

HuffPost: Presidential Campaigns

October 12 - 16, 2020 - 1000 US Registered Voters

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	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	49%	46%	51%	61%	46%	47%	47%	45%	68%	46%	55%
Donald Trump	38%	42%	34%	18%	32%	44%	43%	42%	13%	35%	33%
None of the above	23%	23%	23%	22%	33%	20%	18%	23%	19%	22%	31%
Unweighted N	(1,000)	(425)	(575)	(77)	(188)	(462)	(273)	(782)	(84)	(69)	(65)

	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%	84%	40%	14%	84%	19%	52%	41%	63%	52%	42%	46%	58%
Donald Trump	38%	9%	40%	71%	10%	72%	29%	44%	36%	35%	32%	39%	44%
None of the above	23%	13%	32%	24%	13%	21%	26%	23%	19%	17%	32%	23%	18%
Unweighted N	(1,000)	(342)	(383)	(275)	(366)	(378)	(376)	(280)	(233)	(148)	(239)	(381)	(232)

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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.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Joe Biden	49%	51%	48%	45%	49%	52%	47%	52%	29%	59%	49%
Donald Trump	65%	67%	64%	69%	63%	67%	63%	64%	69%	49%	86%
None of the above	11%	10%	12%	8%	20%	7%	12%	12%	12%	13%	2%
Unweighted N	(1,000)	(425)	(575)	(77)	(188)	(462)	(273)	(782)	(84)	(69)	(65)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden	49%	31%	57%	63%	31%	68%	43%	54%	54%	46%	46%	50%	53%
Donald Trump	65%	77%	66%	49%	83%	47%	62%	63%	82%	78%	57%	58%	77%
None of the above	11%	8%	12%	16%	7%	13%	15%	9%	6%	1%	21%	12%	7%
Unweighted N	(1,000)	(342)	(383)	(275)	(366)	(378)	(376)	(280)	(233)	(148)	(239)	(381)	(232)

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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)?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard more POSITIVE things	44%	42%	45%	56%	41%	41%	43%	41%	67%	42%	37%
Heard more NEGATIVE things	33%	35%	31%	23%	28%	38%	36%	37%	14%	36%	24%
Heard about the same amount of positive and negative stories in the past two weeks	3%	2%	4%	2%	4%	4%	2%	2%	0%	1%	17%
Not heard anything in the past two weeks	20%	20%	20%	19%	27%	18%	19%	20%	19%	21%	22%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(998)	(424)	(574)	(77)	(188)	(461)	(272)	(781)	(84)	(68)	(65)

	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	44%	79%	34%	10%	80%	14%	49%	34%	55%	50%	39%	41%	49%
Heard more NEGATIVE things	33%	8%	40%	57%	9%	57%	26%	42%	29%	37%	30%	36%	28%
Heard about the same amount of positive and negative stories in the past two weeks	3%	3%	4%	2%	2%	4%	2%	4%	3%	2%	1%	4%	4%
Not heard anything in the past two weeks	20%	10%	22%	31%	9%	26%	23%	20%	13%	11%	30%	19%	19%

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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%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(342)	(383)	(273)	(365)	(377)	(376)	(278)	(233)	(147)	(239)	(381)	(231)

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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)?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard more POSITIVE things	25%	28%	22%	8%	19%	30%	32%	28%	11%	31%	14%
Heard more NEGATIVE things	54%	56%	52%	59%	55%	55%	49%	53%	67%	41%	63%
Heard about the same amount of positive and negative stories in the past two weeks	5%	4%	5%	7%	4%	5%	4%	5%	0%	1%	14%
Not heard anything in the past two weeks	16%	12%	20%	25%	23%	10%	15%	15%	22%	27%	8%
Totals	100%	100%	99%	99%	101%	100%	100%	101%	100%	100%	99%
Unweighted N	(998)	(425)	(573)	(77)	(188)	(461)	(272)	(780)	(84)	(69)	(65)

	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	25%	3%	23%	55%	2%	53%	21%	34%	13%	26%	25%	28%	19%
Heard more NEGATIVE things	54%	75%	58%	22%	81%	24%	54%	49%	70%	65%	50%	47%	62%
Heard about the same amount of positive and negative stories in the past two weeks	5%	2%	4%	9%	2%	8%	3%	4%	7%	3%	2%	5%	8%
Not heard anything in the past two weeks	16%	19%	15%	14%	15%	15%	22%	12%	10%	5%	23%	19%	12%

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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%	100%	99%	100%	99%	100%	99%	101%
Unweighted N	(998)	(342)	(383)	(273)	(365)	(377)	(376)	(279)	(232)	(147)	(239)	(380)	(232)

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4. Television Ads in Last Month

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more ads supporting Joe Biden	32%	36%	28%	23%	31%	33%	35%	32%	34%	19%	34%
I've seen more ads supporting Donald Trump	12%	12%	12%	12%	11%	11%	13%	10%	23%	12%	12%
I've seen about an equal number of ads supporting each candidate	32%	29%	34%	45%	28%	30%	30%	32%	23%	38%	38%
I haven't seen ads for either candidate	16%	15%	18%	15%	19%	17%	15%	18%	12%	21%	5%
Not sure	8%	9%	8%	5%	11%	9%	6%	8%	8%	9%	11%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(996)	(424)	(572)	(75)	(186)	(462)	(273)	(781)	(82)	(68)	(65)

	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	32%	37%	26%	31%	34%	34%	27%	28%	39%	40%	28%	28%	34%
I've seen more ads supporting Donald Trump	12%	11%	7%	18%	10%	14%	11%	19%	7%	5%	13%	16%	9%
I've seen about an equal number of ads supporting each candidate	32%	30%	33%	33%	30%	34%	34%	36%	28%	37%	33%	30%	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	16%	14%	22%	13%	18%	14%	18%	13%	18%	13%	21%	15%	16%
Not sure	8%	7%	11%	6%	9%	4%	11%	4%	8%	5%	5%	10%	10%
Totals	100%	99%	99%	101%	101%	100%	101%	100%	100%	100%	100%	99%	99%
Unweighted N	(996)	(341)	(380)	(275)	(365)	(377)	(375)	(279)	(232)	(148)	(238)	(379)	(231)

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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	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more posts from Joe Biden	18%	15%	20%	27%	15%	19%	13%	16%	23%	28%	13%
I've seen more posts from Donald Trump	25%	25%	25%	25%	20%	23%	33%	29%	15%	22%	10%
I've seen about an equal number of posts from each candidate	17%	20%	13%	16%	24%	15%	13%	15%	16%	21%	28%
I haven't seen posts from either candidate	29%	29%	30%	21%	28%	31%	33%	30%	33%	19%	32%
Not sure	11%	11%	12%	10%	13%	12%	9%	11%	13%	11%	16%
Totals	100%	100%	100%	99%	100%	100%	101%	101%	100%	101%	99%
Unweighted N	(994)	(424)	(570)	(77)	(187)	(460)	(270)	(777)	(84)	(69)	(64)

	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	18%	27%	16%	9%	24%	14%	20%	13%	21%	23%	15%	19%	13%
I've seen more posts from Donald Trump	25%	15%	19%	46%	14%	35%	22%	25%	28%	27%	20%	28%	24%
I've seen about an equal number of posts from each candidate	17%	14%	18%	18%	13%	19%	15%	21%	19%	23%	18%	14%	14%
I haven't seen posts from either candidate	29%	31%	34%	22%	34%	25%	30%	31%	25%	19%	33%	26%	38%
Not sure	11%	13%	14%	6%	15%	7%	13%	9%	7%	7%	13%	12%	11%
Totals	100%	100%	101%	101%	100%	100%	100%	99%	100%	99%	99%	99%	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	(994)	(341)	(381)	(272)	(364)	(374)	(376)	(280)	(232)	(147)	(236)	(380)	(231)

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6. News Stories in Last Month

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more news stories about Joe Biden	11%	12%	11%	18%	7%	11%	12%	8%	26%	18%	8%
I've seen more news stories about Donald Trump	46%	52%	41%	48%	46%	46%	45%	49%	39%	32%	40%
I've seen about an equal number of news stories about each candidate	26%	24%	27%	25%	23%	30%	23%	25%	19%	36%	34%
I haven't seen news stories about either candidate	9%	5%	12%	4%	15%	6%	13%	9%	4%	10%	14%
Not sure	8%	7%	9%	6%	9%	8%	8%	8%	12%	5%	4%
Totals	100%	100%	100%	101%	100%	101%	101%	99%	100%	101%	100%
Unweighted N	(989)	(421)	(568)	(75)	(186)	(458)	(270)	(775)	(81)	(68)	(65)

	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	11%	18%	7%	8%	13%	8%	12%	9%	14%	17%	4%	14%	10%
I've seen more news stories about Donald Trump	46%	42%	46%	50%	43%	51%	40%	49%	51%	43%	45%	43%	54%
I've seen about an equal number of news stories about each candidate	26%	26%	26%	26%	29%	27%	26%	29%	27%	29%	30%	25%	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	9%	8%	11%	8%	8%	7%	12%	10%	5%	4%	16%	7%	9%
Not sure	8%	7%	9%	7%	8%	7%	10%	4%	3%	6%	5%	11%	6%
Totals	100%	101%	99%	99%	101%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(989)	(337)	(379)	(273)	(361)	(374)	(373)	(278)	(229)	(148)	(237)	(375)	(229)

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7. Conversations in Last Month

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've spent more time talking about Joe Biden	15%	17%	13%	19%	13%	14%	15%	12%	23%	17%	23%
I've spent more time talking about Donald Trump	34%	38%	31%	25%	23%	40%	41%	36%	28%	28%	33%
I've spent about an equal amount of time talking about each candidate	27%	27%	27%	37%	39%	24%	18%	28%	21%	27%	32%
I haven't talked about either candidate	17%	11%	22%	10%	20%	16%	21%	17%	25%	14%	8%
Not sure	6%	7%	6%	9%	5%	6%	6%	6%	3%	14%	4%
Totals	99%	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(990)	(420)	(570)	(76)	(186)	(460)	(268)	(775)	(82)	(68)	(65)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've spent more time talking about Joe Biden	15%	33%	5%	3%	25%	5%	15%	10%	23%	19%	9%	16%	16%
I've spent more time talking about Donald Trump	34%	23%	34%	49%	29%	44%	29%	41%	34%	32%	28%	41%	33%
I've spent about an equal amount of time talking about each candidate	27%	21%	33%	29%	21%	33%	22%	34%	33%	27%	36%	21%	30%
I haven't talked about either candidate	17%	16%	20%	16%	15%	16%	26%	11%	8%	18%	17%	18%	15%

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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	6%	8%	8%	3%	10%	3%	8%	4%	3%	4%	11%	5%	6%
Totals	99%	101%	100%	100%	100%	101%	100%	100%	101%	100%	101%	101%	100%
Unweighted N	(990)	(338)	(380)	(272)	(362)	(375)	(371)	(277)	(233)	(148)	(237)	(376)	(229)

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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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, by Biden's campaign	16%	11%	20%	24%	15%	15%	15%	14%	35%	19%	4%
Yes, by Trump's campaign	14%	19%	11%	4%	12%	16%	20%	16%	3%	14%	13%
Yes, by both campaigns	15%	19%	13%	15%	13%	15%	19%	15%	15%	12%	23%
No, I haven't been contacted by either campaign	48%	46%	50%	49%	54%	50%	41%	49%	45%	46%	47%
Not sure	6%	5%	7%	8%	6%	5%	6%	5%	3%	9%	13%
Totals	99%	100%	101%	100%	100%	101%	101%	99%	101%	100%	100%
Unweighted N	(993)	(420)	(573)	(75)	(185)	(461)	(272)	(779)	(82)	(67)	(65)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, by Biden's campaign	16%	29%	11%	6%	25%	8%	17%	17%	17%	17%	15%	18%	12%
Yes, by Trump's campaign	14%	2%	8%	38%	2%	30%	10%	20%	19%	10%	13%	18%	14%
Yes, by both campaigns	15%	12%	23%	11%	15%	17%	13%	16%	17%	13%	14%	19%	13%
No, I haven't been contacted by either campaign	48%	53%	53%	38%	53%	42%	52%	45%	42%	57%	46%	42%	55%
Not sure	6%	5%	6%	7%	6%	3%	8%	2%	4%	3%	12%	4%	5%
Totals	99%	101%	101%	100%	101%	100%	100%	100%	99%	100%	100%	101%	99%
Unweighted N	(993)	(339)	(380)	(274)	(364)	(376)	(374)	(278)	(232)	(148)	(238)	(378)	(229)

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Interviewing Dates	October 12 - 16, 2020
Target population	U.S. Registered Voters, 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 0.211 to 6.844, with a mean of one and a standard deviation of 1.414.
Number of respondents	1000
Margin of error	± 5.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	58 questions not reported.