



TOPLINE & METHODOLOGY

ABC News/Ipsos Poll

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: August 21– August 22, 2020

Number of interviews, adults: 714

Margin of error for the total sample: +/- 4.0 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

1. Overall, do you have a favorable or unfavorable impression of:

Donald Trump	August 21-22	August 11-12
Favorable	32	35
Unfavorable	60	58
No opinion	5	5
Don't know	2	2
Skipped	*	*

Joe Biden	August 21-22	August 11-12
Favorable	45	40
Unfavorable	40	43
No opinion	11	12
Don't know	4	5
Skipped	1	*



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1. Overall, do you have a favorable or unfavorable impression of:

Mike Pence	August 21-22	August 11-12
Favorable	30	31
Unfavorable	46	45
No opinion	19	18
Don't know	5	6
Skipped	1	*

Kamala Harris	August 21-22	August 11-12
Favorable	41	35
Unfavorable	35	31
No opinion	15	22
Don't know	9	12
Skipped	*	*

2a. How much, if any, of the Democratic convention did you watch on TV or online this week:

	August 21-22
None of it	50
Very little	21
Some of it	20
A great deal	10
Skipped	-
<i>None of it/very little (Net)</i>	<i>70</i>
<i>A great deal/some of it (Net)</i>	<i>30</i>

2b. Did you happen to see, hear, or read any news coverage of the Democratic convention?

	August 21-22
Yes	69
No	31
Skipped	-



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2a/2b. How much, if any, of the Democratic convention did you watch on TV or online this week?/Did you happen to see, hear, or read any news coverage of the Democratic convention?

	August 21-22
Watched a great deal	10
Watched some	20
Watched very little	21
Watched none--Yes, saw/read/heard coverage	23
Watched none--No did not see/hear/read coverage	26
Skipped	-

3. Do you approve or disapprove of what the Democrats have said and done at their convention this week?

	August 21-22
Approve	53
Disapprove	42
Skipped	5

4. At this week's convention, do you think the Democrats maintained the right balance between criticizing the Republicans and saying positive things about themselves, or do you think they spent too much time criticizing the Republicans?

	August 21-22
Maintained the right balance	45
Spent too much time criticizing	51
Skipped	4



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About the Study

This ABC News/Ipsos Poll was conducted August 21 to August 22, 2020, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 714 general population adults age 18 or older with small oversamples among Black and Hispanic respondents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in both English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, party identification, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Education (Some College or less, Bachelor and beyond)



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The margin of sampling error is plus or minus 4.0 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.17. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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