

HuffPost: Presidential candidates

August 3 - 5, 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	36%	43%	33%	39%	40%	35%	33%	40%	34%	53%	38%	30%
Donald Trump	36%	38%	41%	30%	24%	32%	40%	45%	43%	13%	34%	20%
None of the above	33%	24%	32%	35%	42%	38%	32%	20%	29%	36%	32%	57%
Unweighted N	(1,000)	(758)	(455)	(545)	(229)	(217)	(346)	(208)	(681)	(114)	(113)	(92)

	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	36%	71%	24%	11%	74%	12%	32%	42%	41%	39%	36%	33%	40%
Donald Trump	36%	10%	27%	77%	9%	74%	33%	38%	40%	29%	38%	40%	31%
None of the above	33%	25%	53%	18%	21%	21%	38%	27%	23%	33%	35%	31%	36%
Unweighted N	(1,000)	(353)	(420)	(227)	(283)	(211)	(427)	(280)	(163)	(162)	(217)	(364)	(257)

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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	46%	51%	48%	44%	39%	45%	48%	51%	52%	30%	44%	32%
Donald Trump	56%	61%	54%	58%	63%	49%	54%	59%	59%	55%	43%	49%
None of the above	17%	10%	17%	17%	22%	18%	19%	9%	13%	19%	22%	38%
Unweighted N	(1,000)	(758)	(455)	(545)	(229)	(217)	(346)	(208)	(681)	(114)	(113)	(92)

	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	46%	34%	42%	66%	31%	72%	45%	50%	46%	35%	53%	50%	42%
Donald Trump	56%	70%	54%	41%	77%	46%	47%	63%	61%	60%	59%	50%	58%
None of the above	17%	10%	28%	12%	8%	8%	22%	13%	13%	17%	12%	19%	20%
Unweighted N	(1,000)	(353)	(420)	(227)	(283)	(211)	(427)	(280)	(163)	(162)	(217)	(364)	(257)

HuffPost: Presidential candidates

August 3 - 5, 2020 - 1000 US adult citizens



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	31%	37%	27%	34%	31%	28%	29%	36%	28%	51%	30%	23%
Heard more NEGATIVE things	35%	37%	36%	34%	27%	30%	38%	45%	41%	17%	30%	22%
Heard about the same amount of positive and negative stories in the past two weeks	3%	4%	4%	3%	4%	4%	2%	2%	4%	2%	3%	2%
Not heard anything in the past two weeks	31%	22%	33%	29%	38%	37%	31%	17%	27%	30%	37%	53%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(755)	(453)	(544)	(229)	(216)	(344)	(208)	(681)	(114)	(111)	(91)

	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	31%	64%	19%	8%	68%	7%	27%	37%	34%	35%	28%	28%	34%
Heard more NEGATIVE things	35%	12%	35%	63%	11%	69%	34%	36%	35%	26%	41%	39%	30%
Heard about the same amount of positive and negative stories in the past two weeks	3%	6%	3%	1%	5%	2%	3%	3%	3%	2%	5%	2%	3%
Not heard anything in the past two weeks	31%	19%	44%	28%	17%	22%	35%	24%	29%	36%	25%	30%	34%

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HuffPost: Presidential candidates
 August 3 - 5, 2020 - 1000 US adult citizens



continued from previous page

	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%	101%	100%	99%	100%	101%	99%	99%	99%	101%
Unweighted N	(997)	(351)	(419)	(227)	(282)	(210)	(426)	(279)	(162)	(161)	(216)	(363)	(257)

HuffPost: Presidential candidates
August 3 - 5, 2020 - 1000 US adult citizens



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%	29%	30%	24%	12%	26%	31%	35%	32%	8%	26%	12%
Heard more NEGATIVE things	45%	50%	41%	48%	55%	35%	42%	49%	46%	50%	37%	39%
Heard about the same amount of positive and negative stories in the past two weeks	4%	4%	5%	3%	4%	4%	4%	3%	4%	3%	3%	5%
Not heard anything in the past two weeks	25%	18%	25%	25%	29%	35%	22%	13%	17%	39%	34%	44%
Totals	101%	101%	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(997)	(756)	(454)	(543)	(228)	(216)	(345)	(208)	(680)	(113)	(113)	(91)

	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%	4%	17%	65%	5%	60%	26%	27%	27%	23%	26%	31%	22%
Heard more NEGATIVE things	45%	66%	46%	19%	73%	25%	36%	52%	52%	49%	47%	40%	48%
Heard about the same amount of positive and negative stories in the past two weeks	4%	3%	5%	5%	2%	5%	5%	2%	3%	3%	8%	3%	3%
Not heard anything in the past two weeks	25%	28%	32%	11%	21%	11%	32%	19%	18%	26%	19%	26%	26%

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continued from previous page

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		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	101%	101%	100%	100%	101%	101%	99%	100%	100%	101%	100%	100%	99%
Unweighted N	(997)	(352)	(419)	(226)	(283)	(211)	(427)	(279)	(162)	(161)	(216)	(363)	(257)

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Interviewing Dates	August 3 - 5, 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 0.024 to 5.678, with a mean of one and a standard deviation of 0.851.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	50 questions not reported.