

# YouGov Survey: Biden and Trump Effects on Industries

Sample 1000 U.S. Adult Citizens  
Conducted October 16 - 19, 2023  
Margin of Error  $\pm 4.2\%$

## 1. Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Joe Biden	Donald Trump	Both equally	Not sure
Agriculture	35%	36%	9%	19%
Airlines	28%	34%	15%	24%
Automotive	34%	40%	8%	19%
Banking and finance	29%	45%	9%	17%
Entertainment	32%	25%	14%	30%
Firearms	19%	57%	8%	16%
Health insurance	39%	31%	9%	21%
Higher education	45%	29%	9%	18%
Manufacturing	33%	42%	8%	18%
Mining and natural resources	24%	46%	9%	20%
News media	36%	31%	13%	20%
Oil and gas	22%	55%	7%	16%
Pharmaceutical	33%	34%	12%	20%
Real estate	26%	43%	10%	21%
Technology	33%	36%	12%	19%

# YouGov Survey: Biden and Trump Effects on Industries

<b>Interviewing Dates</b>	October 16 - 19, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.521, with a mean of one and a standard deviation of 0.913.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	71 questions not reported.

# YouGov Survey: Biden and Trump Effects on Industries

October 16 - 19, 2023 - 1000 U.S. adult citizens



## 1A. Evaluating Biden and Trump Effects on Industries — Agriculture

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	35%	38%	33%	43%	32%	34%	32%	32%	54%	31%	39%
Donald Trump	36%	37%	35%	21%	31%	43%	45%	41%	7%	39%	39%
Both equally	9%	11%	8%	13%	10%	7%	9%	8%	15%	13%	11%
Not sure	19%	14%	25%	23%	27%	15%	14%	20%	24%	18%	12%
Totals	99%	100%	101%	100%	100%	99%	100%	101%	100%	101%	101%
Unweighted N	(999)	(437)	(562)	(119)	(220)	(398)	(262)	(647)	(111)	(133)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	35%	67%	30%	6%	66%	3%	33%	34%	42%	35%	36%	35%	36%
Donald Trump	36%	6%	29%	77%	3%	85%	30%	45%	37%	33%	37%	39%	32%
Both equally	9%	12%	9%	7%	13%	7%	7%	10%	11%	9%	8%	6%	17%
Not sure	19%	15%	32%	10%	17%	6%	29%	11%	10%	24%	19%	20%	15%
Totals	99%	100%	100%	100%	99%	101%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(999)	(355)	(378)	(266)	(369)	(349)	(426)	(259)	(211)	(188)	(210)	(379)	(222)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1B. Evaluating Biden and Trump Effects on Industries — Airlines

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	28%	31%	24%	37%	25%	24%	26%	25%	46%	24%	25%
Donald Trump	34%	34%	34%	18%	30%	41%	42%	37%	10%	35%	43%
Both equally	15%	15%	15%	18%	16%	13%	14%	13%	17%	20%	19%
Not sure	24%	20%	28%	28%	29%	22%	18%	25%	26%	22%	13%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(998)	(437)	(561)	(119)	(219)	(399)	(261)	(647)	(111)	(132)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	28%	54%	24%	3%	52%	1%	26%	25%	35%	29%	25%	27%	30%
Donald Trump	34%	7%	28%	68%	7%	74%	26%	41%	38%	29%	32%	37%	33%
Both equally	15%	17%	15%	12%	21%	10%	14%	14%	14%	12%	14%	14%	19%
Not sure	24%	22%	33%	16%	20%	14%	33%	20%	12%	31%	29%	21%	18%
Totals	101%	100%	100%	99%	100%	99%	99%	100%	99%	101%	100%	99%	100%
Unweighted N	(998)	(355)	(378)	(265)	(369)	(349)	(426)	(259)	(210)	(188)	(209)	(380)	(221)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1C. Evaluating Biden and Trump Effects on Industries — Automotive

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	34%	36%	31%	46%	29%	29%	34%	31%	52%	33%	30%
Donald Trump	40%	39%	41%	21%	37%	51%	45%	45%	10%	42%	43%
Both equally	8%	8%	8%	8%	11%	6%	6%	6%	13%	11%	10%
Not sure	19%	17%	20%	25%	23%	14%	15%	19%	25%	14%	16%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(997)	(434)	(563)	(118)	(220)	(399)	(260)	(645)	(111)	(133)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	34%	64%	30%	5%	63%	3%	30%	32%	40%	34%	33%	32%	36%
Donald Trump	40%	12%	31%	80%	9%	85%	33%	50%	44%	34%	41%	42%	39%
Both equally	8%	9%	8%	6%	10%	6%	8%	6%	8%	8%	7%	6%	11%
Not sure	19%	15%	31%	8%	17%	6%	29%	12%	7%	23%	19%	20%	13%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	99%	99%	100%	100%	99%
Unweighted N	(997)	(354)	(377)	(266)	(367)	(349)	(427)	(259)	(208)	(188)	(210)	(380)	(219)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1D. Evaluating Biden and Trump Effects on Industries — Banking and finance

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	29%	30%	27%	40%	31%	21%	27%	22%	57%	37%	28%
Donald Trump	45%	46%	45%	31%	42%	54%	50%	52%	14%	43%	45%
Both equally	9%	10%	8%	8%	8%	10%	9%	8%	12%	6%	10%
Not sure	17%	14%	20%	22%	19%	15%	14%	18%	17%	14%	17%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(996)	(436)	(560)	(118)	(220)	(396)	(262)	(647)	(109)	(132)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	29%	55%	25%	5%	53%	2%	30%	24%	33%	30%	24%	29%	33%
Donald Trump	45%	18%	40%	80%	20%	84%	39%	54%	46%	37%	51%	49%	41%
Both equally	9%	11%	9%	6%	12%	6%	8%	10%	10%	7%	12%	5%	13%
Not sure	17%	15%	26%	10%	15%	7%	23%	12%	11%	26%	14%	18%	13%
Totals	100%	99%	100%	101%	100%	99%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(996)	(351)	(379)	(266)	(367)	(350)	(423)	(259)	(211)	(187)	(210)	(378)	(221)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1E. Evaluating Biden and Trump Effects on Industries — Entertainment

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	32%	39%	25%	44%	30%	27%	29%	29%	46%	30%	38%
Donald Trump	25%	22%	27%	18%	28%	30%	20%	26%	11%	36%	23%
Both equally	14%	13%	15%	10%	12%	14%	20%	14%	17%	10%	17%
Not sure	30%	26%	33%	28%	30%	29%	31%	32%	25%	25%	22%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%
Unweighted N	(997)	(436)	(561)	(119)	(219)	(397)	(262)	(647)	(110)	(132)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	32%	53%	29%	12%	51%	13%	26%	34%	39%	31%	29%	33%	32%
Donald Trump	25%	10%	21%	45%	9%	44%	24%	26%	27%	25%	23%	27%	22%
Both equally	14%	14%	12%	17%	16%	16%	14%	14%	14%	14%	17%	11%	16%
Not sure	30%	23%	38%	26%	25%	27%	36%	25%	21%	29%	31%	29%	29%
Totals	101%	100%	100%	100%	101%	100%	100%	99%	101%	99%	100%	100%	99%
Unweighted N	(997)	(353)	(378)	(266)	(368)	(350)	(424)	(259)	(211)	(187)	(209)	(379)	(222)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1F. Evaluating Biden and Trump Effects on Industries — Firearms

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	19%	21%	16%	33%	20%	13%	11%	14%	39%	16%	26%
Donald Trump	57%	57%	57%	36%	50%	66%	73%	62%	30%	58%	60%
Both equally	8%	9%	7%	12%	6%	8%	7%	8%	9%	10%	9%
Not sure	16%	12%	19%	18%	24%	12%	10%	16%	22%	16%	5%
Totals	100%	99%	99%	99%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,000)	(437)	(563)	(119)	(220)	(399)	(262)	(648)	(111)	(133)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	19%	38%	12%	5%	26%	4%	19%	16%	22%	22%	16%	19%	19%
Donald Trump	57%	40%	55%	79%	48%	85%	50%	65%	65%	50%	61%	61%	53%
Both equally	8%	9%	10%	5%	10%	5%	7%	9%	8%	5%	10%	5%	13%
Not sure	16%	13%	23%	10%	15%	6%	24%	10%	5%	22%	13%	15%	16%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,000)	(355)	(379)	(266)	(369)	(350)	(427)	(259)	(211)	(188)	(210)	(380)	(222)



# YouGov Survey: Biden and Trump Effects on Industries

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## 1G. Evaluating Biden and Trump Effects on Industries — Health insurance

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	39%	44%	35%	58%	36%	33%	35%	33%	67%	48%	37%
Donald Trump	31%	26%	35%	14%	30%	36%	38%	35%	4%	29%	34%
Both equally	9%	10%	8%	10%	8%	11%	8%	9%	11%	9%	12%
Not sure	21%	19%	22%	18%	26%	20%	19%	23%	17%	14%	17%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,000)	(437)	(563)	(119)	(220)	(399)	(262)	(648)	(111)	(133)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	39%	71%	35%	11%	69%	8%	38%	37%	45%	38%	41%	39%	41%
Donald Trump	31%	10%	24%	60%	10%	64%	25%	37%	33%	27%	29%	35%	26%
Both equally	9%	8%	8%	13%	11%	13%	6%	12%	10%	11%	8%	7%	14%
Not sure	21%	11%	33%	17%	11%	15%	30%	14%	12%	24%	22%	19%	18%
Totals	100%	100%	100%	101%	101%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,000)	(355)	(379)	(266)	(369)	(350)	(427)	(259)	(211)	(188)	(210)	(380)	(222)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1H. Evaluating Biden and Trump Effects on Industries — Higher education

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	45%	49%	40%	58%	40%	40%	43%	40%	62%	54%	44%
Donald Trump	29%	27%	30%	14%	31%	34%	33%	32%	4%	29%	37%
Both equally	9%	8%	10%	9%	5%	10%	11%	9%	12%	5%	8%
Not sure	18%	15%	20%	19%	23%	16%	13%	19%	22%	12%	11%
Totals	101%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(437)	(560)	(119)	(220)	(399)	(259)	(646)	(111)	(133)	(107)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	45%	77%	41%	14%	76%	11%	40%	45%	58%	44%	49%	39%	49%
Donald Trump	29%	5%	24%	60%	4%	64%	26%	36%	24%	24%	24%	36%	25%
Both equally	9%	6%	7%	14%	8%	14%	8%	11%	7%	8%	6%	8%	14%
Not sure	18%	11%	28%	13%	12%	11%	26%	9%	11%	23%	20%	17%	11%
Totals	101%	99%	100%	101%	100%	100%	100%	101%	100%	99%	99%	100%	99%
Unweighted N	(997)	(354)	(378)	(265)	(367)	(349)	(425)	(258)	(211)	(187)	(210)	(379)	(221)

# YouGov Survey: Biden and Trump Effects on Industries

October 16 - 19, 2023 - 1000 U.S. adult citizens



## 11. Evaluating Biden and Trump Effects on Industries — Manufacturing

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	33%	36%	30%	39%	31%	31%	33%	30%	55%	32%	25%
Donald Trump	42%	40%	43%	23%	40%	50%	50%	47%	12%	38%	53%
Both equally	8%	8%	7%	12%	6%	6%	7%	7%	12%	9%	6%
Not sure	18%	16%	19%	26%	23%	13%	11%	17%	21%	21%	16%
Totals	101%	100%	99%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(998)	(435)	(563)	(119)	(220)	(398)	(261)	(647)	(111)	(132)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	33%	63%	28%	5%	65%	2%	32%	29%	43%	36%	32%	30%	37%
Donald Trump	42%	11%	38%	79%	9%	88%	37%	50%	42%	35%	44%	45%	40%
Both equally	8%	10%	7%	5%	12%	5%	7%	7%	7%	6%	6%	8%	10%
Not sure	18%	16%	27%	10%	14%	5%	25%	14%	7%	23%	18%	18%	13%
Totals	101%	100%	100%	99%	100%	100%	101%	100%	99%	100%	100%	101%	100%
Unweighted N	(998)	(355)	(377)	(266)	(369)	(348)	(426)	(259)	(210)	(188)	(210)	(380)	(220)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1J. Evaluating Biden and Trump Effects on Industries — Mining and natural resources

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	24%	28%	21%	41%	22%	19%	19%	21%	45%	26%	18%
Donald Trump	46%	47%	46%	25%	43%	55%	59%	53%	14%	42%	53%
Both equally	9%	11%	7%	9%	8%	10%	7%	6%	20%	11%	12%
Not sure	20%	14%	26%	25%	27%	16%	16%	20%	21%	22%	17%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(997)	(437)	(560)	(119)	(220)	(397)	(261)	(646)	(110)	(133)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	24%	49%	20%	3%	44%	1%	23%	21%	30%	29%	22%	23%	26%
Donald Trump	46%	21%	38%	83%	23%	90%	40%	54%	51%	42%	49%	49%	44%
Both equally	9%	12%	10%	4%	13%	2%	8%	12%	8%	6%	10%	7%	13%
Not sure	20%	19%	32%	9%	20%	6%	29%	13%	11%	24%	19%	21%	18%
Totals	99%	101%	100%	99%	100%	99%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(997)	(352)	(379)	(266)	(367)	(350)	(424)	(259)	(211)	(187)	(209)	(380)	(221)

# YouGov Survey: Biden and Trump Effects on Industries

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## 1K. Evaluating Biden and Trump Effects on Industries — News media

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	36%	43%	30%	44%	33%	31%	42%	35%	51%	27%	41%
Donald Trump	31%	30%	31%	25%	34%	37%	23%	32%	13%	44%	27%
Both equally	13%	12%	13%	10%	9%	15%	15%	12%	12%	10%	25%
Not sure	20%	16%	25%	21%	24%	17%	21%	22%	24%	19%	7%
Totals	100%	101%	99%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(1,000)	(437)	(563)	(119)	(220)	(399)	(262)	(648)	(111)	(133)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	36%	55%	34%	19%	56%	21%	32%	34%	46%	35%	37%	36%	37%
Donald Trump	31%	18%	24%	52%	17%	49%	29%	31%	35%	30%	27%	32%	33%
Both equally	13%	14%	11%	12%	12%	15%	10%	21%	7%	12%	14%	12%	12%
Not sure	20%	13%	30%	17%	15%	15%	29%	14%	11%	23%	22%	20%	18%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,000)	(355)	(379)	(266)	(369)	(350)	(427)	(259)	(211)	(188)	(210)	(380)	(222)

# YouGov Survey: Biden and Trump Effects on Industries

October 16 - 19, 2023 - 1000 U.S. adult citizens



## 1L. Evaluating Biden and Trump Effects on Industries — Oil and gas

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	22%	25%	20%	42%	21%	17%	13%	18%	46%	23%	23%
Donald Trump	55%	54%	56%	32%	53%	64%	66%	61%	21%	52%	65%
Both equally	7%	7%	7%	7%	7%	7%	7%	5%	14%	10%	4%
Not sure	16%	14%	17%	20%	19%	12%	14%	16%	19%	15%	8%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(437)	(561)	(119)	(220)	(397)	(262)	(646)	(111)	(133)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	22%	46%	17%	2%	38%	1%	23%	17%	25%	23%	16%	23%	26%
Donald Trump	55%	29%	50%	89%	34%	93%	46%	65%	61%	47%	59%	58%	53%
Both equally	7%	10%	8%	3%	11%	4%	6%	9%	8%	8%	6%	5%	10%
Not sure	16%	15%	25%	6%	17%	3%	25%	9%	6%	22%	18%	14%	11%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(998)	(354)	(379)	(265)	(368)	(349)	(427)	(257)	(211)	(188)	(210)	(379)	(221)

# YouGov Survey: Biden and Trump Effects on Industries

October 16 - 19, 2023 - 1000 U.S. adult citizens



## 1M. Evaluating Biden and Trump Effects on Industries — Pharmaceutical

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	33%	37%	30%	44%	34%	30%	27%	29%	52%	35%	40%
Donald Trump	34%	34%	34%	23%	32%	39%	40%	38%	10%	38%	38%
Both equally	12%	13%	12%	12%	10%	14%	12%	12%	14%	12%	10%
Not sure	20%	16%	24%	20%	25%	16%	21%	21%	24%	15%	12%
Totals	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(997)	(435)	(562)	(119)	(219)	(398)	(261)	(646)	(111)	(132)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	33%	58%	26%	15%	52%	15%	29%	30%	46%	31%	34%	30%	39%
Donald Trump	34%	16%	29%	59%	15%	61%	31%	40%	33%	35%	32%	38%	29%
Both equally	12%	13%	14%	10%	17%	12%	9%	17%	12%	8%	15%	10%	17%
Not sure	20%	14%	31%	15%	15%	12%	30%	13%	9%	26%	19%	21%	15%
Totals	99%	101%	100%	99%	99%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(997)	(352)	(379)	(266)	(367)	(350)	(425)	(258)	(211)	(188)	(209)	(379)	(221)

# YouGov Survey: Biden and Trump Effects on Industries

October 16 - 19, 2023 - 1000 U.S. adult citizens



## 1N. Evaluating Biden and Trump Effects on Industries — Real estate

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	26%	29%	24%	36%	24%	23%	23%	23%	44%	26%	21%
Donald Trump	43%	43%	43%	29%	39%	52%	46%	47%	15%	47%	45%
Both equally	10%	10%	10%	13%	10%	9%	10%	8%	16%	11%	18%
Not sure	21%	18%	24%	22%	27%	16%	21%	22%	25%	16%	16%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(437)	(563)	(119)	(220)	(399)	(262)	(648)	(111)	(133)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	26%	51%	23%	2%	48%	1%	25%	24%	31%	24%	24%	25%	30%
Donald Trump	43%	15%	37%	79%	17%	83%	35%	52%	48%	38%	44%	46%	41%
Both equally	10%	12%	9%	9%	13%	7%	8%	13%	9%	7%	8%	10%	14%
Not sure	21%	21%	30%	10%	22%	8%	32%	12%	12%	30%	24%	19%	15%
Totals	100%	99%	99%	100%	100%	99%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,000)	(355)	(379)	(266)	(369)	(350)	(427)	(259)	(211)	(188)	(210)	(380)	(222)



# YouGov Survey: Biden and Trump Effects on Industries

October 16 - 19, 2023 - 1000 U.S. adult citizens



## 10. Evaluating Biden and Trump Effects on Industries — Technology

Would businesses in the following industry thrive more if Joe Biden or Donald Trump were elected president in 2024?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	33%	37%	29%	36%	32%	31%	33%	30%	57%	29%	28%
Donald Trump	36%	34%	38%	25%	36%	40%	41%	39%	7%	40%	48%
Both equally	12%	13%	11%	14%	9%	13%	10%	11%	12%	15%	10%
Not sure	19%	16%	23%	25%	22%	16%	16%	20%	24%	16%	14%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(436)	(563)	(119)	(220)	(398)	(262)	(647)	(111)	(133)	(108)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	33%	63%	29%	5%	64%	3%	32%	32%	40%	34%	32%	33%	33%
Donald Trump	36%	10%	29%	72%	7%	77%	29%	42%	40%	30%	32%	38%	40%
Both equally	12%	13%	9%	13%	14%	13%	9%	14%	11%	12%	13%	9%	15%
Not sure	19%	14%	33%	10%	15%	7%	30%	11%	9%	24%	23%	20%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(999)	(354)	(379)	(266)	(368)	(350)	(426)	(259)	(211)	(188)	(210)	(379)	(222)

# YouGov Survey: Biden and Trump Effects on Industries

## October 16 - 19, 2023 - 1000 U.S. adult citizens



<b>Interviewing Dates</b>	October 16 - 19, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.521, with a mean of one and a standard deviation of 0.913.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	71 questions not reported.