



PUBLIC POLL FINDINGS AND METHODOLOGY

President Trump's brand is the greatest asset and largest weakness for Republicans

New Ipsos Brand Insights study uses commercial brand assessment tools to compare President Trump and former Vice President Joe Biden's respective brands.

Topline Findings

Washington, DC, October 20, 2020 -- A new Ipsos Brand Insights study applies our commercial brand assessment tools to assess the relative strength of Brand Trump and Brand Biden in the closing weeks of the election. The Trump brand is strong and well-defined among both his supporters and detractors. Indeed, this analysis suggests the Trump brand is both the Republican's greatest asset and largest weakness. Comparatively, former Vice President Joe Biden lacks strong brand definition and mostly benefits from having a vaguely benign personal brand allowing him to be a safe landing spot for those alienated by Trump.

Detailed Findings

1. Many Americans love to hate Trump, with his supporters feeling particularly close to the president:
 - Nearly all people who were pulled towards the president's brand had strong, positive associations with his support of economic growth (88%), his boldness (86%), and his strength (84%);
 - People are pushed away from Trump with equal force because they see him as a liar (96%), arrogant (95%), a bully (95%), and reckless (95%).
2. Biden wins lukewarm support – with most Democrats longing for the days of Obama – but has few negative traits associated with his candidacy:
 - Those attracted to the former vice president's campaign cite his qualifications (67%), respect for the right to protest (65%), and belief that he stands up for people like them (58%) as the top reasons people are drawn to him;
 - Biden only has three pitfalls when it comes to his brand: his age (80%); being viewed as boring (66%); and perceptions of irresponsibility (62%);
 - Democrats are three times more likely to say Obama is their favorite public figure – Obama scores 52% compared to 17% for Biden on that question. Trump performs much better on this measure among Republicans.
3. President Trump narrowly loses out to former Vice President Biden when it comes to overall perceptions of his public persona, but people favor the president more intensely than his opponent:



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- On holistic measures of brand health, Brand Trump scores 48 out of 100, while Biden scores 52 out of 100.
 - Among people who are likely to vote for the president, 41% feel very close to him. Only about a quarter (26%) of people likely to vote for Biden feel like they are very close to him.
4. There is a massive partisan gap in people's voting plans for this election:
- Sixty-two percent of Republicans plan to vote in person, while 55% of Democrats plan to vote by absentee ballot or mail.

These are the findings of an Ipsos study; the first wave was conducted between September 22nd and 23rd, 2020, and the second wave was conducted between October 6th and 8th, 2020. The first wave sampled 1,000 adults and the second wave sampled 1,004 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. Each wave has a credibility interval of plus or minus 3.5 percentage points for all respondents. Using the same tools we use in assessing commercial brands, the poll data is run through statistical analysis techniques that (a) examine spontaneous associations with brands and (b) response time to understand how closely/intuitively respondents associate various concepts with the candidates.

For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. Which of these public figures have you heard of?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Donald Trump	96.6%	93.7%	93.8%	94.5%	97.6%	98.2%	98.8%
Joe Biden	94.1%	92.4%	89.9%	86.6%	94.7%	97.9%	99.2%
Barack Obama	94.3%	92.3%	90.2%	87.8%	94.6%	98.5%	98.9%
Mike Pence	88.8%	77.0%	80.1%	79.0%	90.9%	95.1%	98.7%
Bernie Sanders	89.7%	87.2%	81.4%	77.8%	90.5%	96.1%	98.8%
George W. Bush	92.0%	89.0%	85.4%	81.6%	93.8%	98.0%	98.9%
Kamala Harris	87.1%	72.7%	75.3%	77.8%	89.6%	95.0%	98.1%
Nikki Haley	45.7%	8.0%	27.2%	39.3%	40.7%	56.3%	68.6%



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2. Which ONE of the following public figures is your favorite?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Donald Trump	24.1%	16.5%	22.9%	25.8%	24.7%	24.5%	25.5%
Joe Biden	6.9%	5.0%	6.8%	6.8%	6.2%	5.7%	8.9%
Barack Obama	30.6%	36.7%	27.9%	29.7%	31.7%	31.7%	29.7%
Mike Pence	3.6%	0.5%	2.6%	3.1%	2.6%	3.7%	5.9%
Bernie Sanders	6.6%	18.3%	14.1%	5.4%	3.6%	4.5%	2.3%
George W. Bush	7.5%	2.7%	5.4%	5.9%	11.1%	6.9%	9.5%
Kamala Harris	3.7%	7.1%	2.8%	4.6%	4.0%	3.5%	2.6%
Nikki Haley	2.4%	0.0%	1.0%	1.1%	1.7%	3.9%	4.3%
None of the above	14.5%	13.2%	16.4%	17.6%	14.4%	15.5%	11.2%

3. Other than the public figure that you just selected which others would you consider supporting?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Donald Trump	38.0%	25.0%	36.1%	38.2%	39.7%	39.2%	41.0%
Joe Biden	44.1%	50.6%	42.9%	37.9%	44.3%	44.6%	46.5%
Mike Pence	29.2%	14.7%	21.4%	23.3%	29.5%	35.0%	38.2%
Kamala Harris	33.1%	27.4%	27.4%	32.8%	35.5%	35.4%	35.5%

4. Please rate each public figure in terms of what you expect from a leader.

a. Donald Trump

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1767	143	296	289	281	310	449
1	37.5%	48.0%	34.5%	32.6%	38.3%	41.1%	36.4%
2	6.3%	9.0%	8.3%	6.2%	5.2%	5.8%	5.2%





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3	3.0%	4.3%	5.3%	3.5%	2.1%	1.4%	2.6%
4	3.0%	3.5%	2.5%	3.9%	3.9%	3.2%	2.1%
5	5.5%	9.9%	5.2%	5.2%	4.3%	3.2%	6.6%
6	6.2%	3.9%	8.3%	9.8%	5.6%	6.5%	3.6%
7	6.8%	5.7%	5.7%	8.7%	6.7%	8.3%	5.5%
8	8.4%	4.9%	11.0%	9.3%	8.0%	7.4%	8.2%
9	9.5%	2.4%	8.6%	6.9%	11.8%	8.4%	13.2%
10	13.8%	8.4%	10.6%	13.9%	14.2%	14.6%	16.6%
Mean	4.7	3.5	4.6	4.9	4.8	4.6	5.1

b. Joe Biden

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1764	138	290	268	274	313	481
1	22.5%	11.3%	14.6%	21.5%	23.2%	27.9%	27.0%
2	6.8%	6.9%	6.0%	3.8%	7.7%	6.7%	8.5%
3	5.1%	4.7%	7.6%	4.7%	4.5%	3.6%	5.2%
4	4.7%	9.9%	5.3%	6.6%	3.7%	4.0%	2.7%
5	8.8%	19.2%	11.2%	11.7%	9.7%	4.4%	4.9%
6	7.8%	11.2%	11.8%	9.4%	6.6%	6.9%	4.7%
7	10.6%	16.7%	14.6%	11.2%	11.0%	10.0%	6.2%
8	12.4%	10.0%	12.5%	10.8%	10.4%	16.1%	12.8%
9	11.3%	5.3%	8.7%	10.1%	12.8%	11.6%	14.3%
10	10.1%	4.8%	7.6%	10.2%	10.4%	8.9%	13.5%
Mean	5.4	5.3	5.5	5.4	5.3	5.2	5.3

c. Barack Obama

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1742	137	287	271	276	310	462
1	17.3%	7.3%	7.6%	12.3%	17.2%	23.8%	24.8%



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2	5.8%	0.6%	7.2%	6.1%	6.9%	6.2%	5.3%
3	5.5%	5.3%	6.2%	5.4%	5.7%	5.0%	5.5%
4	3.2%	1.9%	3.0%	3.2%	2.5%	3.8%	3.6%
5	6.4%	9.1%	5.4%	5.8%	6.7%	6.8%	5.9%
6	5.7%	10.2%	7.9%	6.9%	6.8%	3.2%	3.3%
7	5.7%	5.8%	10.9%	7.3%	4.0%	2.9%	4.2%
8	12.9%	25.6%	13.6%	17.3%	9.4%	11.6%	9.0%
9	15.6%	13.8%	15.9%	14.6%	17.6%	13.3%	16.8%
10	22.0%	20.4%	22.3%	20.9%	23.1%	23.3%	21.5%
Mean	6.3	7.1	6.8	6.5	6.3	5.9	5.8

d. Mike Pence

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1609	113	251	245	262	296	443
1	24.3%	33.8%	23.3%	24.0%	23.1%	27.6%	21.2%
2	10.1%	8.9%	9.5%	12.8%	9.7%	10.1%	9.4%
3	7.1%	15.4%	7.7%	9.0%	6.1%	5.6%	5.1%
4	5.8%	4.4%	8.8%	6.4%	6.6%	3.3%	5.4%
5	8.4%	11.8%	12.6%	8.3%	10.2%	5.4%	6.3%
6	7.4%	10.2%	6.9%	9.5%	6.3%	7.1%	6.5%
7	7.2%	3.1%	8.5%	7.3%	9.7%	8.6%	5.1%
8	9.8%	6.5%	8.6%	9.7%	9.7%	10.9%	10.8%
9	9.6%	5.2%	8.7%	6.5%	9.2%	8.3%	14.2%
10	10.2%	0.6%	5.3%	6.5%	9.3%	13.0%	16.0%
Mean	4.9	3.6	4.7	4.5	5.0	5.0	5.6

e. Bernie Sanders

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1556	123	248	219	245	287	434



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1	23.4%	5.6%	14.8%	22.2%	23.8%	27.0%	31.4%
2	7.7%	2.9%	6.3%	5.5%	6.8%	10.6%	9.7%
3	6.8%	6.4%	4.4%	4.6%	10.5%	7.1%	7.0%
4	7.2%	6.5%	8.0%	9.7%	7.9%	4.6%	7.0%
5	11.2%	17.1%	7.0%	12.6%	15.0%	7.6%	11.5%
6	9.4%	15.8%	8.2%	10.9%	7.4%	9.3%	8.5%
7	11.3%	7.3%	13.5%	12.0%	9.8%	12.2%	11.1%
8	9.2%	21.1%	14.2%	7.7%	4.5%	10.3%	5.8%
9	7.8%	8.4%	13.0%	10.1%	7.0%	7.0%	4.5%
10	5.9%	8.9%	10.6%	4.6%	7.4%	4.2%	3.4%
Mean	4.8	6.2	5.9	5.0	4.6	4.6	4.1

f. George Bush

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1613	129	272	237	256	288	431
1	5.0%	5.1%	5.9%	4.3%	4.3%	8.2%	2.9%
2	6.3%	7.2%	8.8%	6.7%	5.4%	6.1%	5.0%
3	7.1%	4.8%	9.3%	11.5%	3.9%	6.0%	6.5%
4	11.8%	15.0%	15.4%	11.6%	14.1%	8.3%	9.5%
5	18.4%	27.2%	14.7%	17.9%	15.2%	20.6%	18.8%
6	16.1%	16.0%	15.0%	18.4%	17.3%	13.2%	16.9%
7	12.4%	11.1%	13.7%	12.2%	15.1%	12.1%	10.8%
8	11.2%	7.7%	6.6%	7.9%	11.2%	14.5%	14.9%
9	6.9%	3.3%	5.7%	5.4%	6.8%	7.3%	9.5%
10	4.8%	2.4%	5.1%	4.1%	6.7%	3.8%	5.3%
Mean	5.6	5.2	5.3	5.4	5.9	5.6	6.0

g. Kamala Harris

	Total	18-24	24-34	35-44	45-54	55-64	65+



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Total	1607	111	240	238	255	300	463
1	24.2%	10.8%	14.9%	19.7%	24.6%	29.8%	30.6%
2	6.1%	4.5%	8.1%	4.7%	5.1%	4.4%	7.9%
3	4.5%	6.0%	5.2%	2.7%	3.9%	6.1%	3.8%
4	4.8%	10.2%	4.5%	7.4%	3.1%	3.8%	3.9%
5	9.4%	16.3%	13.8%	10.5%	10.3%	6.3%	6.3%
6	9.2%	15.6%	13.4%	14.4%	7.2%	7.1%	5.4%
7	9.1%	12.5%	14.5%	6.1%	10.2%	7.9%	7.4%
8	13.0%	9.4%	13.4%	15.7%	12.7%	13.2%	12.4%
9	10.7%	6.5%	6.7%	11.0%	11.1%	13.7%	11.6%
10	9.0%	8.3%	5.5%	7.9%	11.9%	7.7%	10.9%
Mean	5.3	5.6	5.4	5.5	5.5	5.1	5.0

h. Nikki Haley

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	763	12	75	113	106	160	297
1	17.6%	18.3%	24.8%	22.0%	20.4%	15.9%	14.1%
2	11.7%	11.2%	6.0%	11.1%	11.0%	10.5%	14.2%
3	8.6%	0.0%	7.9%	11.1%	11.4%	9.0%	7.0%
4	6.4%	0.0%	6.1%	4.2%	5.6%	5.8%	8.2%
5	13.5%	24.5%	8.6%	15.8%	18.1%	14.6%	11.1%
6	10.3%	9.5%	23.5%	7.6%	8.5%	8.1%	9.9%
7	6.7%	6.9%	5.3%	8.2%	3.9%	7.2%	7.1%
8	9.1%	20.4%	6.6%	9.5%	7.8%	11.0%	8.7%
9	9.0%	9.1%	1.0%	7.2%	7.6%	10.6%	11.2%
10	7.1%	0.0%	10.3%	3.2%	5.6%	7.4%	8.5%
Mean	4.9	5.1	4.7	4.5	4.6	5.2	5.2



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5. How close do you feel to each of the following public figures?

a. Donald Trump

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1767	143	296	289	281	310	449
1	46.8%	61.6%	45.0%	40.3%	44.8%	50.0%	46.7%
2	5.4%	7.9%	3.9%	8.5%	5.4%	4.1%	4.6%
3	2.9%	3.8%	4.7%	4.9%	2.3%	1.0%	1.9%
4	2.5%	2.7%	3.3%	5.0%	1.8%	0.2%	2.1%
5	3.0%	4.0%	3.8%	2.3%	2.2%	3.7%	2.7%
6	5.0%	3.0%	5.7%	4.3%	7.3%	6.2%	3.3%
7	4.2%	2.7%	3.9%	4.8%	2.8%	4.7%	4.9%
8	6.2%	2.1%	6.6%	7.2%	7.9%	5.2%	6.3%
9	7.2%	1.5%	8.8%	6.5%	8.5%	8.6%	6.7%
10	16.7%	10.6%	14.2%	16.2%	17.0%	16.1%	20.8%
Mean	4.3	2.9	4.3	4.4	4.5	4.3	4.6

b. Joe Biden

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1764	138	290	268	274	313	481
1	34.7%	30.1%	27.5%	33.0%	34.0%	37.1%	40.2%
2	6.1%	7.1%	7.6%	6.5%	5.6%	5.7%	5.4%
3	4.2%	5.9%	4.9%	3.5%	5.3%	5.0%	2.5%
4	4.0%	10.0%	4.5%	3.8%	4.6%	3.0%	2.6%
5	3.9%	6.6%	3.5%	4.2%	2.9%	3.6%	3.9%
6	7.8%	7.0%	14.8%	8.4%	8.3%	5.6%	4.7%
7	6.9%	10.1%	8.5%	8.1%	5.5%	7.3%	4.8%
8	8.8%	6.9%	11.0%	11.9%	8.1%	9.2%	6.5%
9	9.0%	7.1%	8.0%	5.3%	9.3%	10.2%	11.3%





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10	14.6%	9.2%	9.8%	15.5%	16.5%	13.3%	18.2%
Mean	4.9	4.6	5.0	5.0	5.0	4.8	4.9

c. Barack Obama

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1742	137	287	271	276	310	462
1	29.8%	14.8%	18.9%	25.4%	31.7%	35.9%	38.3%
2	4.9%	4.5%	4.0%	5.4%	5.0%	4.9%	5.2%
3	3.8%	5.0%	4.2%	3.9%	3.6%	2.8%	3.9%
4	3.1%	2.6%	4.8%	3.2%	3.1%	2.3%	2.8%
5	3.6%	6.9%	3.3%	2.8%	2.6%	4.3%	3.4%
6	5.1%	12.0%	5.9%	3.3%	6.3%	4.5%	3.4%
7	5.3%	6.8%	10.2%	5.3%	5.1%	3.4%	3.3%
8	8.6%	9.5%	12.6%	13.7%	7.2%	5.3%	6.0%
9	10.4%	13.7%	12.6%	9.6%	9.2%	10.4%	9.3%
10	25.4%	24.1%	23.5%	27.3%	26.3%	26.3%	24.6%
Mean	5.7	6.4	6.3	6.0	5.5	5.3	5.1

d. Mike Pence

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1609	113	251	245	262	296	443
1	41.2%	56.1%	42.9%	39.0%	40.5%	41.5%	37.8%
2	7.9%	9.5%	6.3%	13.7%	5.2%	8.3%	6.7%
3	4.8%	6.4%	5.7%	4.9%	5.4%	4.1%	4.2%
4	4.5%	6.4%	6.0%	4.8%	4.9%	4.3%	3.0%
5	4.4%	4.5%	4.6%	4.4%	5.7%	3.9%	3.8%
6	6.8%	4.3%	6.2%	7.5%	7.8%	7.8%	6.0%
7	6.1%	5.2%	8.8%	5.7%	7.7%	3.8%	5.5%
8	5.6%	3.2%	3.5%	2.7%	7.4%	6.6%	7.3%





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9	6.2%	1.6%	6.2%	8.3%	5.3%	5.2%	7.3%
10	12.5%	2.9%	9.8%	9.0%	10.1%	14.5%	18.4%
Mean	4.2	2.7	4.0	3.9	4.2	4.3	4.8

e. Bernie Sanders

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1556	123	248	219	245	287	434
1	38.8%	18.5%	24.9%	36.7%	44.9%	42.4%	47.8%
2	8.0%	12.7%	6.7%	5.6%	6.6%	8.0%	9.5%
3	6.1%	5.4%	9.5%	8.3%	4.1%	5.8%	4.5%
4	4.8%	8.0%	1.2%	4.9%	4.6%	5.2%	5.8%
5	6.0%	7.1%	9.0%	5.4%	5.5%	3.4%	6.5%
6	7.0%	3.4%	7.5%	9.3%	9.9%	4.9%	6.2%
7	8.0%	11.9%	6.8%	8.9%	7.4%	9.3%	6.5%
8	6.1%	7.0%	10.2%	4.0%	3.1%	8.6%	4.4%
9	5.7%	13.4%	9.9%	5.3%	3.7%	4.1%	3.7%
10	9.5%	12.6%	14.2%	11.6%	10.3%	8.2%	5.1%
Mean	4.2	5.3	5.2	4.3	3.9	4.0	3.4

f. George Bush

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1613	129	272	237	256	288	431
1	21.1%	27.4%	27.2%	22.8%	17.3%	21.7%	16.2%
2	10.1%	10.3%	11.4%	11.4%	10.7%	10.1%	8.3%
3	9.4%	12.0%	7.4%	11.5%	7.7%	9.1%	10.1%
4	8.3%	12.7%	7.3%	9.9%	7.1%	11.4%	5.2%
5	9.7%	11.7%	7.5%	4.9%	9.9%	10.4%	12.4%
6	12.5%	12.4%	8.7%	12.0%	13.5%	11.6%	15.3%
7	8.5%	5.5%	7.5%	10.3%	7.0%	8.0%	10.4%





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8	8.0%	3.8%	9.1%	7.8%	7.9%	9.4%	7.9%
9	6.0%	1.0%	6.5%	4.3%	10.8%	4.7%	6.2%
10	6.3%	3.2%	7.5%	5.1%	8.1%	3.7%	7.9%
Mean	4.7	3.8	4.5	4.4	5.1	4.5	5.1

g. Kamala Harris

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1607	111	240	238	255	300	463
1	36.5%	27.6%	31.8%	30.6%	33.9%	39.8%	43.3%
2	6.9%	12.3%	8.1%	8.6%	5.2%	7.0%	5.1%
3	3.8%	4.2%	3.9%	2.1%	3.2%	3.5%	4.9%
4	3.4%	5.3%	5.9%	1.6%	4.6%	2.1%	2.8%
5	6.0%	7.8%	5.5%	9.5%	8.1%	4.8%	3.6%
6	8.1%	10.5%	10.8%	9.7%	7.1%	4.6%	8.2%
7	6.0%	8.5%	6.8%	8.1%	5.7%	7.1%	3.4%
8	8.1%	12.5%	11.7%	6.4%	7.0%	8.7%	6.5%
9	7.4%	0.7%	9.4%	7.4%	8.4%	9.4%	6.1%
10	13.8%	10.7%	6.0%	16.0%	16.8%	13.1%	16.1%
Mean	4.7	4.6	4.6	5.0	5.0	4.6	4.4

h. Nikki Haley

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	763	12	75	113	106	160	297
1	37.9%	23.7%	43.2%	42.5%	43.3%	34.8%	35.1%
2	9.9%	20.0%	11.1%	13.9%	9.8%	7.6%	9.0%
3	6.0%	19.1%	1.0%	7.2%	6.4%	4.2%	7.1%
4	5.3%	0.0%	4.1%	3.6%	5.1%	9.9%	4.1%
5	5.6%	5.4%	4.9%	5.9%	3.8%	7.8%	5.1%
6	9.5%	9.5%	12.2%	3.7%	10.2%	9.4%	10.9%



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7	6.0%	6.9%	2.9%	5.1%	6.9%	5.0%	7.3%
8	5.9%	0.0%	7.7%	7.6%	4.6%	8.3%	4.1%
9	5.6%	6.2%	4.1%	2.9%	4.3%	5.9%	7.2%
10	8.3%	9.1%	8.8%	7.6%	5.5%	7.1%	10.1%
Mean	4.0	4.0	3.9	3.6	3.6	4.2	4.3

6. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Democrat	34.3%	47.2%	34.9%	32.7%	31.9%	31.9%	33.9%
Republican	29.8%	15.8%	25.7%	31.1%	33.9%	32.3%	31.9%
Independent	28.3%	27.9%	30.1%	26.4%	24.9%	27.4%	31.2%
None of these	7.6%	9.1%	9.3%	9.7%	9.4%	8.4%	3.0%

7. If the 2020 presidential election were held today, would you vote for....?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Donald Trump	38.5%	21.7%	36.8%	38.5%	41.1%	41.1%	41.3%
Joe Biden	46.2%	54.8%	44.3%	40.6%	44.2%	47.3%	48.8%
Some other candidate	5.0%	8.2%	5.9%	6.6%	1.8%	4.7%	4.8%
I would not vote	5.1%	13.8%	6.7%	6.7%	5.9%	4.1%	0.8%
Not sure	5.2%	1.5%	6.3%	7.7%	7.0%	2.9%	4.3%

8. Who did you vote for in the 2016 elections?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Donald Trump	36.6%	13.5%	30.0%	34.6%	41.2%	36.5%	46.2%
Hillary Clinton	37.4%	21.0%	40.9%	34.1%	37.1%	39.8%	40.5%
Other	7.9%	4.3%	7.8%	9.9%	4.6%	10.5%	8.2%



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Did not vote	18.1%	61.2%	21.3%	21.4%	17.1%	13.3%	5.2%
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9. Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Approve	40.6%	26.8%	40.5%	43.7%	41.8%	41.8%	41.3%
Disapprove	54.1%	62.2%	50.4%	49.8%	53.1%	55.5%	56.7%
Don't know	5.3%	11.0%	9.1%	6.5%	5.0%	2.7%	2.1%

10. How do you plan to vote in the November 3rd general election?

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Absentee ballot or vote by mail	41.8%	38.7%	39.6%	33.7%	35.0%	41.3%	53.7%
In person at a polling location	44.7%	33.9%	44.7%	50.2%	49.6%	45.8%	40.6%
I will not vote	7.0%	16.4%	10.0%	8.9%	6.8%	6.0%	2.0%
Not sure	6.5%	11.0%	5.7%	7.2%	8.6%	7.0%	3.6%

11. Of the choices listed below, which is your main source of television news about current events and politics? (Select one)

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
FOX News	18.6%	15.1%	15.5%	15.5%	20.5%	19.1%	22.1%
CNN	14.1%	16.2%	20.2%	18.7%	14.6%	9.7%	9.4%
MSNBC	7.1%	4.2%	3.4%	7.6%	7.3%	7.9%	9.2%
ABC	9.8%	8.1%	10.1%	6.1%	10.2%	9.1%	12.7%
CBS	7.5%	4.7%	4.1%	4.9%	8.8%	9.4%	10.3%
NBC	8.0%	3.6%	5.8%	5.3%	7.1%	10.6%	11.3%
Public Television	5.1%	6.4%	3.8%	6.9%	4.8%	5.9%	4.2%
Other	10.5%	11.7%	10.3%	11.8%	9.6%	11.1%	9.5%



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None of the above	19.2%	30.0%	26.8%	23.3%	17.1%	17.1%	11.3%
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12. Best candidate to deal with COVID crisis

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	1004	111	181	167	167	170	208
Biden	45.7%	56.5%	46.6%	38.4%	41.2%	48.3%	46.5%
Trump	35.8%	16.7%	39.4%	41.2%	42.3%	32.2%	36.4%
No difference between both candidates	14.5%	22.7%	9.0%	15.1%	12.4%	16.2%	14.6%
Don't know	4.0%	4.2%	4.9%	5.3%	4.1%	3.4%	2.6%

13. Gender

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Male	50.3%	41.7%	47.5%	47.4%	51.6%	49.2%	56.5%
Female	49.7%	58.3%	52.5%	52.6%	48.4%	50.8%	43.5%

14. Education

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Grade 4 or less	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Grade 5 to 8	0.2%	0.0%	0.0%	0.8%	0.0%	0.3%	0.0%
Grade 9 to 11	1.3%	5.0%	1.3%	0.5%	1.0%	1.9%	0.5%
Grade 12 (no diploma)	0.7%	1.8%	0.2%	1.9%	1.0%	0.2%	0.0%
Regular High School Diploma	13.7%	32.0%	10.4%	9.6%	13.8%	12.7%	13.7%
GED or alternative credential	2.4%	0.7%	1.2%	2.6%	2.7%	4.7%	2.0%
Some college credit, but less than 1 year	6.4%	10.8%	7.5%	4.1%	4.6%	7.8%	6.1%
1 or more years of college credit, no degree	15.1%	19.3%	8.8%	12.3%	14.6%	16.7%	18.9%
Associate's degree (AA, AS, etc.)	11.7%	9.1%	12.4%	10.9%	10.7%	15.0%	10.9%
Bachelor's degree (BA, BS, etc.)	29.9%	15.7%	40.1%	30.8%	31.2%	29.9%	26.0%



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Master's degree (MA. MS. MBA. etc.)	14.2%	3.0%	11.7%	21.9%	16.2%	7.9%	16.9%
Professional degree (MD. DDS. JD. etc.)	1.6%	0.6%	2.3%	0.6%	2.0%	0.9%	2.3%
Doctorate degree (PhD. EdD. etc.)	2.9%	1.5%	4.0%	4.0%	2.2%	2.1%	2.8%

15. Employment

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
Employed full-time	36.2%	25.5%	56.3%	59.3%	56.8%	28.7%	4.6%
Employed part-time	8.8%	16.0%	8.8%	8.1%	9.3%	9.3%	6.4%
Self employed	6.1%	3.8%	5.1%	5.9%	6.1%	10.1%	5.1%
Unemployed but looking for a job	3.5%	9.7%	6.2%	1.7%	4.3%	3.3%	0.8%
Unemployed and not looking for a job/Long-term sick or disabled	6.8%	6.0%	6.0%	6.5%	6.6%	16.1%	1.9%
Full-time parent. homemaker	6.0%	4.9%	9.7%	7.8%	8.6%	7.1%	0.6%
Retired	13.4%	1.8%	4.2%	6.7%	6.1%	14.3%	30.7%
Student/Pupil	2.1%	22.0%	1.2%	0.7%	0.0%	0.4%	0.0%
Military	15.1%	1.5%	0.0%	0.2%	1.2%	9.9%	49.9%
Prefer not to answer	1.1%	8.7%	1.3%	1.6%	0.0%	0.0%	0.0%
Own business manager / employer	0.2%	0.0%	0.0%	0.0%	0.9%	0.2%	0.0%
On maternity benefit	0.6%	0.0%	1.2%	1.5%	0.2%	0.6%	0.0%

16. Ethnicity/Race

	Total	18-24	24-34	35-44	45-54	55-64	65+
Total	2004	154	338	334	312	342	525
White or Caucasian (not Hispanic or Latino)	63.0%	41.4%	47.4%	56.8%	67.7%	65.3%	79.0%
Black or African-American (not Hispanic or Latino)	12.0%	19.3%	10.8%	12.5%	12.6%	13.5%	9.1%



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Asian/Pacific Islander	5.0%	7.8%	8.3%	6.0%	6.5%	3.3%	1.6%
Native American. Alaska Native. Aleutian	1.9%	4.4%	2.4%	1.4%	1.7%	2.5%	1.0%
Hispanic or Latino (White or Caucasian)	9.0%	9.3%	16.5%	14.8%	6.3%	4.9%	4.7%
Hispanic or Latino (Black or African- American)	1.5%	3.9%	3.1%	2.5%	0.4%	0.9%	0.0%
Hispanic or Latino (all other races/multiple races)	4.5%	11.7%	9.2%	2.5%	2.7%	5.0%	1.5%
Other	1.4%	2.2%	1.1%	1.2%	0.0%	2.4%	1.6%
Prefer not to answer	1.7%	0.0%	1.2%	2.4%	2.1%	2.3%	1.5%

About the Study

These are the findings of an Ipsos study; the first wave was conducted between September 22 and 23, 2020, and the second wave was conducted between October 6 and 8, 2020. The first wave sampled 1,000 adults and the second wave sampled 1,004 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel and partner online panel sources). Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity and region.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,005$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points).



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