

# HuffPost: Presidential candidates

April 27 - 29, 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         | 31%     | 38%               | 27%    | 35%    | 24%              | 25%   | 31%   | 47%   | 27%               | 56%   | 33%      | 28%   |
| Donald Trump      | 35%     | 36%               | 43%    | 28%    | 33%              | 33%   | 38%   | 35%   | 41%               | 10%   | 28%      | 31%   |
| None of the above | 36%     | 29%               | 34%    | 39%    | 44%              | 46%   | 33%   | 21%   | 35%               | 37%   | 38%      | 48%   |
| Unweighted N      | (1,000) | (789)             | (440)  | (560)  | (195)            | (194) | (403) | (208) | (727)             | (100) | (117)    | (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         | 31%     | 63%      | 19%   | 11%   | 68%       | 10%   | 31%                        | 32%       | 31%     | 25%           | 32%     | 30%   | 36%   |
| Donald Trump      | 35%     | 13%      | 29%   | 73%   | 6%        | 72%   | 32%                        | 40%       | 45%     | 39%           | 33%     | 35%   | 36%   |
| None of the above | 36%     | 29%      | 54%   | 19%   | 30%       | 20%   | 39%                        | 31%       | 29%     | 41%           | 37%     | 37%   | 31%   |
| Unweighted N      | (1,000) | (367)    | (391) | (242) | (343)     | (254) | (436)                      | (273)     | (180)   | (152)         | (222)   | (362) | (264) |

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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         | 47%     | 51%               | 49%    | 44%    | 46%              | 36%   | 51%   | 54%   | 53%               | 23%   | 34%      | 52%   |
| Donald Trump      | 59%     | 66%               | 56%    | 62%    | 46%              | 66%   | 59%   | 66%   | 57%               | 72%   | 60%      | 55%   |
| None of the above | 16%     | 9%                | 16%    | 16%    | 27%              | 22%   | 12%   | 5%    | 15%               | 18%   | 19%      | 22%   |
| Unweighted N      | (1,000) | (789)             | (440)  | (560)  | (195)            | (194) | (403) | (208) | (727)             | (100) | (117)    | (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         | 47%     | 38%      | 46%   | 60%   | 39%       | 63%   | 42%                        | 52%       | 60%     | 48%           | 51%     | 44%   | 47%   |
| Donald Trump      | 59%     | 81%      | 53%   | 42%   | 86%       | 46%   | 56%                        | 60%       | 73%     | 58%           | 59%     | 51%   | 71%   |
| None of the above | 16%     | 9%       | 27%   | 10%   | 6%        | 9%    | 22%                        | 11%       | 3%      | 17%           | 16%     | 21%   | 9%    |
| Unweighted N      | (1,000) | (367)    | (391) | (242) | (343)     | (254) | (436)                      | (273)     | (180)   | (152)         | (222)   | (362) | (264) |

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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)?

|  | 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%               | 32%   | 24%    | 30%    | 20%              | 20%   | 28%   | 41%   | 23%               | 54%   | 28%      | 19%   |
| Heard more NEGATIVE things   | 38%               | 40%   | 41%    | 34%    | 40%              | 27%   | 42%   | 40%   | 43%               | 15%   | 28%      | 36%   |
| Heard about the same amount of positive and negative stories in the past two weeks | 2%                | 3%    | 1%     | 3%     | 1%               | 2%    | 2%    | 5%    | 3%                | 1%    | 1%       | 4%    |
| Not heard anything in the past two weeks   | 33%               | 25%   | 33%    | 33%    | 40%              | 51%   | 28%   | 14%   | 31%               | 30%   | 43%      | 41%   |
| Totals   | 100%              | 100%  | 99%    | 100%   | 101%             | 100%  | 100%  | 100%  | 100%              | 100%  | 100%     | 100%  |
| Unweighted N   | (998)             | (787) | (440)  | (558)  | (194)            | (193) | (403) | (208) | (726)             | (100) | (117)    | (55)  |

|  | 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   | 27%   | 58%      | 16% | 5%  | 62%       | 6%    | 27%                        | 30%       | 23%     | 23%           | 28%     | 27%   | 29%  |
| Heard more NEGATIVE things   | 38%   | 18%      | 41% | 56% | 19%       | 59%   | 33%                        | 42%       | 45%     | 37%           | 37%     | 38%   | 37%  |
| Heard about the same amount of positive and negative stories in the past two weeks | 2%    | 3%       | 1%  | 2%  | 4%        | 3%    | 2%                         | 1%        | 4%      | 1%            | 3%      | 1%    | 4%   |
| Not heard anything in the past two weeks   | 33%   | 20%      | 41% | 36% | 16%       | 33%   | 37%                        | 27%       | 29%     | 39%           | 31%     | 33%   | 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  |
| Totals       | 100%  | 99%      | 99%   | 99%   | 101%      | 101%  | 99%                        | 100%      | 101%    | 100%          | 99%     | 99%   | 100%  |
| Unweighted N | (998) | (367)    | (390) | (241) | (341)     | (254) | (436)                      | (272)     | (179)   | (152)         | (221)   | (362) | (263) |

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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)?

|  | 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   | 26%   | 26%               | 30%    | 21%    | 28%              | 20%   | 28%   | 26%   | 31%               | 8%    | 13%      | 21%   |
| Heard more NEGATIVE things   | 50%   | 56%               | 46%    | 54%    | 37%              | 51%   | 51%   | 61%   | 48%               | 67%   | 48%      | 44%   |
| Heard about the same amount of positive and negative stories in the past two weeks | 4%    | 4%                | 4%     | 3%     | 2%               | 7%    | 3%    | 2%    | 3%                | 1%    | 10%      | 2%    |
| Not heard anything in the past two weeks   | 21%   | 13%               | 20%    | 22%    | 32%              | 23%   | 17%   | 11%   | 18%               | 24%   | 29%      | 33%   |
| Totals   | 101%  | 99%               | 100%   | 100%   | 99%              | 101%  | 99%   | 100%  | 100%              | 100%  | 100%     | 100%  |
| Unweighted N   | (998) | (788)             | (439)  | (559)  | (194)            | (194) | (402) | (208) | (725)             | (100) | (117)    | (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 |
| Heard more POSITIVE things   | 26%   | 7%       | 21% | 58% | 1%        | 56%   | 23%                        | 33%       | 27%     | 27%           | 26%     | 26%   | 24%  |
| Heard more NEGATIVE things   | 50%   | 77%      | 47% | 22% | 86%       | 26%   | 48%                        | 50%       | 57%     | 46%           | 52%     | 44%   | 60%  |
| Heard about the same amount of positive and negative stories in the past two weeks | 4%    | 2%       | 3%  | 7%  | 1%        | 7%    | 3%                         | 2%        | 8%      | 7%            | 1%      | 3%    | 5%   |
| Not heard anything in the past two weeks   | 21%   | 15%      | 30% | 14% | 13%       | 11%   | 26%                        | 15%       | 8%      | 21%           | 21%     | 27%   | 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       | 101%  | 101%     | 101%  | 101%  | 101%      | 100%  | 100%                       | 100%      | 100%    | 101%          | 100%    | 100%  | 100%  |
| Unweighted N | (998) | (367)    | (391) | (240) | (343)     | (253) | (436)                      | (271)     | (180)   | (151)         | (222)   | (361) | (264) |

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|                               |   |
|-------------------------------|---|
| <b>Interviewing Dates</b>     | April 27 - 29, 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 0.2 to 6.5, with a mean of one and a standard deviation of 0.827.  |
| <b>Number of respondents</b>  | 1000  |
| <b>Margin of error</b>        | ± 4% (adjusted for weighting)   |
| <b>Survey mode</b>            | Web-based interviews  |
| <b>Questions not reported</b> | 50 questions not reported.  |