

# HuffPost: Presidential candidates

March 30 - April 1, 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	26%	31%	26%	25%	24%	23%	29%	26%	22%	46%	28%	23%	
Bernie Sanders	22%	25%	22%	22%	36%	30%	13%	13%	21%	19%	26%	33%	
Donald Trump	41%	46%	42%	41%	35%	36%	38%	60%	48%	20%	29%	32%	
None of the above	26%	17%	27%	26%	24%	32%	32%	13%	25%	33%	24%	33%	
Unweighted N	(1,000)	(760)	(454)	(546)	(217)	(232)	(354)	(197)	(706)	(119)	(117)	(58)	

	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	26%	52%	16%	8%	59%	6%	25%	24%	41%	30%	24%	24%	27%
Bernie Sanders	22%	39%	18%	8%	40%	7%	24%	22%	22%	22%	22%	20%	26%
Donald Trump	41%	9%	35%	86%	11%	91%	36%	48%	42%	38%	39%	43%	44%
None of the above	26%	24%	40%	10%	19%	8%	31%	22%	17%	28%	26%	26%	25%
Unweighted N	(1,000)	(345)	(374)	(281)	(302)	(263)	(449)	(263)	(172)	(166)	(203)	(369)	(262)

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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

	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	43%	50%	44%	41%	33%	37%	44%	58%	50%	19%	35%	27%
Bernie Sanders	35%	41%	36%	34%	24%	31%	37%	48%	40%	17%	31%	27%
Donald Trump	49%	54%	47%	50%	50%	52%	49%	42%	48%	51%	45%	57%
None of the above	20%	12%	22%	18%	26%	25%	20%	7%	17%	27%	23%	26%
Unweighted N	(1,000)	(760)	(454)	(546)	(217)	(232)	(354)	(197)	(706)	(119)	(117)	(58)

	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	43%	30%	41%	61%	32%	74%	41%	42%	50%	43%	43%	41%	47%
Bernie Sanders	35%	26%	33%	49%	29%	57%	30%	41%	36%	36%	34%	32%	41%
Donald Trump	49%	65%	50%	28%	74%	33%	44%	56%	55%	50%	51%	45%	50%
None of the above	20%	18%	27%	13%	11%	7%	26%	14%	12%	18%	18%	22%	20%
Unweighted N	(1,000)	(345)	(374)	(281)	(302)	(263)	(449)	(263)	(172)	(166)	(203)	(369)	(262)

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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)?

	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	22%	26%	23%	21%	18%	19%	26%	23%	19%	39%	23%	19%
Heard more NEGATIVE things	37%	43%	39%	34%	26%	31%	38%	52%	45%	8%	26%	24%
Heard about the same amount of positive and negative stories in the past two weeks	2%	2%	1%	3%	2%	2%	2%	3%	1%	7%	1%	1%
Not heard anything in the past two weeks	40%	29%	37%	42%	54%	48%	35%	22%	35%	46%	50%	55%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(999)	(759)	(454)	(545)	(217)	(232)	(353)	(197)	(706)	(119)	(116)	(58)

	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	22%	45%	14%	6%	53%	4%	20%	23%	33%	26%	22%	20%	21%
Heard more NEGATIVE things	37%	16%	38%	59%	18%	72%	34%	38%	39%	34%	39%	34%	41%
Heard about the same amount of positive and negative stories in the past two weeks	2%	4%	1%	0%	4%	0%	3%	1%	3%	1%	1%	3%	3%
Not heard anything in the past two weeks	40%	35%	47%	35%	26%	23%	43%	39%	26%	38%	38%	43%	35%

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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%	100%	100%	100%	101%	99%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(999)	(344)	(374)	(281)	(301)	(263)	(448)	(263)	(172)	(166)	(203)	(368)	(262)

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**3B. 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)?

	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	18%	20%	19%	18%	31%	27%	10%	9%	17%	15%	25%	29%
Heard more NEGATIVE things	29%	33%	30%	28%	13%	23%	34%	43%	33%	12%	24%	18%
Heard about the same amount of positive and negative stories in the past two weeks	2%	3%	2%	2%	2%	2%	1%	4%	3%	2%	0%	1%
Not heard anything in the past two weeks	51%	43%	49%	52%	54%	48%	55%	44%	47%	71%	51%	51%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(998)	(758)	(454)	(544)	(216)	(232)	(353)	(197)	(706)	(118)	(117)	(57)

	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	18%	32%	15%	7%	33%	4%	19%	21%	18%	18%	20%	16%	20%
Heard more NEGATIVE things	29%	14%	26%	48%	16%	55%	23%	35%	28%	29%	30%	26%	31%
Heard about the same amount of positive and negative stories in the past two weeks	2%	4%	2%	1%	5%	2%	2%	1%	3%	0%	1%	3%	4%
Not heard anything in the past two weeks	51%	50%	56%	45%	46%	40%	56%	44%	51%	53%	48%	55%	45%

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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%	99%	101%	100%	101%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(998)	(343)	(374)	(281)	(302)	(263)	(448)	(262)	(172)	(166)	(202)	(368)	(262)

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**3C. 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	32%	37%	32%	32%	19%	26%	31%	53%	38%	15%	23%	16%
Heard more NEGATIVE things	39%	44%	38%	40%	38%	40%	42%	33%	38%	46%	36%	43%
Heard about the same amount of positive and negative stories in the past two weeks	5%	4%	4%	5%	8%	5%	3%	3%	5%	1%	4%	11%
Not heard anything in the past two weeks	24%	16%	26%	23%	35%	28%	24%	10%	19%	38%	38%	30%
Totals	100%	101%	100%	100%	100%	99%	100%	99%	100%	100%	101%	100%
Unweighted N	(996)	(757)	(452)	(544)	(215)	(232)	(353)	(196)	(703)	(119)	(116)	(58)

	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	32%	4%	25%	73%	4%	78%	28%	36%	32%	29%	32%	34%	32%
Heard more NEGATIVE things	39%	63%	38%	12%	71%	13%	36%	39%	50%	41%	42%	35%	40%
Heard about the same amount of positive and negative stories in the past two weeks	5%	1%	6%	7%	2%	5%	4%	7%	2%	6%	2%	6%	4%
Not heard anything in the past two weeks	24%	31%	31%	8%	22%	3%	32%	18%	16%	24%	23%	26%	24%

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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%	99%	99%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(996)	(345)	(371)	(280)	(302)	(260)	(448)	(261)	(171)	(166)	(202)	(367)	(261)

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<b>Interviewing Dates</b>	March 30 - April 1, 2020
<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 2016 American Community Study. Voter registration was imputed from the November 2016 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2016 Presidential vote. The weights range from 0.04 to 4.812, with a mean of one and a standard deviation of 0.719.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	56 questions not reported.