	76 11%	64 12%	9 9%	70 11%	8 12%
TOO LITTLE	359 45%	167 42%	39 35%	23 49%	187 48% c	177 42%	44 39%	13 29%	179 48% H	172 49% m	112 51% Mo	60 45%	32 34%	144 44%	176 42%	25 44%	309 46%	46 38%	329 47% U	259 47% U	28 30%	299 46% W	18 27%
RIGHT AMOUNT	269 34%	120 30%	44 40%	15 33%	145 37% b	126 30%	43 38%	22 50% F	141 38% f	130 37% N	76 34%	54 41% No	41 44% n	90 27%	131 31%	22 38%	219 33%	50 41%	225 32%	166 30%	44 47% ST	206 32%	31 47%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 218-7
Q28: Summary of Regulation Amount Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/SUP (C)	DISLIKE/DL/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ABS (I)	ALRDY VOTED (J)	UND/REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 -	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
															NOQ		U	rU	RSUV		RsU	
OCT 5-8, 2020																						
TOO MUCH	90 11%	63 14% E	46 14% E	17 15% E	25 7%	55 15% GIJ	31 8%	9 11%	22 8%	3 6%	1 7%	2 5%	1 7%	54 15% O	24 7%	1 32%	8 11%	55 15% S	23 6%	1 9%	7 37% rStv	4 12%
TOO LITTLE	363 45%	200 46%	155 48%	45 39%	156 46%	167 47%	161 44%	38 47%	123 43%	26 48%	8 48%	20 52%	6 39%	168 46% Q	167 47% Q	1 37%	23 33%	164 46% U	171 45% U	5 68% U	4 21%	16 44% u
RIGHT AMOUNT	202 25%	96 22%	66 20%	30 26%	103 30% BC	74 21%	109 29% FK	18 22%	92 32% FhK	18 32% fK	2 10%	14 35%	4 26%	78 21%	105 30% N	1 31%	15 22%	76 21% V	117 31% RV	1 13%	3 18%	4 10%
AUG 30-SEP 2, 2020																						
TOO MUCH	85 11%	-	-	-	-	-	-	-	-	-	-	-	-	57 15% O	18 5%	-	7 11%	59 15% SV	16 5% V	-	9 23% SV	-
TOO LITTLE	359 45%	-	-	-	-	-	-	-	-	-	-	-	-	161 41%	164 48%	-	31 48%	169 42%	166 49%	-	15 36%	10 52%
RIGHT AMOUNT	269 34%	-	-	-	-	-	-	-	-	-	-	-	-	129 33% Q	126 37% Q	-	13 20%	120 30%	128 37% r	-	16 39%	6 31%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 219-1
Q29: Summary of Climate Change Opin Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL (A)	CEDAR RAPIDS (B)	DAVENPORT (C)	DES MOINES (D)	SIOUX CITY (E)	OMAHA (F)	ROCH-ESTER (G)	REST DMA (H)	MEN (I)	WOMEN (J)	MEN (K)	WOMEN (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	MEN (Q)	WOMEN (R)	CD 1 (S)	CD 2 (T)	CD 3 (U)	CD 4 (V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020																						
TOP PRIORITY	214 27%	61 26%	25 27%	88 29%	19 28%	9 19%	7 26%	5 17%	45 30%	43 28%	25 22%	36 29%	15 32%	10 23%	8 32%	11 25%	5 18%	4 21%	47 23%	59 30%	58 28%	49 26%
IMPORTANT	297 37%	92 39% gH	36 40% gh	113 38% gH	23 34%	21 44% gH	7 24%	6 21%	58 39%	55 36%	43 38%	49 40%	20 45%	16 35%	4 14%	20 45% O	12 45%	9 42%	75 37%	73 37%	82 39%	68 35%
NOT A PRIORITY	247 31%	74 31%	25 28%	85 28%	22 32%	16 33%	11 39%	14 49% bcd	41 27%	44 29%	42 37% l	32 26%	10 23%	15 33%	13 49% P	9 21%	9 33%	7 33%	72 35%	54 28%	61 29%	59 31%
AUG 30-SEP 2, 2020																						
TOP PRIORITY	179 22%	56 24% h	23 25% h	68 23%	14 21%	7 14%	7 26%	4 12%	36 23%	32 22%	25 23%	32 25%	9 22%	13 28%	5 18%	10 23%	2 9%	5 20%	-	-	-	-
IMPORTANT	312 39%	99 42%	37 41%	108 36%	27 40%	17 35%	11 40%	13 46%	49 31%	59 41%	45 42%	54 42%	17 41%	20 41%	10 37%	18 41%	8 34%	9 36%	-	-	-	-
NOT A PRIORITY	289 36%	76 32%	27 30%	120 40% g	26 38%	23 48% bcG	7 24%	10 36%	68 44%	52 36%	36 34%	40 31%	15 34%	13 26%	12 46%	14 33%	13 52%	10 43%	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 219-2
Q29: Summary of Climate Change Opin Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SINGL (X)	
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%	
OCT 5-8, 2020																									
TOP PRIORITY	214 27%	102 27%	112 27%	27 10%	125 47% DF	62 23% D	12 9%	15 11%	58 50% GHKL	67 45% GHKL	32 25% GH	30 22% GH	27 8%	95 32% MPQ	78 58% MNPQ	12 6%	15 10%	67 29%	79 24%	68 28%	36 30%	31 26%	123 23%	43 39% W	
IMPORTANT	297 37%	141 37%	156 37%	89 33%	99 37%	109 41% D	47 34%	42 31%	43 37%	56 38%	51 39%	58 43% h	110 32%	137 47% MOPQ	43 31%	59 30%	50 35%	107 46% STUV	115 35%	75 31%	37 31%	38 32%	203 39%	41 37%	
NOT A PRIORITY	247 31%	122 32%	124 30%	132 48% EF	33 13%	82 31% E	69 49% IJKL	63 47% IJKL	13 11%	20 14%	41 31% IJ	41 31% IJ	183 53% NO	51 17% O	10 7%	111 55% NO	72 50% NO	52 22%	117 36% R	77 32% R	40 33% R	38 32% r	175 33% X	21 19%	
AUG 30-SEP 2, 2020																									
TOP PRIORITY	179 22%	85 22%	95 23%	21 8%	107 41% DF	51 19% D	8 6%	13 9%	44 40% GHKL	64 41% GHKL	33 23% GH	18 15% g	21 6%	69 26% MPQ	83 52% MNPQ	7 3%	15 10% p	58 25%	62 19%	59 25%	28 24%	31 26%	110 21%	31 25%	
IMPORTANT	312 39%	139 36%	173 42%	90 33%	108 41% d	114 43% d	39 30%	51 36%	43 40%	65 42% G	57 39%	57 48% G	92 28% P	145 55% MOPQ	57 35% P	34 18%	58 40% MP	98 42% V	133 40% V	81 34%	46 39% v	36 29%	213 40%	54 43%	
NOT A PRIORITY	289 36%	152 40%	137 33%	151 55% EF	43 16%	95 36% E	80 61% IJKL	71 50% IJKL	20 18%	23 15%	53 36% IJ	43 36% IJ	208 63% NOQ	47 18%	19 11%	138 74% MNOQ	70 49% NO	75 32%	131 40%	83 35%	38 33%	44 36%	197 37%	40 31%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 219-3
Q29: Summary of Climate Change Opin Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020																								
TOP PRIORITY	214 27%	60 23%	63 24%	28 44%	15 32%	55 27%	47 26%	48 28%	63 26%	191 27%	18 22%	4 18%	6 26%	2 30%	95 28% q	97 27%	6 16%	12 28%	1 14%	3 20%	30 8%	158 49% UWX	7 17%	10 22% U
IMPORTANT	297 37%	98 37%	106 40%	23 35%	18 39%	82 40%	59 33%	69 40%	86 35%	257 37%	32 40%	11 47%	8 33%	3 35%	122 36%	135 38%	16 42%	16 38%	5 53%	6 43%	112 31%	126 39% U	26 62% UV	21 45% u
NOT A PRIORITY	247 31%	91 34%	84 32%	13 21%	8 16%	61 30%	61 34%	46 27%	78 32%	216 31%	23 29%	7 27%	8 33%	3 35%	108 32%	108 30%	12 32%	11 26%	2 26%	4 28%	196 54% VWX	23 7%	6 15%	13 29% V
AUG 30-SEP 2, 2020																								
TOP PRIORITY	179 22%	47 20%	63 22%	22 30%	9 17%	43 22%	42 22%	36 20%	58 25%	162 23% N	16 20% N	6 27% N	7 29%	- -	73 24%	88 23%	11 19%	6 25%	4 27%	3 27%	20 5%	133 42% UWX	13 23% U	7 14%
IMPORTANT	312 39%	88 37%	125 43%	28 38%	26 50%	76 39%	63 33%	85 47% Gi	88 37%	276 40%	29 37%	9 37%	9 36%	3 43%	112 36%	164 42%	21 37%	8 36%	5 36%	4 39%	111 31%	146 46% U	26 46% u	23 49%
NOT A PRIORITY	289 36%	100 42% c	97 33%	24 32%	16 30%	77 39%	76 40%	58 32%	79 34%	242 35%	31 39%	9 36%	8 35%	4 49%	118 38%	124 32%	23 40%	8 37%	5 37%	3 34%	221 61% VWX	30 10%	15 27% v	17 36% V

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 219-4
Q29: Summary of Climate Change Opin Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME				
	TOTAL (A)	RURAL (B)	SUB- URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)		
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%		
OCT 5-8, 2020																										
TOP PRIORITY	214 27%	75 21%	66 30% B	70 32% B	35 22%	41 20%	31 29%	35 32%	36 31%	34 33%	57 30%	8 34%	30 31%	28 30%	1 16%	7 43%	46 29% r	45 21%	122 29% R	76 18%	114 38% T	74 29%	53 25%	46 27%		
IMPORTANT	297 37%	124 35%	88 41%	85 39%	50 32%	74 37%	44 41%	44 41%	48 41%	37 36%	76 40%	11 45%	38 40%	37 40%	4 45%	7 45%	45 29%	72 33%	180 43% QR	135 31%	138 46% T	94 37%	91 43%	70 42%		
NOT A PRIORITY	247 31%	137 38% CD	52 24%	56 26%	62 39%	75 37%	30 29%	22 20%	30 25%	27 26%	48 25%	5 19%	28 29%	20 22%	3 31%	2 12%	53 34% S	89 41% S	101 24%	192 44% U	38 13%	77 30%	61 29%	51 30%		
AUG 30-SEP 2, 2020																										
TOP PRIORITY	179 22%	54 17%	59 22%	60 30% Bc	19 14%	35 20%	33 21%	27 23%	29 36%	31 27%	50 23%	10 22%	24 22%	26 23%	8 22%	1 19%	31 20%	39 19%	105 25%	54 12%	109 37% T	71 27% wx	39 18%	39 19%		
IMPORTANT	312 39%	122 39%	116 42% d	65 33%	47 34%	76 44%	66 43%	50 42%	23 28%	42 37%	91 42%	22 49%	46 42%	46 41%	18 49%	3 51%	44 30%	96 46% Q	165 39% q	157 35%	134 46% T	93 36%	93 43%	83 41%		
NOT A PRIORITY	289 36%	123 40%	96 35%	67 34%	67 49% F	56 32%	55 36%	41 34%	28 34%	39 34%	77 35%	13 29%	39 35%	38 34%	11 29%	2 30%	69 46% Rs	66 32%	148 35%	225 50% U	49 17%	88 34%	77 36%	76 38%		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 219-5
Q29: Summary of Climate Change Opin Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOBS/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020	-----																						
TOP PRIORITY	214 27%	43 24%	48 24%	59 29%	63 29%	39 25%	55 30%	39 23%	57 31%	86 22%	46 22%	51 42% JK	24 8%	3 17%	210 27% p	4 14%	18 7%	193 41% Q	15 8%	64 41% SVW	42 37% SVW	14 20% SW	4 7%
IMPORTANT	297 37%	60 34%	57 29%	82 40%	99 46%	49 31%	74 40% fh	52 30%	83 45% FH	155 40%	77 37%	40 33%	91 31%	5 30%	289 37%	9 30%	84 31%	195 41% Q	72 39% V	70 44% VW	53 46% VW	16 23%	17 28%
NOT A PRIORITY	247 31%	65 37%	77 39%	56 27%	45 21%	60 39% GI	48 26%	71 41% GI	36 20%	130 33% L	73 36% L	27 22%	161 55%	7 46%	233 30%	14 49% o	160 58% R	59 12%	86 46% TU	18 11%	14 12%	39 54% TU	36 59% STU
AUG 30-SEP 2, 2020	-----																						
TOP PRIORITY	179 22%	38 22%	32 18%	44 22%	61 27%	30 23%	41 24%	32 18%	57 28% h	64 19%	46 21%	59 30% JK	12 5%	1 3%	179 23% P	1 2%	18 7%	158 32% Q	16 7%	39 31% SW	29 33% SW	- -	2 3%
IMPORTANT	312 39%	63 36%	77 42%	74 37%	91 41%	48 37%	62 37%	75 43%	84 41%	146 44% KL	74 34%	67 34%	68 28%	9 44%	288 38%	24 67% O	70 28%	216 44% Q	76 35%	61 48% Sw	42 48% s	- -	29 34%
NOT A PRIORITY	289 36%	69 39%	66 36%	79 40% e	69 31%	50 38%	65 38%	61 35%	62 30%	111 33%	96 44% J	66 34%	151 64%	11 53%	280 37%	9 25%	155 61% R	108 22%	117 54% TU	23 18%	17 19%	- -	52 60% TU

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 219-6
Q29: Summary of Climate Change Opin Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV (P)	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H NEI- THER AD		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)	AD (W)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020																							
TOP PRIORITY	214 27%	25 7%	10 13%	9 27% B	187 45% BCD	32 8%	14 16% f	13 32% FG	182 47% FGh	186 46% LMNO	149 50% LMNO	37 33% MNO	7 10%	18 6%	25 7%	4 10%	183 26%	30 31%	167 24%	135 23%	45 46% ST	157 24%	20 36% v
IMPORTANT	297 37%	106 29%	27 35%	19 59% BC	187 45% B	124 31%	33 37%	22 54% Fg	171 44% F	172 42% NO	115 39% No	56 51% KNO	35 52% KNO	84 28%	119 32%	25 69%	265 38%	32 32%	264 38%	228 38%	32 33%	254 39%	22 39%
NOT A PRIORITY	247 31%	212 58% CDE	32 42% DE	5 15%	30 7%	222 55% GHI	32 36% HI	6 14%	23 6%	33 8%	17 6%	16 15% JK	24 35% JKL	180 59% JKLM	204 55% JKLM	6 16%	214 31%	28 29%	233 33% U	200 34% U	12 12%	210 32% W	9 16%
AUG 30-SEP 2, 2020																							
TOP PRIORITY	179 22%	20 5%	12 11%	7 16%	157 40% BCD	23 5%	15 13%	12 28% F	155 42% FG	147 42% MNO	94 43% MNO	52 39% MNO	15 16% n	15 5%	30 7%	15 26%	156 23%	24 19%	156 22%	111 20%	23 25%	147 23%	15 23%
IMPORTANT	312 39%	124 31%	58 53% B	25 54% B	180 46% B	135 32%	64 56% F	21 47%	173 46% F	165 47% NO	97 44% NO	68 51% NO	44 46% No	88 27%	132 31%	23 39%	251 37%	59 48% q	266 38%	207 37%	44 48%	241 37%	34 52%
NOT A PRIORITY	289 36%	240 61% CDE	38 35% E	14 29% E	46 12%	246 59% GHI	31 27% I	10 22%	38 10%	35 10%	24 11%	12 9%	33 34% JKL	215 66% JKLM	247 59% JKLM	19 33%	252 37% r	33 27%	264 38% u	221 40% U	23 25%	242 38% w	14 22%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 219-7
Q29: Summary of Climate Change Opin Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE DT/LIKE POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1% rU	18 2%	36 4% RsU
OCT 5-8, 2020																						
TOP PRIORITY	214 27%	43 10% C	18 6%	25 22% BC	166 49% BCD	54 15%	142 38% Fk	26 32% F	116 40% FjK	15 27% f	3 18%	10 27%	5 29%	22 6% P	173 49% NPQ	-	17 23% NP	27 8% T	178 47% RTUV	-	2 10%	7 20% rT
IMPORTANT	297 37%	151 34% c	91 28%	60 52% BCe	140 41% bc	124 35%	136 37%	28 35%	108 37% FGHI	30 56% FGHI	7 38%	21 55%	9 58%	118 33%	145 41% N	3 100% NOQ	25 35%	102 29%	161 43% R	5 69% R	9 48%	19 52% R
NOT A PRIORITY	247 31%	219 50% DE	195 60% BDE	24 20% E	22 6% GH	166 46% GHIJ	68 18%	21 26% ij	47 16%	7 13%	6 33%	5 13%	2 13%	203 56% OPQ	20 6% P	-	22 30% OP	206 57% STuV	25 7% R	1 20% R	7 35% S	7 20% s
AUG 30-SEP 2, 2020																						
TOP PRIORITY	179 22%	-	-	-	-	-	-	-	-	-	-	-	-	18 5%	144 42% NQ	-	16 25% N	20 5%	154 45% RUV	-	4 9%	1 7%
IMPORTANT	312 39%	-	-	-	-	-	-	-	-	-	-	-	-	119 30%	162 48% N	-	29 45% n	125 31%	158 46% R	-	16 40%	13 70% RSU
NOT A PRIORITY	289 36%	-	-	-	-	-	-	-	-	-	-	-	-	242 62% OQ	29 9% P	-	16 24% O	242 61% SV	22 6% R	-	21 51% SV	4 20% s

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 220-1
Q30: Summary of Most Important HC Issue Trend

BANNER 1

	DMA								DES MOINES DMA		CEDAR RAPIDS DMA		DAVENPORT DMA		SIOUX CITY DMA		OMAHA DMA		CD			
	TOTAL	CEDAR	DAVEN	DES	SIOUX	ROCH-	REST		MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	CD 1	CD 2	CD 3	CD 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE=TOTAL SAMPLE	800 100%	236 29%	90 11%	300 37%	69 9%	48 6%	28 4%	29 4%	150 19%	150 19%	114 14%	122 15%	45 6%	45 6%	26 3%	43 5%	26 3%	22 3%	203 25%	196 25%	209 26%	191 24%
OCT 5-8, 2020																						
HEALTH INSURANCE FOR THE UNINSURED	171 21%	60 26% C	14 15%	62 21%	12 18%	11 22%	7 24%	6 20%	23 15%	39 26% I	29 25%	32 26%	8 18%	5 12%	2 7%	10 24% o	7 25%	4 19%	51 25% tv	35 18%	51 25%	34 18%
SURPRISE MEDICAL BILLS	35 4%	10 4%	3 3%	14 5%	4 6%	1 2%	1 5%	2 5%	7 5%	7 5%	3 3%	7 6%	3 7%	- -	3 12%	1 2%	1 3%	- -	7 3%	8 4%	13 6%	7 4%
HIGH COST OF HEALTH CARE	340 43%	100 42%	46 51% h	128 43%	27 40%	21 43%	10 35%	9 32%	65 43%	63 42%	52 46%	47 39%	23 50%	23 52%	12 45%	16 37%	10 38%	10 48%	80 40%	96 49% su	83 40%	81 42%
PRICE OF PRESCRIPTION DRUGS	184 23%	48 20%	20 22%	69 23%	17 25%	14 29%	6 22%	10 36%	38 25%	31 20%	23 20%	25 21%	8 17%	12 27%	7 28%	10 23%	7 26%	7 32%	46 23%	40 20%	47 23%	51 27%
AUG 30-SEP 2, 2020																						
HEALTH INSURANCE FOR THE UNINSURED	126 16%	42 18%	18 20%	44 15%	10 14%	5 11%	5 18%	3 9%	23 15%	20 14%	19 17%	23 18%	6 14%	12 25%	1 4%	9 20% o	2 9%	3 13%	- -	- -	- -	- -
SURPRISE MEDICAL BILLS	50 6%	17 7% eFGH	6 7% fGH	24 8% eFGH	2 2%	- 1%	- -	- -	13 8%	11 8%	12 12% l	5 4%	2 5%	4 9%	- -	2 4%	- -	- 2%	- -	- -	- -	- -
HIGH COST OF HEALTH CARE	394 49%	124 52%	37 42%	150 50%	33 48%	23 48%	14 49%	13 45%	76 49%	74 51%	58 54%	65 51%	21 49%	16 35%	16 62%	17 40%	12 50%	11 46%	- -	- -	- -	- -
PRICE OF PRESCRIPTION DRUGS	196 24%	42 18%	24 26%	75 25% b	21 30% b	17 36% B	8 29%	9 31%	35 23%	40 27%	13 12%	28 22% k	11 25%	13 27%	8 29%	13 30%	9 37%	9 36%	- -	- -	- -	- -

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J K/L M/N O/P Q/R S/T/U/V
O P I N I O N I N S I G H T , L L C

Table 220-2
Q30: Summary of Most Important HC Issue Trend

BANNER 2

	GENDER			PARTY			PARTY/GENDER						IDEOLOGY					AGE					MARITAL STATUS		
	TOTAL (A)	MALE (B)	FEMALE (C)	GOP (D)	DEM (E)	IND/OTH (F)	GOP M (G)	GOP F (H)	DEM M (I)	DEM F (J)	IND M (K)	IND F (L)	CON (M)	MOD (N)	LIB (O)	VERY CON (P)	SMWT CON (Q)	18-44 (R)	45-64 (S)	65+ (T)	65-74 (U)	75+ (V)	MRRD (W)	SNGL (X)	
BASE=TOTAL SAMPLE	800 100%	384 48%	416 52%	272 34%	264 33%	264 33%	139 17%	133 17%	114 14%	150 19%	130 16%	134 17%	344 43%	295 37%	136 17%	200 25%	144 18%	232 29%	328 41%	239 30%	121 15%	118 15%	527 66%	111 14%	
OCT 5-8, 2020																									
HEALTH INSURANCE FOR THE UNINSURED	171 21%	74 19%	97 23%	34 13%	90 34% DF	47 18%	13 10%	21 16%	42 36% GHKL	48 32% GHKL	19 14%	28 21% G	42 12%	69 24% MPQ	52 38% MNPQ	21 10%	21 15%	55 24%	58 18%	58 24% s	27 23%	30 26% s	113 21%	22 20%	
SURPRISE MEDICAL BILLS	35 4%	18 5%	17 4%	17 6% E	6 2%	12 4%	9 6% j	8 6% j	3 3%	3 2%	6 4%	6 4%	23 7% N	6 2%	5 4%	15 7% N	8 6% n	15 7% t	12 4%	7 3%	4 3%	4 3%	21 4%	7 6%	
HIGH COST OF HEALTH CARE	340 43%	169 44%	172 41%	121 45%	105 40%	115 43%	65 47%	56 42%	44 39%	61 41%	59 45%	55 41%	147 43%	133 45%	57 42%	88 44%	58 41%	103 44% TV	157 48% TUV	80 34%	43 36%	37 31%	232 44%	46 41%	
PRICE OF PRESCRIPTION DRUGS	184 23%	90 23%	95 23%	72 27% E	44 17%	68 26% E	38 27% Ij	35 26% ij	18 16%	26 17%	34 26% ij	34 26% i	103 30% NO	59 20% O	17 12%	60 30% NO	42 30% NO	44 19%	72 22%	69 29% Rs	34 28% r	35 29% R	119 22%	24 22%	
AUG 30-SEP 2, 2020																									
HEALTH INSURANCE FOR THE UNINSURED	126 16%	54 14%	72 17%	22 8%	75 28% DF	29 11%	10 8%	12 8%	29 27% GHKL	46 29% GHKL	15 10%	15 12%	27 8%	45 17% MPQ	49 30% MNPQ	15 8%	13 9%	36 15%	37 11%	53 22% rS	26 22% S	28 23% S	76 14%	25 20%	
SURPRISE MEDICAL BILLS	50 6%	27 7%	23 5%	12 4% e	5 2%	33 12% DE	5 4%	7 5% j	3 3%	2 1%	19 13% GhIJ	14 12% giJ	27 8% O	14 5%	5 3%	16 9% o	11 8%	15 6%	24 7%	11 5%	6 5%	5 4%	29 5%	7 6%	
HIGH COST OF HEALTH CARE	394 49%	198 51%	196 47%	130 48%	127 48%	137 52%	65 50%	64 46%	55 51%	73 47%	78 54%	59 50%	166 50% o	147 56% OP	64 40%	81 43%	85 59% OP	118 51% v	174 53% TV	102 42%	52 44%	50 41%	277 52%	60 47%	
PRICE OF PRESCRIPTION DRUGS	196 24%	85 22%	111 27%	92 34% EF	45 17%	59 22%	40 31% IJK	52 37% IJK	17 16%	27 17%	27 19%	31 26%	93 28% N	50 19%	36 22%	59 32% N	34 24%	55 24%	81 25%	61 25%	30 26%	30 25%	128 24%	28 22%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E/F G/H/I/J/K/L M/N/O/P/Q R/S/T/U/V W/X
O P I N I O N I N S I G H T , L L C

Table 220-3
Q30: Summary of Most Important HC Issue Trend

BANNER 3

	MARRIED		SINGLE		GENDER/AGE				RACE/ETHNICITY					RACE/GENDER				2016 VOTE						
	TOTAL (A)	MEN (B)	WOMEN (C)	MEN (D)	WOMEN (E)	MALE 18-54 (F)	MALE 55+ (G)	FEM 18-54 (H)	FEM 55+ (I)	WHITE (J)	NON- WHITE (K)	BLACK (L)	HISP- ANIC (M)	ASIAN (N)	WHITE MALE (O)	WHITE FEM (P)	NON- WHITE MALE (Q)	NON- WHITE FEM (R)	BLACK MALE (S)	BLACK FEM (T)	TRUMP (U)	CLIN- TON (V)	OTHER (W)	NO VOTE (X)
BASE=TOTAL SAMPLE	800 100%	264 33%	263 33%	64 8%	46 6%	204 26%	179 22%	172 21%	244 30%	696 87%	80 10%	24 3%	24 3%	8 1%	339 42%	357 45%	38 5%	42 5% PQs	9 1%	15 2%	362 45%	319 40%	42 5%	47 6%
OCT 5-8, 2020																								
HEALTH INSURANCE FOR THE UNINSURED	171 21%	54 20%	59 22%	10 15%	12 27%	36 18%	38 21%	43 25% f	54 22%	149 21%	21 26%	6 25%	4 17%	3 35%	69 20%	80 22%	5 13%	16 39% opQs	1 14%	5 32%	31 9%	121 38% UWX	4 9%	8 17%
SURPRISE MEDICAL BILLS	35 4%	9 4%	11 4%	5 8%	2 4%	13 6%	5 3%	9 5%	8 3%	33 5% KMN	1 1%	1 4%	- -	- -	15 4% RT	17 5% RT	1 2%	- -	1 10%	- -	23 6% VW	9 3% W	- -	1 2%
HIGH COST OF HEALTH CARE	340 43%	120 46%	112 43%	25 39%	21 45%	94 46%	75 42%	76 44%	95 39%	293 42%	37 46%	10 42%	16 68% jN	2 20%	147 43%	146 41%	19 51%	17 41%	3 37%	7 46%	169 47% V	113 36%	24 59% V	24 52% V
PRICE OF PRESCRIPTION DRUGS	184 23%	59 22%	60 23%	17 27% e	6 14%	45 22%	45 25%	32 19%	63 26% h	168 24% KN	12 15% N	6 25% N	4 15%	- -	82 24%	86 24%	6 17%	6 13%	3 29%	3 23%	109 30% V	52 16%	10 24%	9 20%
AUG 30-SEP 2, 2020																								
HEALTH INSURANCE FOR THE UNINSURED	126 16%	31 13%	45 15%	13 18%	12 23%	20 10%	34 18% f	32 18%	40 17% f	109 16% M	16 20% M	8 32% M	- -	2 21%	47 15%	62 16%	7 12%	9 40% opq	4 28%	4 39%	26 7% w	91 29% UWX	1 2%	2 4%
SURPRISE MEDICAL BILLS	50 6%	8 3%	21 7% b	7 9%	1 1%	19 10%	8 4%	11 6%	12 5%	36 5% LN	11 14% ln	- -	9 36%	- -	16 5% ST	20 5% ST	9 15%	2 11%	- -	- -	22 6%	12 4%	6 11%	9 19%
HIGH COST OF HEALTH CARE	394 49%	136 57%	142 49%	35 47%	25 48%	104 53%	94 50%	83 46%	113 48%	352 51%	31 38%	11 45%	8 35%	2 30%	166 54%	185 48%	22 39%	8 37%	7 49%	4 40%	187 52% v	138 44%	32 58%	26 55%
PRICE OF PRESCRIPTION DRUGS	196 24%	52 22%	76 26%	15 21%	13 25%	45 23%	39 21%	48 27%	62 27%	170 24%	20 25%	3 14%	7 29%	4 46%	63 20%	107 28% ors	17 30%	3 12%	1 10%	2 21%	113 31% V	60 19%	12 21%	8 17%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X
O P I N I O N I N S I G H T , L L C

Table 220-4
Q30: Summary of Most Important HC Issue Trend

BANNER 4

	AREA				RURAL		SUBURBAN		URBAN		SUBURBAN/ RACE		SUBURBAN/ WHITE/ GENDER		SUBURBAN/ NON-WHITE/ GENDER		EDUCATION			ABORTION		INCOME				
	TOTAL (A)	RURAL (B)	SUB- URBAN (C)	URBAN (D)	MEN (E)	WOMEN (F)	MEN (G)	WOMEN (H)	MEN (I)	WOMEN (J)	WHITE (K)	NON- WHITE (L)	MEN (M)	WOMEN (N)	MEN (O)	WOMEN (P)	HS LESS (Q)	SOME COLL (R)	COLL+ (S)	PRO- LIFE (T)	PRO- CHOICE (U)	<\$60K (V)	\$60K- \$100K (W)	\$100K+ (X)		
BASE=TOTAL SAMPLE	800 100%	358 45% C	216 27%	220 27% C	157 20%	200 25%	106 13%	110 14%	117 15% J	103 13%	188 24%	25 3%	97 12%	92 11%	8 1%	17 2% O	157 20%	215 27%	422 53%	432 54%	298 37%	257 32%	214 27%	168 21%		
OCT 5-8, 2020																										
HEALTH INSURANCE FOR THE UNINSURED	171 21%	59 16%	59 27% B	51 23% b	30 19%	28 14%	21 20%	38 34% G	21 18%	30 29% i	50 26%	9 38%	20 21%	30 32% m	1 15%	8 49%	24 15%	39 18%	108 26% QR	66 15%	87 29% T	57 22%	45 21%	35 21%		
SURPRISE MEDICAL BILLS	35 4%	15 4%	12 6%	7 3%	8 5%	8 4%	5 5%	7 6%	4 3%	3 3%	12 6% L	- -	5 5%	7 8%	- -	- -	6 4%	5 2%	23 6% r	23 5%	9 3%	16 6% W	4 2%	13 8% W		
HIGH COST OF HEALTH CARE	340 43%	167 47% C	84 39%	89 40%	73 46%	94 47%	43 41%	41 37%	53 45%	36 35%	72 38%	12 47%	40 41%	32 35%	3 40%	8 51%	73 47%	100 46%	165 39%	179 41%	139 47%	101 39%	102 48% v	76 45%		
PRICE OF PRESCRIPTION DRUGS	184 23%	87 24%	47 22%	49 22%	35 22%	52 26%	28 26%	19 17%	27 23%	22 22%	43 23%	3 11%	25 26%	18 19%	3 32% P	- -	38 24%	54 25%	90 21%	124 29% U	48 16%	60 23%	49 23%	34 20%		
AUG 30-SEP 2, 2020																										
HEALTH INSURANCE FOR THE UNINSURED	126 16%	42 13%	40 15%	42 21% B	14 10%	28 16%	19 12%	21 18%	20 25%	22 19%	33 15%	7 16%	16 15%	16 15%	3 7%	4 69% O	18 12%	26 13%	77 18%	39 9%	77 26% T	49 19% w	25 12%	33 16%		
SURPRISE MEDICAL BILLS	50 6%	6 2%	30 11% Bd	10 5%	3 3%	3 2%	19 12%	11 9%	2 2%	8 7%	19 8%	9 19%	8 7%	11 10%	9 23%	- -	12 8%	16 8%	20 5%	23 5%	22 7%	9 4%	18 9% v	13 6%		
HIGH COST OF HEALTH CARE	394 49%	183 59% CD	120 44%	82 42%	87 64%	96 55%	71 46%	49 41%	33 41%	49 42%	105 48%	13 30%	58 53%	48 43%	12 31%	1 19%	69 46%	87 42%	229 54% R	229 51%	139 47%	130 50%	106 49%	104 52%		
PRICE OF PRESCRIPTION DRUGS	196 24%	65 21%	75 27%	52 27%	26 19%	39 23%	40 26%	35 30%	18 22%	34 29%	57 26%	13 30%	23 21%	34 30%	12 33%	1 12%	42 28% s	69 33% S	82 19%	140 31% U	48 16%	63 24%	53 25%	46 23%		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F G/H I/J K/L M/N O/P Q/R/S T/U V/W/X
O P I N I O N I N S I G H T , L L C

Table 220-5
Q30: Summary of Most Important HC Issue Trend

BANNER 5

	NON-COLLEGE/ GENDER		COLLEGE+/ GENDER		WHITE/EDU/GENDER				RELIGION			CONSERV- ATIVES		VOTE LIKELIHOOD		MOOD USA		MOST IMPORTANT ISSUE					
	TOTAL (A)	MALE (B)	FEMALE (C)	MALE (D)	FEMALE (E)	MALE NON- COLL (F)	MALE COLL+ (G)	FEM NON- COLL (H)	FEM COLL+ (I)	PROT (J)	CATH- OLIC (K)	OTHER (L)	RELI- GIOUS (M)	SEC- ULAR (N)	DEF (O)	PROB (P)	RIGHT DIR (Q)	WRONG TRACK (R)	JOB/ ECON (S)	CORONA -VIRUS (T)	HLTH CARE (U)	SUP- REME COURT (V)	VIO- LENT PRO- TEST (W)
BASE=TOTAL SAMPLE	800 100%	176 22%	196 25%	206 26%	216 27%	155 19%	184 23%	171 21%	184 23%	392 49% kL	205 26% L	121 15%	293 37%	16 2%	772 96%	28 4%	274 34%	473 59%	185 23%	159 20% SW	115 14% SW	71 9% STUW	61 8%
OCT 5-8, 2020																							
HEALTH INSURANCE FOR THE UNINSURED	171 21%	22 12%	41 21% B	52 25%	56 26%	21 13%	48 26% Fh	31 18%	48 26% Fh	76 19%	43 21%	36 30% Jk	32 11%	3 17%	165 21%	6 21%	31 11%	136 29% Q	16 8%	56 35% SVW	37 32% SVW	6 9%	6 9%
SURPRISE MEDICAL BILLS	35 4%	7 4%	5 2%	11 5%	13 6%	5 4%	10 5%	5 3%	13 7% h	17 4%	8 4%	4 3%	20 7% N	- -	35 5% P	- -	15 5%	14 3%	13 7% TU	4 2% u	- -	3 4% u	4 6% u
HIGH COST OF HEALTH CARE	340 43%	86 49%	87 44%	82 40%	84 39%	73 47% i	74 40%	78 46%	68 37%	158 40%	95 46%	53 43%	123 42%	8 50%	330 43%	11 38%	122 45%	205 43%	80 43%	62 39%	48 42%	29 41%	33 55% T
PRICE OF PRESCRIPTION DRUGS	184 23%	44 25%	48 25%	46 22%	44 21%	41 26%	41 22%	47 27%	38 21%	102 26% L	48 23% l	18 15%	91 31%	4 27%	175 23%	10 34%	85 31% R	81 17%	63 34% TUW	27 17%	22 20%	21 29% t	11 19%
AUG 30-SEP 2, 2020																							
HEALTH INSURANCE FOR THE UNINSURED	126 16%	14 8%	30 17% b	37 19%	40 18%	11 8%	34 20% F	28 16% f	34 16% F	49 15%	34 15%	32 16%	20 8% N	- -	122 16%	3 9%	24 10%	98 20% Q	17 8%	31 25% SW	14 16% sw	- -	5 6%
SURPRISE MEDICAL BILLS	50 6%	21 12% C	7 4%	6 3%	14 6%	10 8%	6 4%	7 4%	11 6%	21 6%	9 4%	18 9%	15 6%	10 46%	49 6%	1 2%	12 5%	22 5%	24 11% T	2 2%	5 6%	- -	6 7%
HIGH COST OF HEALTH CARE	394 49%	78 44%	78 42%	115 57%	115 51%	63 48%	99 58% fH	74 43%	107 52%	166 50%	109 50%	99 51%	123 52%	12 54%	373 49%	21 59%	126 50%	246 50%	107 50% w	62 50%	47 53% w	- -	31 37%
PRICE OF PRESCRIPTION DRUGS	196 24%	51 29%	60 33%	32 16%	50 22%	37 28% G	24 14%	59 34% GI	47 23% g	84 25%	57 26%	37 19%	68 29% N	- -	187 24%	9 26%	73 29%	110 22%	57 27%	27 22%	22 24%	- -	36 42% STU

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C D/E F/G/H/I J/K/L M/N O/P Q/R S/T/U/V/W
O P I N I O N I N S I G H T , L L C

Table 220-6
Q30: Summary of Most Important HC Issue Trend

BANNER 6

	DT IMAGE					TRUMP JOB APP				BIDEN IMAGE					UNFAV	S/R/H BIDEN ADS		S/R/H TRUMP ADS			S/R/H		
	TOTAL (A)	FAV (B)	SMWT FAV (C)	SMWT UNFAV (D)	UNFAV (E)	APP (F)	SMWT APP (G)	SMWT DISAP (H)	DISAP (I)	FAV (J)	VERY FAV (K)	SMWT FAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)		UNFAV (O)	BOTH (P)	TOTAL YES (Q)	NO (R)	TOTAL YES (S)	TV ADS (T)	NO (U)	BOTH ADS (V)
BASE=TOTAL SAMPLE	800 100%	369 46%	77 10%	33 4%	418 52% C	403 50%	88 11%	41 5%	389 49%	407 51% LMnO	296 37% LMNO	111 14%	68 9%	304 38%	372 47%	36 5%	696 87%	98 12%	696 87%	593 74%	97 12%	651 81%	56 7%
OCT 5-8, 2020																							
HEALTH INSURANCE FOR THE UNINSURED	171 21%	29 8%	4 5%	10 29% BC	139 33% BC	42 10%	10 11%	11 27% FG	129 33% FG	135 33% MNO	105 36% LMNO	30 27% MNO	8 12%	21 7%	30 8%	4 10%	153 22%	17 18%	146 21%	124 21%	24 25%	140 22%	12 21%
SURPRISE MEDICAL BILLS	35 4%	25 7% DE	6 8% De	- -	10 2% D	25 6% HI	6 7% H	- -	10 3% H	13 3%	9 3%	4 3%	4 6% jk	18 23% jk	23 4%	1 5%	32 4%	4 4%	29 4%	22 4%	6 7%	27 4%	2 3%
HIGH COST OF HEALTH CARE	340 43%	169 46% De	37 48% d	9 28%	166 40%	183 45% H	39 45%	12 30%	158 41%	166 41%	109 37%	56 51% jK	31 45%	136 45% k	166 43%	16 43%	300 39%	38 43%	297 43%	255 43%	39 40%	281 43%	24 43%
PRICE OF PRESCRIPTION DRUGS	184 23%	111 30% E	20 26% e	12 37% E	71 17%	117 29% I	26 30% I	12 30% i	64 16%	67 16%	51 17%	16 14%	20 29% JKL	95 31% JKL	115 31% JKL	10 29%	153 22%	29 30%	164 24%	142 24%	19 20%	149 23%	15 26%
AUG 30-SEP 2, 2020																							
HEALTH INSURANCE FOR THE UNINSURED	126 16%	31 8%	15 14%	3 7%	92 24% BcD	33 8%	15 14%	5 11%	91 24% FGH	94 27% MNO	69 31% LMNO	25 19% NO	10 11%	21 6%	31 7%	4 7%	103 15%	21 17%	105 15%	80 15%	19 20%	94 15%	10 15%
SURPRISE MEDICAL BILLS	50 6%	31 8%	12 11%	1 3%	19 5%	32 8% i	12 11%	4 8%	16 4%	17 5%	11 5%	6 5%	13 13%	19 6%	32 7%	3 6%	36 5%	14 11%	36 5%	26 5%	14 15% sT	36 6%	14 21% V
HIGH COST OF HEALTH CARE	394 49%	187 47%	42 38%	30 64% bc	202 52% c	199 48%	50 45%	23 53%	189 51%	177 50%	101 46%	76 57% km	39 41%	165 51%	204 48%	31 54%	339 50%	53 43%	353 50%	281 51%	39 42%	328 51%	29 44%
PRICE OF PRESCRIPTION DRUGS	196 24%	123 31% E	35 32% E	11 23%	67 17%	128 31% I	29 26%	11 25%	67 18%	56 16%	36 16%	20 15%	30 32% JKL	103 31% JKL	133 32% JKL	17 30%	162 24%	31 25%	178 25%	142 26%	18 20%	156 24%	12 19%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I J/K/L/M/N/O P Q/R S/T/U V/W
O P I N I O N I N S I G H T , L L C

Table 220-7
Q30: Summary of Most Important HC Issue Trend

BANNER 7

	TRUMP SUP SCALE					VOTE METHOD					ALRDY VOTED			SEN COMBO BALLOT				PRES COMBO BALLOT				
	TOTAL (A)	POL+ (B)	LIKE/ SUP (C)	DISLIKE/ POL (D)	DO NOT SUP (E)	IN PRSN ELEC DAY (F)	TOTAL WILL VOTE EARLY (G)	IN PRSN EARLY (H)	VBM/ ABS (I)	ALRDY VOTED (J)	UND/ REF (K)	BY MAIL (L)	EARLY IN PRSN (M)	ERNST (N)	GREEN -FIELD (O)	OTHER (P)	UND (Q)	TRUMP (R)	BIDEN (S)	WEST (T)	OTHERS (U)	UND (V)
BASE=TOTAL SAMPLE	800 100%	438 55%	323 40%	115 14%	341 43%	358 45%	371 46%	81 10%	290 36%	54 7%	17 2%	38 5%	16 2%	362 45%	352 44%	3 NOQ	72 9%	358 45%	377 47%	7 1%	18 2%	36 4%
																		U	rU	RSUV	RsU	
OCT 5-8, 2020																						
HEALTH INSURANCE FOR THE UNINSURED	171 21%	57 13%	30 9%	27 23% BC	110 32% BCd	53 15%	100 27% F	18 22%	82 28% F	15 28% F	4 21%	13 33%	3 18%	36 10% P	121 34% NPQ	-	11 16% P	31 9%	130 34% RUV	3 35%	1 6%	6 16%
SURPRISE MEDICAL BILLS	35 4%	25 6% e	20 6% E	4 4%	9 3%	21 6% GHK	10 3% K	1 1%	9 3% K	4 7% k	-	3 7%	1 6%	22 6% OQ	8 2%	1 31%	1 1%	22 6% ST	9 2% T	-	1 4%	3 9% t
HIGH COST OF HEALTH CARE	340 43%	194 44%	147 45%	47 41%	141 41%	154 43%	157 42%	41 51%	116 40%	22 41%	8 45%	16 41%	6 39%	161 44%	148 42%	2 69%	25 35%	167 46% sv	148 39%	3 40%	9 50%	12 32%
PRICE OF PRESCRIPTION DRUGS	184 23%	124 28% E	98 30% dE	26 22%	55 16%	92 26% j	78 21%	18 23%	60 21%	8 15%	6 34%	5 12%	4 23%	112 31% OP	53 15% P	-	18 25% oP	108 30% SV	65 17%	1 13%	5 26%	6 16%
AUG 30-SEP 2, 2020																						
HEALTH INSURANCE FOR THE UNINSURED	126 16%	-	-	-	-	-	-	-	-	-	-	-	-	30 8%	88 26% NQ	-	6 9%	29 7%	89 26% RU	-	5 11%	4 19%
SURPRISE MEDICAL BILLS	50 6%	-	-	-	-	-	-	-	-	-	-	-	-	30 8% o	14 4%	-	6 9%	31 8%	15 4%	-	3 8%	1 3%
HIGH COST OF HEALTH CARE	394 49%	-	-	-	-	-	-	-	-	-	-	-	-	189 49%	173 51%	-	31 47%	189 47%	170 50%	-	24 60%	10 53%
PRICE OF PRESCRIPTION DRUGS	196 24%	-	-	-	-	-	-	-	-	-	-	-	-	117 30% O	57 17%	-	19 29% o	126 31% S	58 17%	-	8 19%	5 24%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M N/O/P/Q R/S/T/U/V
O P I N I O N I N S I G H T , L L C

