

HuffPost: Presidential Campaigns

September 14 - 16, 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	41%	47%		39%	42%	37%	41%	39%	47%	34%	64%	55%	37%
Donald Trump	37%	39%		41%	34%	34%	32%	40%	41%	44%	20%	21%	30%
None of the above	27%	19%		25%	29%	34%	33%	26%	17%	28%	18%	27%	37%
Unweighted N	(1,000)	(841)		(499)	(501)	(175)	(126)	(476)	(223)	(730)	(93)	(79)	(98)

	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	41%	78%	28%	10%	81%	15%	35%	43%	52%	52%	32%	39%	42%
Donald Trump	37%	11%	35%	78%	8%	77%	38%	40%	35%	31%	40%	41%	32%
None of the above	27%	15%	44%	17%	16%	15%	33%	20%	20%	26%	32%	24%	30%
Unweighted N	(1,000)	(357)	(391)	(252)	(313)	(302)	(409)	(282)	(194)	(185)	(203)	(377)	(235)

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	47%	51%	44%	49%	39%	41%	50%	55%	53%	33%	32%	32%
Donald Trump	55%	61%	52%	59%	51%	68%	52%	52%	55%	70%	50%	48%
None of the above	18%	10%	21%	15%	28%	20%	17%	9%	16%	9%	29%	29%
Unweighted N	(1,000)	(841)	(499)	(501)	(175)	(126)	(476)	(223)	(730)	(93)	(79)	(98)

	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	47%	30%	46%	70%	34%	72%	47%	51%	43%	41%	55%	48%	39%
Donald Trump	55%	74%	51%	38%	78%	44%	47%	62%	66%	61%	52%	56%	52%
None of the above	18%	11%	27%	13%	8%	9%	24%	9%	15%	21%	15%	13%	27%
Unweighted N	(1,000)	(357)	(391)	(252)	(313)	(302)	(409)	(282)	(194)	(185)	(203)	(377)	(235)

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	35%	41%	32%	37%	31%	33%	35%	40%	27%	62%	54%	33%
Heard more NEGATIVE things	34%	36%	32%	36%	28%	28%	39%	40%	43%	13%	12%	23%
Heard about the same amount of positive and negative stories in the past two weeks	4%	4%	5%	2%	4%	7%	2%	2%	4%	2%	2%	3%
Not heard anything in the past two weeks	28%	19%	30%	25%	37%	32%	25%	18%	26%	23%	32%	40%
Totals	101%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(995)	(837)	(497)	(498)	(174)	(126)	(473)	(222)	(726)	(92)	(79)	(98)

	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	35%	73%	20%	7%	75%	10%	28%	39%	44%	41%	28%	34%	37%
Heard more NEGATIVE things	34%	6%	37%	67%	8%	68%	33%	41%	26%	22%	45%	39%	25%
Heard about the same amount of positive and negative stories in the past two weeks	4%	3%	5%	1%	5%	1%	5%	2%	4%	6%	2%	3%	4%
Not heard anything in the past two weeks	28%	17%	38%	25%	12%	21%	34%	19%	26%	31%	25%	24%	34%

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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	101%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(995)	(353)	(391)	(251)	(311)	(300)	(404)	(282)	(194)	(183)	(203)	(375)	(234)

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)?

	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	27%	28%	28%	25%	23%	17%	30%	34%	33%	6%	14%	21%
Heard more NEGATIVE things	46%	52%	41%	50%	41%	57%	43%	44%	44%	64%	44%	41%
Heard about the same amount of positive and negative stories in the past two weeks	3%	3%	4%	2%	5%	2%	3%	2%	4%	5%	1%	1%
Not heard anything in the past two weeks	24%	17%	27%	22%	30%	24%	24%	20%	20%	25%	40%	38%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	101%	100%	99%	101%
Unweighted N	(996)	(838)	(497)	(499)	(174)	(124)	(475)	(223)	(728)	(92)	(78)	(98)

	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	27%	5%	23%	64%	2%	61%	28%	33%	18%	19%	31%	31%	20%
Heard more NEGATIVE things	46%	71%	41%	19%	77%	24%	37%	51%	59%	53%	42%	47%	43%
Heard about the same amount of positive and negative stories in the past two weeks	3%	1%	5%	4%	1%	5%	4%	3%	2%	1%	3%	4%	3%
Not heard anything in the past two weeks	24%	24%	31%	13%	20%	9%	32%	13%	21%	26%	23%	18%	34%

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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%	101%	100%	100%	100%	99%	101%	100%	100%	99%	99%	100%	100%
Unweighted N	(996)	(357)	(389)	(250)	(313)	(301)	(407)	(281)	(193)	(184)	(203)	(375)	(234)

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	27%	32%	27%	27%	20%	21%	31%	34%	24%	44%	33%	19%
I've seen more ads supporting Donald Trump	12%	12%	12%	11%	13%	13%	10%	10%	14%	5%	5%	11%
I've seen about an equal number of ads supporting each candidate	30%	31%	28%	32%	29%	31%	30%	31%	31%	34%	21%	32%
I haven't seen ads for either candidate	18%	16%	17%	19%	21%	25%	15%	13%	20%	6%	21%	17%
Not sure	13%	9%	14%	12%	18%	10%	13%	12%	11%	10%	21%	21%
Totals	100%	100%	98%	101%	101%	100%	99%	100%	100%	99%	101%	100%
Unweighted N	(994)	(836)	(496)	(498)	(171)	(126)	(474)	(223)	(729)	(92)	(78)	(95)

	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	27%	40%	19%	23%	41%	26%	22%	32%	31%	30%	24%	32%	20%
I've seen more ads supporting Donald Trump	12%	5%	10%	23%	7%	18%	9%	14%	15%	10%	13%	11%	13%
I've seen about an equal number of ads supporting each candidate	30%	29%	29%	34%	28%	36%	30%	32%	34%	26%	37%	28%	30%

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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	18%	19%	23%	8%	18%	10%	21%	14%	18%	23%	15%	17%	19%
Not sure	13%	7%	18%	12%	6%	10%	18%	8%	3%	11%	11%	12%	17%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(994)	(355)	(388)	(251)	(312)	(301)	(408)	(280)	(191)	(185)	(201)	(374)	(234)

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	13%	15%	13%	12%	11%	17%	15%	8%	10%	21%	20%	13%
I've seen more posts from Donald Trump	19%	21%	21%	16%	16%	16%	23%	18%	20%	15%	13%	20%
I've seen about an equal number of posts from each candidate	19%	21%	16%	21%	27%	18%	16%	15%	19%	22%	13%	16%
I haven't seen posts from either candidate	31%	29%	34%	29%	25%	31%	30%	38%	33%	27%	32%	25%
Not sure	19%	13%	16%	21%	21%	18%	17%	21%	18%	15%	22%	27%
Totals	101%	99%	100%	99%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(988)	(832)	(491)	(497)	(172)	(125)	(468)	(223)	(721)	(91)	(79)	(97)

	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	13%	26%	5%	8%	22%	10%	9%	16%	16%	13%	8%	15%	14%
I've seen more posts from Donald Trump	19%	15%	16%	28%	15%	27%	17%	23%	21%	14%	19%	21%	17%
I've seen about an equal number of posts from each candidate	19%	16%	18%	22%	18%	24%	17%	25%	13%	26%	29%	15%	9%
I haven't seen posts from either candidate	31%	27%	37%	25%	34%	26%	36%	22%	30%	25%	28%	33%	36%
Not sure	19%	15%	23%	17%	10%	13%	21%	14%	20%	21%	16%	16%	24%
Totals	101%	99%	99%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%

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	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(988)	(352)	(387)	(249)	(308)	(300)	(403)	(277)	(194)	(184)	(199)	(373)	(232)

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%	10%	10%	8%	6%	11%	8%	12%	9%	10%	11%	9%
I've seen more news stories about Donald Trump	39%	47%	39%	40%	36%	39%	42%	39%	42%	27%	36%	41%
I've seen about an equal number of news stories about each candidate	26%	28%	25%	28%	26%	28%	24%	28%	25%	38%	22%	24%
I haven't seen news stories about either candidate	10%	6%	10%	9%	10%	8%	12%	8%	10%	7%	14%	4%
Not sure	16%	9%	16%	15%	22%	14%	14%	14%	14%	19%	18%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	101%	100%
Unweighted N	(994)	(836)	(495)	(499)	(172)	(126)	(474)	(222)	(727)	(93)	(78)	(96)

	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%	14%	4%	10%	8%	11%	7%	13%	11%	6%	8%	6%	18%
I've seen more news stories about Donald Trump	39%	42%	33%	47%	50%	48%	28%	50%	54%	45%	44%	36%	36%
I've seen about an equal number of news stories about each candidate	26%	28%	27%	23%	28%	28%	30%	25%	21%	25%	26%	32%	18%

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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%	14%	6%	7%	3%	14%	6%	5%	10%	6%	12%	10%
Not sure	16%	9%	22%	14%	7%	9%	21%	7%	9%	14%	15%	15%	19%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	99%	101%	101%
Unweighted N	(994)	(353)	(389)	(252)	(312)	(302)	(408)	(279)	(192)	(183)	(202)	(375)	(234)

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	9%	10%	11%	7%	13%	10%	7%	8%	8%	15%	10%	11%
I've spent more time talking about Donald Trump	35%	42%	36%	34%	26%	33%	40%	38%	39%	30%	27%	21%
I've spent about an equal amount of time talking about each candidate	19%	24%	16%	21%	25%	14%	17%	21%	17%	23%	19%	23%
I haven't talked about either candidate	26%	19%	28%	25%	18%	30%	27%	29%	27%	23%	23%	23%
Not sure	11%	5%	10%	13%	18%	13%	10%	3%	9%	8%	21%	22%
Totals	100%	100%	101%	100%	100%	100%	101%	99%	100%	99%	100%	100%
Unweighted N	(993)	(835)	(497)	(496)	(174)	(126)	(471)	(222)	(726)	(92)	(78)	(97)

	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	9%	19%	5%	3%	15%	4%	8%	9%	14%	11%	7%	8%	11%
I've spent more time talking about Donald Trump	35%	34%	24%	56%	37%	53%	28%	47%	44%	27%	43%	38%	29%
I've spent about an equal amount of time talking about each candidate	19%	20%	18%	18%	22%	23%	16%	23%	17%	24%	15%	16%	22%
I haven't talked about either candidate	26%	21%	35%	18%	21%	15%	34%	14%	23%	30%	25%	25%	26%

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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%	7%	18%	6%	4%	5%	14%	5%	2%	9%	9%	12%	13%
Totals	100%	101%	100%	101%	99%	100%	100%	98%	100%	101%	99%	99%	101%
Unweighted N	(993)	(352)	(390)	(251)	(309)	(301)	(404)	(280)	(194)	(182)	(203)	(373)	(235)

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	14%	19%		15%	13%	13%	23%	11%	12%	13%	32%	5%	10%
Yes, by Trump's campaign	14%	15%		15%	12%	10%	14%	13%	18%	16%	10%	13%	2%
Yes, by both campaigns	10%	13%		13%	7%	6%	4%	12%	17%	10%	8%	10%	14%
No, I haven't been contacted by either campaign	53%	48%		48%	57%	55%	51%	56%	48%	53%	43%	62%	51%
Not sure	9%	4%		9%	10%	16%	9%	8%	4%	8%	7%	10%	23%
Totals	100%	99%		100%	99%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(995)	(836)		(496)	(499)	(172)	(126)	(475)	(222)	(728)	(93)	(78)	(96)

	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	14%	31%	6%	5%	32%	7%	9%	22%	23%	24%	10%	14%	12%
Yes, by Trump's campaign	14%	4%	10%	34%	3%	31%	11%	16%	18%	9%	17%	13%	15%
Yes, by both campaigns	10%	10%	10%	10%	15%	14%	9%	10%	12%	10%	10%	11%	9%
No, I haven't been contacted by either campaign	53%	50%	59%	46%	48%	44%	59%	50%	44%	51%	55%	52%	53%
Not sure	9%	5%	15%	5%	3%	4%	12%	3%	2%	6%	9%	10%	12%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	99%	100%	101%	100%	101%
Unweighted N	(995)	(353)	(390)	(252)	(312)	(302)	(407)	(281)	(192)	(185)	(202)	(374)	(234)

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Interviewing Dates	September 14 - 16, 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 0.202 to 6.555, with a mean of one and a standard deviation of 1.022.
Number of respondents	1000
Margin of error	± 4.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	50 questions not reported.