

HuffPost: Democratic candidates

March 16 - 18, 2020 - 1000 US adult citizens



1. Candidate awareness

Which of the following politicians have you ever heard of? Please select all that apply.

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	89%	94%	89%	90%	75%	85%	96%	98%	92%	89%	79%	85%
Tulsi Gabbard	56%	63%	64%	49%	50%	44%	63%	65%	60%	38%	52%	57%
Bernie Sanders	89%	94%	87%	91%	76%	88%	94%	96%	92%	81%	81%	86%
Unweighted N	(1,000)	(741)	(460)	(540)	(219)	(228)	(347)	(206)	(712)	(114)	(115)	(59)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	89%	93%	84%	92%	96%	92%	87%	91%	92%	90%	92%	90%	86%
Tulsi Gabbard	56%	57%	56%	55%	66%	64%	48%	62%	69%	52%	56%	54%	62%
Bernie Sanders	89%	91%	85%	92%	93%	95%	86%	92%	93%	92%	90%	90%	86%
Unweighted N	(1,000)	(376)	(375)	(249)	(322)	(246)	(433)	(266)	(179)	(172)	(227)	(349)	(252)

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2. POSITIVE Candidate mentions

Over the PAST TWO WEEKS, which of the following politicians have you heard something POSITIVE about (whether in the news, in an advertisement, through social media, or talking to friends and family)? Please select all that apply

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	37%	40%	37%	37%	31%	36%	39%	39%	31%	65%	39%	32%
Tulsi Gabbard	12%	14%	16%	8%	17%	9%	11%	14%	13%	10%	11%	11%
Bernie Sanders	35%	38%	35%	35%	44%	36%	29%	34%	31%	44%	46%	40%
None of the above	41%	38%	40%	42%	31%	41%	45%	46%	47%	18%	33%	42%
Unweighted N	(977)	(733)	(447)	(530)	(212)	(216)	(344)	(205)	(696)	(114)	(111)	(56)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	37%	64%	26%	16%	71%	12%	33%	37%	54%	45%	42%	34%	29%
Tulsi Gabbard	12%	8%	16%	13%	9%	17%	9%	14%	22%	13%	15%	9%	14%
Bernie Sanders	35%	57%	28%	16%	59%	12%	34%	34%	48%	40%	39%	33%	30%
None of the above	41%	16%	49%	62%	14%	66%	42%	43%	25%	34%	37%	44%	46%
Unweighted N	(977)	(371)	(363)	(243)	(319)	(242)	(420)	(261)	(176)	(169)	(221)	(344)	(243)

3. NEGATIVE Candidate mentions

Over the PAST TWO WEEKS, which of the following politicians have you heard something NEGATIVE about (whether in the news, in an advertisement, through social media, or talking to friends and family)? Please select all that apply

	Total	Registered voters		Gender		Age (4 category)				Race (4 category)			
		Yes		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	49%	54%		50%	48%	53%	40%	47%	56%	53%	35%	39%	42%
Tulsi Gabbard	20%	25%		26%	15%	21%	15%	22%	22%	22%	14%	20%	16%
Bernie Sanders	49%	56%		50%	47%	36%	42%	52%	62%	54%	37%	35%	41%
None of the above	34%	28%		34%	34%	32%	41%	35%	25%	30%	43%	43%	41%
Unweighted N	(977)	(733)		(447)	(530)	(212)	(216)	(344)	(205)	(696)	(114)	(111)	(56)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	49%	38%	45%	67%	39%	71%	42%	52%	57%	45%	47%	49%	53%
Tulsi Gabbard	20%	22%	19%	20%	32%	21%	14%	22%	35%	17%	18%	23%	22%
Bernie Sanders	49%	41%	41%	67%	49%	70%	42%	49%	65%	48%	47%	46%	54%
None of the above	34%	36%	41%	22%	31%	21%	41%	34%	20%	35%	35%	35%	29%
Unweighted N	(977)	(371)	(363)	(243)	(319)	(242)	(420)	(261)	(176)	(169)	(221)	(344)	(243)

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4A. Heard more - positive or negative — Joe Biden

Over the PAST TWO WEEKS, have you heard more positive things or more negative things about the following politicians (whether in the news, in an advertisement, through social media, or talking to friends and family)?

	Registered voters		Gender		Age (4 category)				Race (4 category)			
	Total	Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard more POSITIVE things	31%	32%	30%	32%	27%	32%	32%	31%	25%	60%	41%	26%
Heard more NEGATIVE things	38%	41%	38%	38%	46%	30%	36%	43%	44%	10%	35%	35%
Heard about the same amount of positive and negative stories in the past two weeks	6%	7%	6%	5%	5%	5%	6%	6%	6%	6%	5%	7%
Aware of candidate but not heard anything in the past two weeks	25%	20%	25%	25%	22%	33%	26%	19%	26%	24%	20%	32%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	101%	100%
Unweighted N	(901)	(694)	(411)	(490)	(175)	(191)	(335)	(200)	(658)	(101)	(92)	(50)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Heard more POSITIVE things	31%	55%	21%	11%	59%	7%	31%	30%	39%	38%	34%	29%	24%
Heard more NEGATIVE things	38%	17%	40%	63%	14%	70%	35%	39%	35%	35%	35%	36%	47%
Heard about the same amount of positive and negative stories in the past two weeks	6%	9%	4%	4%	12%	3%	3%	7%	11%	6%	6%	5%	6%

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	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Aware of candidate but not heard anything in the past two weeks	25%	19%	34%	22%	15%	19%	30%	24%	14%	21%	25%	29%	23%
Totals	100%	100%	99%	100%	100%	99%	99%	100%	99%	100%	100%	99%	100%
Unweighted N	(901)	(352)	(321)	(228)	(307)	(229)	(379)	(248)	(165)	(155)	(210)	(316)	(220)

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4B. Heard more - positive or negative — Tulsi Gabbard

Over the PAST TWO WEEKS, have you heard more positive things or more negative things about the following politicians (whether in the news, in an advertisement, through social media, or talking to friends and family)?

	Registered voters		Gender		Age (4 category)				Race (4 category)			
	Total	Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard more POSITIVE things	17%	17%	20%	13%	21%	12%	16%	18%	17%	14%	14%	18%
Heard more NEGATIVE things	30%	34%	32%	28%	32%	27%	31%	30%	30%	32%	31%	24%
Heard about the same amount of positive and negative stories in the past two weeks	3%	3%	3%	2%	4%	5%	2%	1%	2%	4%	5%	1%
Aware of candidate but not heard anything in the past two weeks	50%	46%	45%	57%	42%	57%	52%	50%	50%	50%	50%	57%
Totals	100%	100%	100%	100%	99%	101%	101%	99%	99%	100%	100%	100%
Unweighted N	(577)	(487)	(309)	(268)	(109)	(101)	(230)	(137)	(445)	(44)	(55)	(33)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Heard more POSITIVE things	17%	9%	21%	21%	7%	24%	15%	18%	22%	18%	20%	11%	19%
Heard more NEGATIVE things	30%	34%	26%	30%	44%	27%	27%	30%	39%	25%	26%	37%	29%
Heard about the same amount of positive and negative stories in the past two weeks	3%	3%	3%	2%	4%	2%	1%	3%	6%	4%	3%	2%	2%

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	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Aware of candidate but not heard anything in the past two weeks	50%	54%	50%	47%	46%	46%	57%	50%	34%	52%	50%	50%	50%
Totals	100%	100%	100%	100%	101%	99%	100%	101%	101%	99%	99%	100%	100%
Unweighted N	(577)	(225)	(211)	(141)	(223)	(164)	(207)	(169)	(134)	(101)	(131)	(196)	(149)

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4C. Heard more - positive or negative — Bernie Sanders

Over the PAST TWO WEEKS, have you heard more positive things or more negative things about the following politicians (whether in the news, in an advertisement, through social media, or talking to friends and family)?

	Registered voters		Gender		Age (4 category)				Race (4 category)			
	Total	Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard more POSITIVE things	26%	27%	26%	27%	41%	29%	19%	23%	22%	35%	44%	34%
Heard more NEGATIVE things	39%	43%	41%	38%	26%	31%	43%	51%	44%	25%	22%	29%
Heard about the same amount of positive and negative stories in the past two weeks	8%	9%	8%	8%	10%	5%	8%	9%	7%	13%	9%	10%
Aware of candidate but not heard anything in the past two weeks	27%	21%	25%	28%	23%	34%	29%	17%	27%	26%	25%	26%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	100%	99%	100%	99%
Unweighted N	(889)	(688)	(396)	(493)	(172)	(190)	(327)	(200)	(653)	(93)	(94)	(49)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Heard more POSITIVE things	26%	44%	21%	10%	42%	8%	30%	23%	25%	31%	30%	23%	23%
Heard more NEGATIVE things	39%	21%	36%	65%	24%	70%	36%	37%	41%	36%	36%	37%	48%
Heard about the same amount of positive and negative stories in the past two weeks	8%	12%	7%	4%	16%	1%	4%	9%	19%	9%	8%	8%	6%

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	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Aware of candidate but not heard anything in the past two weeks	27%	23%	36%	21%	18%	20%	29%	30%	16%	25%	25%	31%	23%
Totals	100%	100%	100%	100%	100%	99%	99%	99%	101%	101%	99%	99%	100%
Unweighted N	(889)	(339)	(326)	(224)	(299)	(231)	(372)	(245)	(164)	(156)	(204)	(311)	(218)

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Interviewing Dates	March 16 - 18, 2020
Target population	U.S. citizens, aged 18 and over.
Sampling method	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 2016 American Community Study. Voter registration was imputed from the November 2016 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2016 Presidential vote. The weights range from 0.039 to 4.368, with a mean of one and a standard deviation of 0.626.
Number of respondents	1000
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	66 questions not reported.