

HuffPost: Presidential Campaigns

August 31 - September 2, 2020 - 1000 US adult citizens



1. 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	38%	45%	34%	42%	37%	32%	35%	50%	33%	69%	35%	36%	
Donald Trump	38%	41%	43%	34%	28%	31%	45%	46%	46%	11%	26%	37%	
None of the above	29%	19%	27%	30%	40%	40%	25%	11%	28%	22%	43%	26%	
Unweighted N	(1,000)	(817)	(488)	(512)	(213)	(188)	(391)	(208)	(689)	(111)	(112)	(88)	

	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	38%	77%	25%	17%	78%	13%	38%	39%	43%	43%	32%	38%	40%
Donald Trump	38%	8%	35%	74%	9%	78%	36%	42%	47%	28%	40%	41%	40%
None of the above	29%	18%	46%	16%	17%	16%	32%	26%	16%	34%	31%	27%	26%
Unweighted N	(1,000)	(331)	(382)	(287)	(286)	(285)	(418)	(290)	(171)	(185)	(215)	(380)	(220)

2. 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	50%	57%	50%	49%	36%	47%	58%	53%	57%	32%	32%	41%
Donald Trump	58%	63%	56%	59%	67%	56%	53%	58%	54%	69%	63%	59%
None of the above	14%	7%	13%	14%	17%	21%	10%	7%	12%	11%	21%	20%
Unweighted N	(1,000)	(817)	(488)	(512)	(213)	(188)	(391)	(208)	(689)	(111)	(112)	(88)

	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	50%	33%	49%	66%	39%	77%	45%	57%	57%	44%	51%	51%	49%
Donald Trump	58%	82%	52%	41%	84%	39%	52%	58%	68%	56%	52%	55%	68%
None of the above	14%	5%	23%	9%	6%	5%	20%	9%	3%	16%	16%	12%	11%
Unweighted N	(1,000)	(331)	(382)	(287)	(286)	(285)	(418)	(290)	(171)	(185)	(215)	(380)	(220)

3A. 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	33%	39%	30%	35%	30%	27%	31%	44%	28%	64%	31%	29%
Heard more NEGATIVE things	38%	41%	39%	37%	26%	36%	47%	39%	46%	12%	28%	32%
Heard about the same amount of positive and negative stories in the past two weeks	3%	4%	2%	4%	5%	1%	2%	5%	3%	3%	2%	4%
Not heard anything in the past two weeks	26%	16%	28%	24%	40%	36%	19%	13%	24%	22%	39%	35%
Totals	100%	100%	99%	100%	101%	100%	99%	101%	101%	101%	100%	100%
Unweighted N	(997)	(815)	(487)	(510)	(211)	(188)	(391)	(207)	(687)	(110)	(112)	(88)

	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	33%	73%	20%	9%	71%	8%	33%	33%	34%	38%	28%	32%	33%
Heard more NEGATIVE things	38%	11%	41%	61%	13%	72%	34%	47%	37%	33%	43%	37%	39%
Heard about the same amount of positive and negative stories in the past two weeks	3%	3%	3%	4%	4%	3%	2%	3%	7%	2%	3%	3%	3%
Not heard anything in the past two weeks	26%	13%	36%	26%	11%	17%	31%	17%	22%	27%	25%	27%	25%

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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
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(997)	(331)	(380)	(286)	(286)	(284)	(417)	(290)	(170)	(184)	(215)	(379)	(219)

3B. Heard more - positive or negative — Donald Trump

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)?

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard more POSITIVE things	29%	31%	33%	25%	19%	23%	35%	36%	34%	10%	17%	31%
Heard more NEGATIVE things	47%	51%	44%	51%	56%	46%	43%	46%	43%	63%	53%	52%
Heard about the same amount of positive and negative stories in the past two weeks	4%	4%	4%	4%	3%	2%	5%	5%	5%	0%	5%	0%
Not heard anything in the past two weeks	20%	13%	19%	21%	22%	29%	17%	13%	18%	27%	24%	16%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(998)	(817)	(487)	(511)	(211)	(188)	(391)	(208)	(688)	(111)	(112)	(87)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Heard more POSITIVE things	29%	3%	24%	61%	3%	65%	27%	33%	33%	22%	33%	30%	28%
Heard more NEGATIVE things	47%	79%	42%	23%	80%	21%	43%	47%	54%	49%	44%	43%	57%
Heard about the same amount of positive and negative stories in the past two weeks	4%	1%	5%	5%	2%	6%	4%	5%	2%	2%	3%	5%	4%
Not heard anything in the past two weeks	20%	16%	29%	11%	15%	8%	27%	15%	11%	27%	20%	22%	11%

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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
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(331)	(380)	(287)	(286)	(285)	(417)	(290)	(170)	(185)	(215)	(379)	(219)

4. Television Ads in Last Month

Thinking about television advertising that you've seen in the last month, would you say that:

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more ads supporting Joe Biden	22%	23%	20%	23%	22%	27%	20%	17%	19%	39%	19%	21%
I've seen more ads supporting Donald Trump	16%	18%	20%	13%	14%	18%	16%	18%	18%	10%	13%	16%
I've seen about an equal number of ads supporting each candidate	28%	28%	26%	30%	33%	19%	29%	33%	28%	24%	28%	35%
I haven't seen ads for either candidate	22%	22%	19%	24%	13%	26%	26%	20%	25%	5%	25%	15%
Not sure	12%	8%	15%	10%	18%	11%	10%	13%	10%	23%	15%	13%
Totals	100%	99%	100%	100%	100%	101%	101%	101%	100%	101%	100%	100%
Unweighted N	(999)	(816)	(488)	(511)	(213)	(188)	(391)	(207)	(689)	(110)	(112)	(88)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen more ads supporting Joe Biden	22%	33%	13%	22%	31%	18%	19%	22%	26%	23%	24%	21%	20%
I've seen more ads supporting Donald Trump	16%	12%	11%	28%	11%	26%	16%	17%	19%	13%	13%	19%	18%
I've seen about an equal number of ads supporting each candidate	28%	27%	27%	30%	29%	30%	26%	29%	31%	39%	27%	27%	21%

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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
I haven't seen ads for either candidate	22%	17%	30%	15%	22%	20%	22%	26%	21%	16%	19%	21%	29%
Not sure	12%	11%	19%	5%	8%	6%	17%	7%	3%	8%	16%	12%	12%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	99%	99%	100%	100%
Unweighted N	(999)	(330)	(382)	(287)	(286)	(285)	(418)	(289)	(171)	(184)	(215)	(380)	(220)

5. Social Media Posts in Last Month

Thinking about posts on social media like Facebook and Twitter that you've seen in the last month, would you say that:

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more posts from Joe Biden	11%	13%	12%	10%	11%	13%	11%	8%	11%	10%	11%	15%
I've seen more posts from Donald Trump	28%	29%	29%	28%	32%	30%	27%	25%	28%	26%	30%	32%
I've seen about an equal number of posts from each candidate	15%	17%	14%	15%	18%	9%	14%	19%	15%	14%	14%	12%
I haven't seen posts from either candidate	30%	30%	31%	30%	23%	29%	32%	36%	31%	26%	27%	31%
Not sure	16%	11%	14%	17%	16%	18%	17%	12%	15%	23%	19%	11%
Totals	100%	100%	100%	100%	100%	99%	101%	100%	100%	99%	101%	101%
Unweighted N	(991)	(811)	(482)	(509)	(211)	(187)	(386)	(207)	(684)	(111)	(110)	(86)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen more posts from Joe Biden	11%	23%	6%	6%	21%	7%	8%	9%	18%	13%	11%	10%	11%
I've seen more posts from Donald Trump	28%	19%	26%	42%	20%	40%	25%	35%	33%	31%	29%	26%	31%
I've seen about an equal number of posts from each candidate	15%	16%	14%	14%	15%	17%	14%	16%	15%	19%	8%	19%	10%
I haven't seen posts from either candidate	30%	29%	36%	24%	31%	29%	35%	29%	24%	25%	29%	30%	35%
Not sure	16%	14%	19%	14%	13%	7%	19%	10%	9%	11%	23%	15%	13%
Totals	100%	101%	101%	100%	100%	100%	101%	99%	99%	99%	100%	100%	100%

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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
Unweighted N	(991)	(331)	(376)	(284)	(286)	(281)	(415)	(288)	(170)	(183)	(212)	(378)	(218)

6. News Stories in Last Month

Thinking about news stories that you've seen in the last month, would you say that:

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more news stories about Joe Biden	9%	7%	10%	7%	9%	8%	9%	7%	8%	9%	8%	8%
I've seen more news stories about Donald Trump	42%	47%	44%	40%	35%	42%	43%	48%	46%	33%	28%	43%
I've seen about an equal number of news stories about each candidate	27%	31%	24%	28%	23%	27%	27%	30%	27%	26%	25%	25%
I haven't seen news stories about either candidate	10%	6%	8%	12%	16%	10%	10%	4%	7%	12%	17%	18%
Not sure	13%	8%	13%	13%	17%	12%	12%	12%	11%	19%	22%	6%
Totals	101%	99%	99%	100%	100%	99%	101%	101%	99%	99%	100%	100%
Unweighted N	(992)	(815)	(484)	(508)	(210)	(187)	(390)	(205)	(685)	(111)	(109)	(87)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen more news stories about Joe Biden	9%	7%	7%	12%	6%	7%	10%	8%	9%	17%	7%	7%	5%
I've seen more news stories about Donald Trump	42%	44%	34%	51%	43%	56%	36%	48%	51%	37%	43%	41%	46%
I've seen about an equal number of news stories about each candidate	27%	31%	22%	28%	36%	28%	25%	27%	29%	33%	20%	30%	21%

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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
I haven't seen news stories about either candidate	10%	7%	17%	3%	6%	3%	12%	9%	8%	5%	10%	9%	14%
Not sure	13%	11%	19%	7%	10%	6%	17%	7%	3%	8%	20%	12%	14%
Totals	101%	100%	99%	101%	101%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(992)	(330)	(376)	(286)	(285)	(285)	(415)	(287)	(170)	(183)	(212)	(377)	(220)

7. Conversations in Last Month

Thinking about conversations that you've personally had in the last month, would you say that:

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've spent more time talking about Joe Biden	10%	12%	11%	9%	14%	12%	8%	7%	7%	21%	13%	14%
I've spent more time talking about Donald Trump	34%	38%	37%	30%	21%	29%	37%	45%	39%	22%	22%	26%
I've spent about an equal amount of time talking about each candidate	25%	28%	23%	27%	27%	29%	21%	24%	26%	26%	22%	19%
I haven't talked about either candidate	21%	16%	18%	23%	20%	17%	27%	17%	21%	13%	23%	30%
Not sure	11%	6%	11%	11%	18%	13%	7%	7%	8%	18%	20%	11%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(994)	(812)	(485)	(509)	(211)	(188)	(387)	(208)	(687)	(110)	(111)	(86)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've spent more time talking about Joe Biden	10%	22%	5%	4%	19%	4%	10%	12%	10%	13%	9%	10%	8%
I've spent more time talking about Donald Trump	34%	22%	27%	53%	24%	56%	27%	40%	43%	26%	33%	36%	36%
I've spent about an equal amount of time talking about each candidate	25%	28%	22%	25%	32%	24%	24%	26%	26%	37%	22%	25%	18%
I haven't talked about either candidate	21%	18%	29%	14%	19%	12%	25%	17%	17%	18%	24%	19%	23%

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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
Not sure	11%	10%	17%	3%	7%	4%	13%	6%	5%	6%	12%	11%	14%
Totals	101%	100%	100%	99%	101%	100%	99%	101%	101%	100%	100%	101%	99%
Unweighted N	(994)	(329)	(379)	(286)	(285)	(284)	(417)	(287)	(170)	(183)	(213)	(378)	(220)

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8. Contacted by Biden or Trump Campaign

So far in this election, have you been contacted by representatives of either Joe Biden or Donald Trump's campaign?

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, by Biden's campaign	11%	13%	12%	10%	11%	10%	11%	12%	10%	19%	12%	7%
Yes, by Trump's campaign	12%	14%	13%	12%	9%	13%	11%	18%	14%	5%	8%	15%
Yes, by both campaigns	13%	15%	13%	12%	12%	7%	10%	24%	12%	20%	11%	10%
No, I haven't been contacted by either campaign	56%	54%	53%	59%	53%	60%	62%	44%	58%	40%	58%	62%
Not sure	8%	3%	8%	8%	15%	10%	7%	2%	6%	15%	11%	7%
Totals	100%	99%	99%	101%	100%	100%	101%	100%	100%	99%	100%	101%
Unweighted N	(991)	(811)	(483)	(508)	(210)	(187)	(388)	(206)	(685)	(111)	(109)	(86)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, by Biden's campaign	11%	22%	8%	5%	20%	8%	9%	14%	13%	20%	6%	9%	11%
Yes, by Trump's campaign	12%	2%	8%	28%	2%	27%	9%	17%	17%	12%	12%	14%	10%
Yes, by both campaigns	13%	14%	13%	11%	15%	17%	12%	15%	16%	11%	12%	16%	9%
No, I haven't been contacted by either campaign	56%	56%	57%	54%	61%	47%	59%	51%	50%	50%	62%	51%	62%
Not sure	8%	6%	14%	2%	2%	2%	11%	4%	4%	6%	8%	9%	8%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(991)	(329)	(376)	(286)	(285)	(282)	(413)	(288)	(170)	(182)	(214)	(377)	(218)

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Interviewing Dates	August 31 - September 2, 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 0.035 to 5.572, with a mean of one and a standard deviation of 0.938.
Number of respondents	1000
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	51 questions not reported.