



Survey of Likely General Election Voters

Nationwide

Conducted September 5 - 7, 2020

n=2000 | $\pm 2.19\%$

1. How likely are you to vote in the November general elections for President, Congress, and state legislature out of the following options?

	Freq.	%
Definitely voting	1728	86.4%
Probably voting	231	11.5%
Probably not voting	41	2.1%
Total	2000	100.0%

2. Have you ever voted in your current precinct or election district before?

	Freq.	%
Yes	1719	86.0%
No	258	12.9%
Unsure	22	1.1%
Total	2000	100.0%

3. Would you say you follow what's going on in government and local affairs...

	Freq.	%
Most of the time	1152	57.6%
Some of the time	521	26.0%
Only now and then	195	9.7%
Hardly at all	91	4.5%
Never	32	1.6%
Unsure	10	0.5%
Total	2000	100.0%

4. How often would you say you vote?

	Freq.	%
Always	1148	57.4%
Most of the time	517	25.9%
Some of the time	187	9.3%
Rarely	84	4.2%
Never	54	2.7%
Unsure	10	0.5%
Total	2000	100.0%

5. Thinking back to the November 2018 general election, did you vote for the Republican or Democratic candidate for Congress, or not vote two years ago in 2018?

	Freq.	%
Republican candidate	752	37.6%
Democratic candidate	841	42.0%
I did not vote in 2018	336	16.8%
Unsure	71	3.6%
Total	2000	100.0%

6. How do you feel in general about what’s going on in the U.S. right now? Describe those feelings or emotions in a few of your own words.

See Verbatim File.

7. Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

	Freq.	%
<u>Right direction</u>	588	29.4%
Definitely the right direction	226	11.3%
Mostly the right direction	362	18.1%
<u>Wrong track</u>	1339	66.9%
Mostly the wrong track	434	21.7%
Definitely the wrong track	905	45.3%
Unsure	73	3.7%
Total	2000	100.0%

- 8 - 9. Do you have a favorable or unfavorable opinion of:

	Fav	Very Fav	Unfav	Very Unfav	No opinion	NHO	NET Fav
Donald Trump	<u>42.9%</u>	26.5%	<u>54.9%</u>	46.1%	1.9%	0.2%	-12.0%
	<u>858</u>	530	<u>1098</u>	921	39	5	
Joe Biden	<u>51.6%</u>	27.9%	<u>45.0%</u>	32.2%	3.3%	0.2%	6.5%
	<u>1031</u>	557	<u>901</u>	644	65	3	

10. What is the most important issue to you personally that you believe should be addressed by our government leadership?

See Verbatim File.

11. Which one of the following issues do you believe should be the top priority for Congress?

	Freq.	%
Recovering from the coronavirus pandemic	473	23.7%
Creating jobs and restoring the economy	365	18.3%
Restoring law and order	263	13.2%
Improving access to affordable healthcare	185	9.2%
Improving race relations	160	8.0%
Addressing climate change	111	5.5%
Cutting government waste	88	4.4%
Reforming law enforcement	83	4.2%
Expanding education opportunities	60	3.0%
Supporting families	59	2.9%
Reforming Immigration	56	2.8%
Something else	55	2.7%

Unsure	41	2.0%
Total	2000	100.0%

12. Forget about the current presidential candidates. In your own words, describe the perfect candidate for President. How does this person make you feel?

See Verbatim File.

Thinking about the upcoming general elections on November 3rd...

13. If the general election for President was held today, would you vote for Donald Trump, the Republican; Joe Biden, the Democrat; or a third-party candidate?

	Freq.	%
<u>Republican Donald Trump</u>	<u>792</u>	<u>39.6%</u>
Definitely Republican Donald Trump	647	32.3%
Probably Republican Donald Trump	145	7.3%
<u>Democrat Joe Biden</u>	<u>944</u>	<u>47.2%</u>
Definitely Democrat Joe Biden	770	38.5%
Probably Democrat Joe Biden	175	8.7%
<u>Third-party candidate</u>	<u>144</u>	<u>7.2%</u>
Definitely a third-party candidate	64	3.2%
Probably a third-party candidate	81	4.0%
Undecided	119	5.9%
Total	2000	100.0%

Thinking about your personal political experience and preferences...

14. As best as you can remember, how old were you when you first started being interested in or paying attention to politics?

	Freq.	%
9 or younger	67	3.3%
10 - 15	245	12.2%
16 - 20	564	28.2%
21 - 25	397	19.8%
26 - 30	224	11.2%
31 - 35	117	5.8%
36 - 40	85	4.2%
41 or older	172	8.6%
Unsure	129	6.5%
Total	2000	100.0%

15. And as best as you can remember, how were you first introduced to or involved in discussions about politics?

	Freq.	%
Family	888	44.4%
School	420	21.0%
Workplace	130	6.5%
Church	24	1.2%
Media/News	304	15.2%
Somewhere else	65	3.3%
Unsure	169	8.5%
Total	2000	100.0%

16. When deciding who to vote for, how important or unimportant to you is the **gender** of a candidate?

	Freq.	%
<u>Important</u>	<u>501</u>	<u>25.1%</u>
Very important	267	13.4%
Somewhat important	234	11.7%
<u>Not important</u>	<u>1458</u>	<u>72.9%</u>
Not very important	478	23.9%
Not important at all	980	49.0%
Unsure	41	2.1%
Total	2000	100.0%

17. When deciding who to vote for, how important or unimportant to you is the **ethnicity** of a candidate?

	Freq.	%
<u>Important</u>	<u>496</u>	<u>24.8%</u>
Very important	260	13.0%
Somewhat important	236	11.8%
<u>Not important</u>	<u>1462</u>	<u>73.1%</u>
Not very important	480	24.0%
Not important at all	982	49.1%
Unsure	42	2.1%
Total	2000	100.0%

18. When deciding who to vote for, do you tend to base your vote on the individual candidate, or on their principles or party?

	Freq.	%
Based on individual candidate	747	37.4%
Based on principles	964	48.2%
Based on party	187	9.4%
Unsure	101	5.1%
Total	2000	100.0%

19 - 32. Opinion Importance

	Important	Very Important	Unimportant	Very Unimportant	Unsure	N/A	Total
Your children	<u>41.8%</u> 837	20.2% 404	<u>33.3%</u> 665	19.3% 386	3.1% 62	21.8% 436	100.0% 2000
Your parents	<u>40.1%</u> 802	19.2% 384	<u>34.9%</u> 698	19.9% 399	2.6% 52	22.4% 448	100.0% 2000
Your grandparents	<u>30.8%</u> 616	15.4% 308	<u>34.3%</u> 687	21.9% 439	3.1% 62	31.7% 635	100.0% 2000
Your siblings	<u>40.6%</u> 812	16.4% 329	<u>46.1%</u> 922	26.8% 536	3.7% 75	9.5% 191	100.0% 2000
Your extended family	<u>39.3%</u> 786	15.3% 306	<u>50.7%</u> 1013	30.7% 614	3.6% 72	6.5% 129	100.0% 2000
Your coworkers	<u>24.4%</u> 488	8.4% 168	<u>55.6%</u> 1112	35.9% 719	3.9% 77	16.2% 323	100.0% 2000
Your close friends	<u>43.4%</u> 867	15.0% 301	<u>48.4%</u> 969	24.7% 493	3.9% 78	4.3% 87	100.0% 2000
National advocacy groups, like The National Rifle Association (NRA) or Everytown for Gun Safety	<u>32.8%</u> 657	12.6% 252	<u>57.4%</u> 1147	40.7% 813	5.5% 110	4.3% 86	100.0% 2000
Large corporations (Apple, Delta, etc.)	<u>23.0%</u> 459	8.6% 171	<u>67.1%</u> 1343	46.2% 923	4.5% 90	5.4% 108	100.0% 2000
Local businesses	<u>37.6%</u> 753	12.7% 255	<u>53.2%</u> 1064	32.2% 644	4.8% 96	4.3% 87	100.0% 2000
Local politicians	<u>39.4%</u> 787	12.6% 252	<u>51.9%</u> 1038	30.7% 615	5.1% 102	3.6% 72	100.0% 2000
Political experts	<u>43.1%</u> 862	12.4% 248	<u>48.2%</u> 964	28.4% 567	4.9% 98	3.8% 77	100.0% 2000
Religious figures or associates (Pastor/priest, mentors, etc.)	<u>32.4%</u> 648	12.9% 258	<u>55.8%</u> 1116	37.7% 755	3.4% 68	8.4% 168	100.0% 2000
Celebrities or Influencers	<u>18.4%</u> 369	8.4% 167	<u>73.0%</u> 1460	59.2% 1184	3.7% 74	4.9% 98	100.0% 2000

33. Thinking about the celebrities and influencers that you're familiar with, who are the top two celebrities or influencers whose political opinions are important to you?

See Verbatim File.

34 - 37. Pol View Similarity

	Similar	Very Similar	Different	Very Different	Unsure	Total
Your immediate family	<u>70.4%</u> 1408	32.9% 659	<u>23.2%</u> 464	6.9% 138	6.4% 129	100.0% 2000
Your close friends	<u>68.0%</u> 1361	26.7% 535	<u>22.2%</u> 444	5.5% 111	9.8% 195	100.0% 2000

Your coworkers or colleagues	<u>43.4%</u> <u>869</u>	13.7% 274	<u>28.6%</u> <u>573</u>	8.4% 169	27.9% 558	100.0% 2000
Your connections on your most frequently used social media platform (ex: Facebook, Twitter, etc.)	<u>47.7%</u> <u>953</u>	16.9% 338	<u>28.0%</u> <u>559</u>	8.3% 166	24.4% 487	100.0% 2000

38 - 44. Life Importance View

	Important	Very Important	Unimportant	Very Unimportant	Unsure	Total
Your religion or faith	<u>66.0%</u> <u>1320</u>	39.9% 797	<u>30.2%</u> <u>604</u>	17.4% 348	3.8% 76	100.0% 2000
Your family and familial relationships	<u>89.5%</u> <u>1790</u>	64.7% 1294	<u>8.5%</u> <u>170</u>	2.3% 46	2.0% 40	100.0% 2000
Your pride and sense of belonging to your country	<u>84.0%</u> <u>1681</u>	50.1% 1002	<u>12.8%</u> <u>257</u>	4.2% 85	3.1% 63	100.0% 2000
Your freedom to make your own choices	<u>93.3%</u> <u>1865</u>	75.3% 1507	<u>5.2%</u> <u>103</u>	1.7% 35	1.6% 32	100.0% 2000
Your creativity and self-expression	<u>84.7%</u> <u>1695</u>	47.1% 941	<u>12.6%</u> <u>252</u>	2.2% 44	2.7% 53	100.0% 2000
Your success in life or fulfillment of your potential	<u>85.6%</u> <u>1712</u>	44.8% 896	<u>11.8%</u> <u>236</u>	3.1% 62	2.6% 52	100.0% 2000
Traveling and experiencing other cultures	<u>72.3%</u> <u>1447</u>	33.0% 660	<u>23.2%</u> <u>465</u>	7.1% 141	4.4% 89	100.0% 2000

Thinking about the coronavirus crisis...

45. What are your most pressing worries or concerns about the current U.S. situation?

	Freq.	%
My family's health	862	43.1%
My physical health	583	29.2%
My economic situation	594	29.7%
My personal safety	346	17.3%
My mental health	315	15.8%
My job security	256	12.8%
My family's safety	728	36.4%
My country's political stability	638	31.9%
My country's economic stability	905	45.3%
Unsure	38	1.9%
Total	2000	100.0%

46. How do you feel about the economy?

See Verbatim File.

47. How do you feel about the COVID-19 pandemic?

See Verbatim File.

48. Are you female or male?

	Freq.	%
Male	946	47.3%
Female	1054	52.7%
Total	2000	100.0%

49. What age range do you fall within?

	Freq.	%
<u>Under 50</u>	<u>942</u>	<u>47.1%</u>
18 – 34	437	21.8%
35 – 49	505	25.3%
<u>50 and Over</u>	<u>1058</u>	<u>52.9%</u>
50 – 64	540	27.0%
65 or older	518	25.9%
Total	2000	100.0%

50. How are you registered to vote in your state? If your state does not use partisan registration, which of the following parties do you most closely identify with?

	Freq.	%
Republican	600	30.0%
Democratic	700	35.0%
A Third Party	31	1.6%
Independent / No Party Affiliation	611	30.6%
Unsure	58	2.9%
Total	2000	100.0%

51. And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>700</u>	<u>35.0%</u>
Very conservative	327	16.4%
Somewhat conservative	373	18.6%
<u>Moderate</u>	<u>527</u>	<u>26.4%</u>
<u>Liberal</u>	<u>720</u>	<u>36.0%</u>
Somewhat liberal	422	21.1%
Very liberal	298	14.9%
Unsure	53	2.6%
Total	2000	100.0%

52. Do you consider the area where you live to be more rural, suburban, or urban?

	Freq.	%
Rural	455	22.7%
Suburban	1008	50.4%

Urban	537	26.8%
Total	2000	100.0%

53. Thinking about your church attendance, how often do you attend religious services?

	Freq.	%
Multiple times per week	120	6.0%
Once per week	377	18.8%
2-3 times per month	146	7.3%
Once per month	98	4.9%
A few times per year	460	23.0%
Never	716	35.8%
Unsure / Refused	84	4.2%
Total	2000	100.0%

54. What is your primary source for news?

	Freq.	%
National broadcast television news (i.e. NBC, ABC, CBS)	538	26.9%
Local broadcast television news	289	14.5%
Cable news	331	16.5%
Facebook	189	9.4%
Twitter	104	5.2%
Newspaper	132	6.6%
Talk radio	71	3.5%
Other websites	228	11.4%
Don't follow news	73	3.7%
Unsure	45	2.2%
Total	2000	100.0%

55. Which social media platforms - if any - do you use regularly?

	Freq.	%
Facebook	1405	70.2%
Twitter	541	27.0%
LinkedIn	310	15.5%
Instagram	687	34.3%
SnapChat	323	16.2%
TikTok	230	11.5%
I don't use social media at all	314	15.7%
Unsure	33	1.6%
Total	2000	100.0%

56. Do you share or comment on political content and news on social media?

	Freq.	%
Yes	709	35.5%
No	1236	61.8%
Unsure	55	2.7%
Total	2000	100.0%

57. What annual income range do you fall within out of the following options?

	Freq.	%
Less than \$50,000	770	38.5%
\$50,000 - \$100,000	768	38.4%
More than \$100,000	462	23.1%
Total	2000	100.0%

58. What is the highest level of education you have achieved?

	Freq.	%
Completed some high school	35	1.7%
High school graduate	365	18.3%
Completed some college	511	25.5%
Associate degree	264	13.2%
Bachelor's degree	453	22.6%
Master's degree	289	14.4%
PhD, law, or medical degree	62	3.1%
Other advanced degree beyond a master's degree	17	0.8%
Unsure	5	0.3%
Total	2000	100.0%

59. Geo - Region

	Freq.	%
Northeast	428	21.4%
Midwest	418	20.9%
South	514	25.7%
West	640	32.0%
Total	2000	100.0%

60. Age + Gender

	Freq.	%
F 18 - 34	235	11.7%
F 35 - 49	213	10.7%
F 50 - 64	305	15.2%
F 65+	301	15.0%
M 18 - 34	202	10.1%
M 35 - 49	292	14.6%
M 50 - 64	235	11.8%
M 65+	217	10.9%
Total	2000	100.0%

61. Retirement Age (<65 vs. 65+) + Income

	Freq.	%
<65 <\$50k+	552	27.6%
<65 \$50k-\$100k	590	29.5%
<65 \$100k+	340	17.0%
65+ <\$50k+	218	10.9%
65+ \$50k-\$100k	178	8.9%

65+ \$100k+	121	6.1%
Total	2000	100.0%

62. Suburban Women

	Freq.	%
Yes	559	27.9%
No	1441	72.1%
Total	2000	100.0%

63. Swing Voters

	Freq.	%
Yes	543	27.2%
No	1457	72.8%
Total	2000	100.0%

64. Party from File

	Freq.	%
Republican	600	30.0%
Democrat	667	33.3%
Other	733	36.7%
Total	2000	100.0%

65. White Working Class

	Freq.	%
Yes	495	24.7%
No	1505	75.3%
Total	2000	100.0%

66. White College Degree

	Freq.	%
White College Degree	595	29.7%
Other	1405	70.3%
Total	2000	100.0%

67. Race

	Freq.	%
White	1456	72.8%
Black	240	12.0%
Hispanic/Latino	198	9.9%
Asian	53	2.7%
Other	20	1.0%
Unknown	33	1.7%
Total	2000	100.0%

68. Generation

	Freq.	%
Gen Z	191	9.6%
Millennials	600	30.0%
Gen X	283	14.2%
Boomers	823	41.2%
Traditionalists	102	5.1%
Total	2000	100.0%

69. Education + Gender

	Freq.	%
Female College degree	301	15.0%
Female No degree	747	37.4%
Female Unknown	6	0.3%
Male College degree	460	23.0%
Male No degree	484	24.2%
Male Unknown	2	0.1%
Total	2000	100.0%

METHODOLOGY

This probabilistic survey was conducted September 5 – 7, 2020, with 2000 likely general election voters. It has a margin of error of $\pm 2.19\%$. Registered voters were interviewed via a secure online panel. This survey was weighted to likely general election voter universe.

BACKGROUND

This research project was managed by the Lounge Group, and was carried out by Cygnal LLC in the US and Századvég Research Institute in Hungary, with 2000 participants in the United States and 500 more in Hungary.

The average results, presented below and downloadable by the , are representative of the countries surveyed in all aspects of gender, age, and habitation.