

HuffPost: Presidential candidates

May 11 - 13, 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	28%	32%		28%	28%	29%	24%	29%	29%	22%	51%	45%	20%
Donald Trump	36%	38%		36%	36%	37%	26%	37%	44%	42%	17%	19%	28%
None of the above	39%	34%		39%	40%	39%	52%	36%	31%	39%	31%	39%	55%
Unweighted N	(1,000)	(802)		(426)	(574)	(184)	(176)	(432)	(208)	(720)	(101)	(104)	(75)

	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	28%	55%	20%	10%	59%	7%	24%	29%	34%	29%	24%	28%	29%
Donald Trump	36%	9%	31%	73%	7%	74%	33%	41%	38%	40%	44%	31%	32%
None of the above	39%	38%	52%	22%	39%	22%	43%	35%	32%	35%	35%	42%	43%
Unweighted N	(1,000)	(349)	(402)	(249)	(360)	(256)	(382)	(292)	(186)	(197)	(197)	(380)	(226)

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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	55%	63%	54%	56%	49%	52%	56%	61%	60%	35%	49%	48%
Donald Trump	58%	66%	59%	57%	62%	55%	58%	58%	58%	70%	46%	59%
None of the above	16%	7%	15%	17%	18%	25%	12%	10%	14%	14%	25%	26%
Unweighted N	(1,000)	(802)	(426)	(574)	(184)	(176)	(432)	(208)	(720)	(101)	(104)	(75)

	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	55%	45%	54%	68%	50%	76%	50%	65%	55%	46%	54%	59%	57%
Donald Trump	58%	74%	54%	46%	84%	49%	55%	60%	68%	58%	57%	58%	58%
None of the above	16%	9%	25%	10%	6%	4%	17%	12%	10%	21%	12%	16%	14%
Unweighted N	(1,000)	(349)	(402)	(249)	(360)	(256)	(382)	(292)	(186)	(197)	(197)	(380)	(226)

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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	21%	25%	23%	20%	22%	16%	24%	21%	16%	37%	39%	16%
Heard more NEGATIVE things	44%	49%	44%	44%	36%	41%	47%	52%	52%	15%	29%	43%
Heard about the same amount of positive and negative stories in the past two weeks	4%	6%	3%	5%	5%	5%	3%	4%	4%	8%	4%	2%
Not heard anything in the past two weeks	30%	21%	30%	30%	37%	37%	25%	23%	28%	40%	28%	39%
Totals	99%	101%	100%	99%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(998)	(800)	(426)	(572)	(184)	(176)	(431)	(207)	(720)	(101)	(102)	(75)

	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	21%	44%	14%	7%	47%	4%	19%	19%	29%	23%	17%	20%	24%
Heard more NEGATIVE things	44%	23%	46%	64%	27%	72%	40%	53%	42%	37%	43%	48%	45%
Heard about the same amount of positive and negative stories in the past two weeks	4%	8%	4%	1%	9%	2%	3%	7%	4%	3%	6%	5%	4%
Not heard anything in the past two weeks	30%	25%	36%	27%	17%	22%	37%	21%	25%	37%	34%	26%	27%

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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	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(998)	(348)	(401)	(249)	(358)	(256)	(380)	(292)	(186)	(196)	(197)	(379)	(226)

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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%	27%	26%	26%	22%	22%	27%	33%	32%	4%	13%	21%
Heard more NEGATIVE things	47%	56%	46%	49%	44%	47%	49%	49%	47%	56%	39%	53%
Heard about the same amount of positive and negative stories in the past two weeks	5%	4%	5%	4%	9%	2%	4%	4%	4%	11%	6%	2%
Not heard anything in the past two weeks	22%	13%	23%	21%	25%	28%	20%	15%	17%	28%	43%	25%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	99%	101%	101%
Unweighted N	(999)	(801)	(426)	(573)	(184)	(176)	(431)	(208)	(719)	(101)	(104)	(75)

	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%	5%	22%	55%	2%	56%	22%	32%	27%	28%	33%	23%	23%
Heard more NEGATIVE things	47%	71%	45%	26%	81%	29%	44%	50%	53%	43%	44%	49%	51%
Heard about the same amount of positive and negative stories in the past two weeks	5%	3%	5%	7%	1%	8%	6%	3%	5%	8%	5%	3%	4%
Not heard anything in the past two weeks	22%	22%	29%	12%	16%	7%	27%	15%	15%	21%	18%	25%	22%

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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%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(349)	(402)	(248)	(360)	(255)	(381)	(292)	(186)	(197)	(197)	(379)	(226)

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Interviewing Dates	May 11 - 13, 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 0.203 to 6.598, with a mean of one and a standard deviation of 0.881.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	50 questions not reported.