



**National Survey Results
2020 General Election Likely Voters
Political Environment, Trends & Analysis**

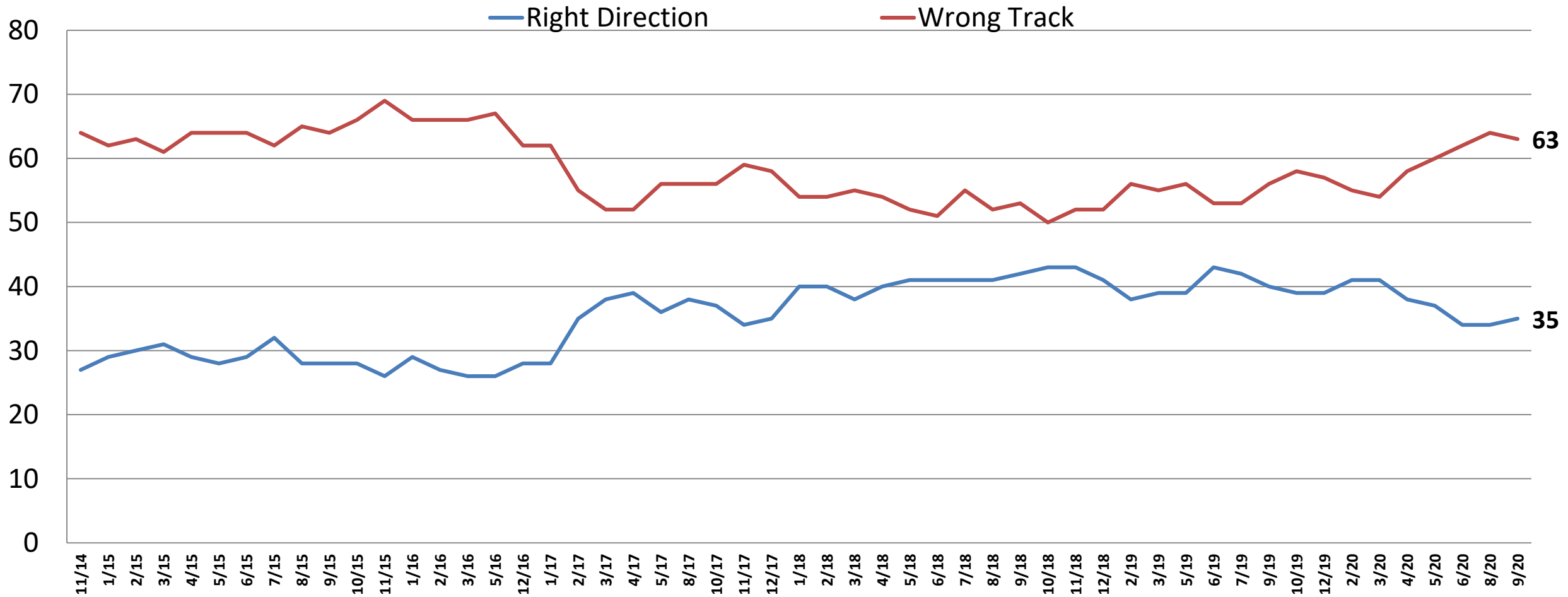
September 2020

On the web

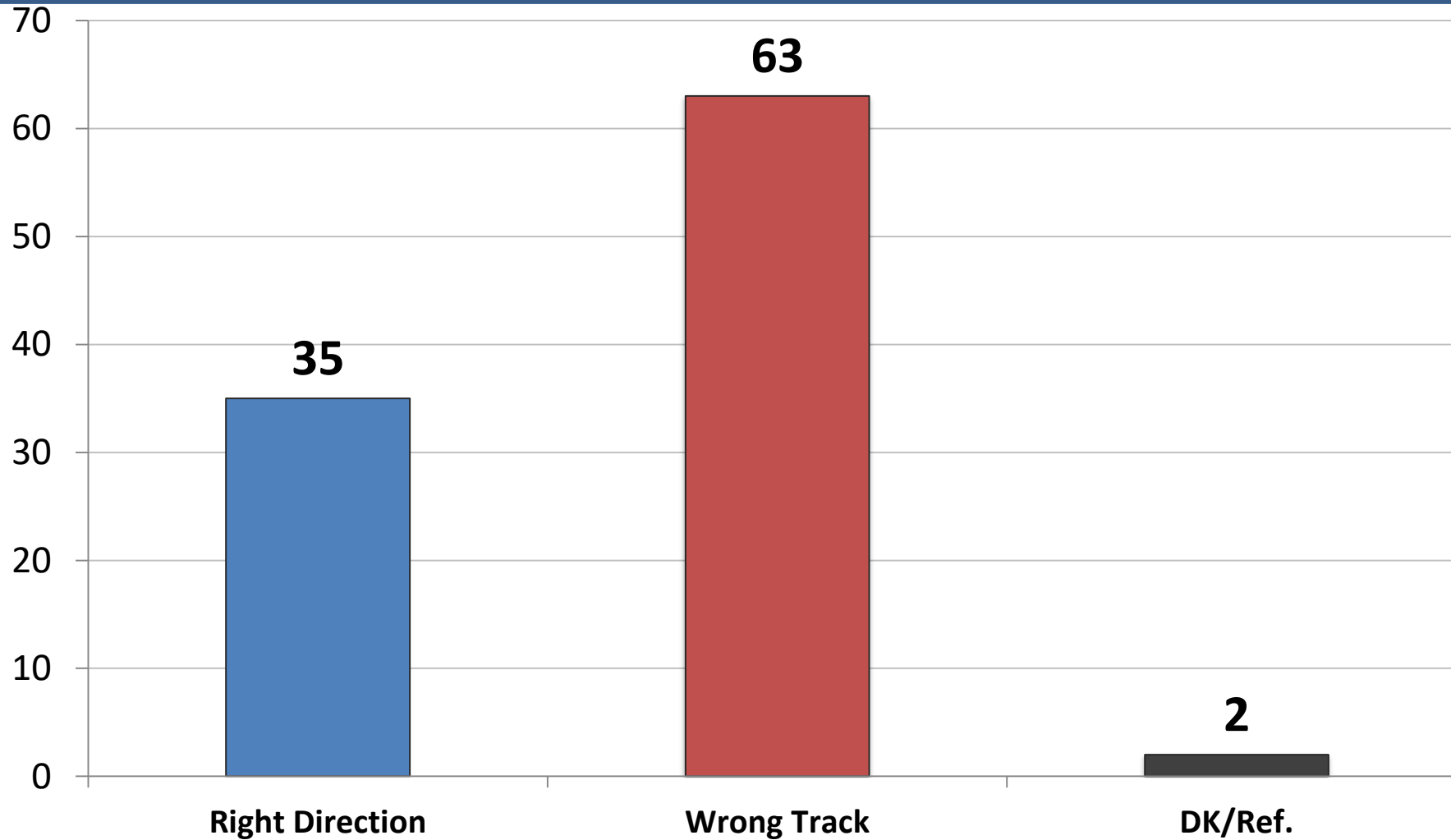
www.mclaughlinonline.com

Direction: United States

Time Series



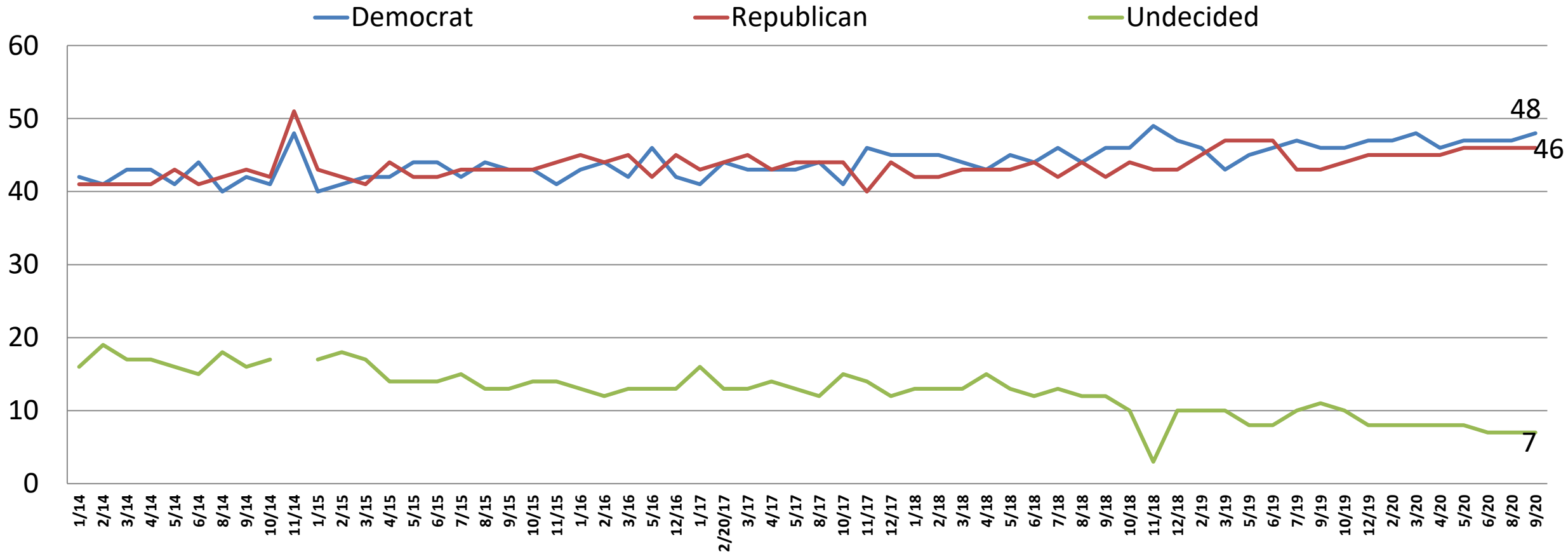
Direction: *United States*



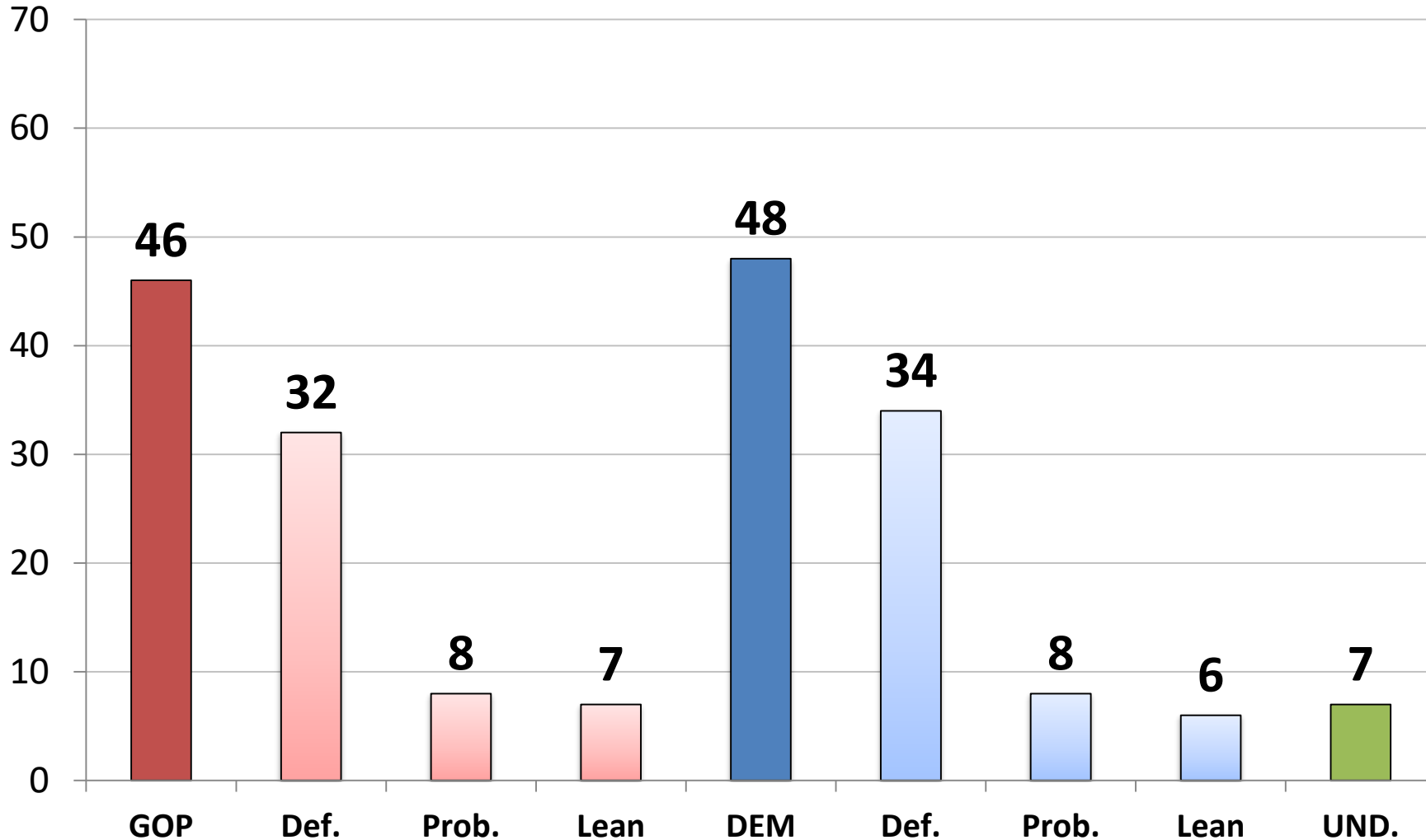
	R	W
East	39	58
Midwest	30	68
South	41	57
West	27	72
Battleground States	36	63
Non-Battleground States	34	64
Approve – Trump	67	30
Disapprove – Trump	4	95
Vote Cong. 2020 – GOP	63	36
Vote Cong. 2020 – DEM	10	89
Vote Cong. 2020 – UND	21	69
Republican	68	31
Democrat	14	85
Independent	25	72
Liberal	28	71
Moderate	22	75
Conservative	54	44
White	38	60
African- American	18	80
Hispanic	33	63
Under 55	40	57
Over 55	27	72
Married	45	54
Single	27	70
Men	42	57
Women	29	68

Generic Ballot: U.S. Congress

Time Series



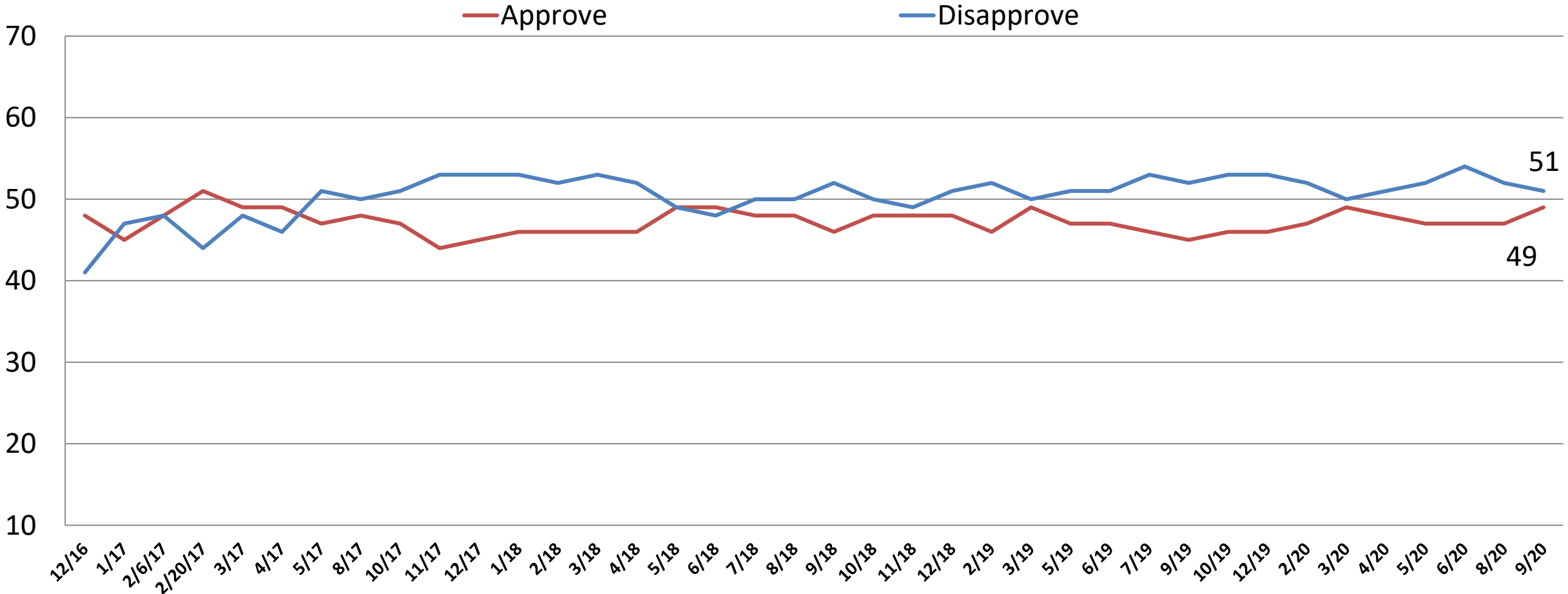
Generic Ballot: *U.S. Congress*



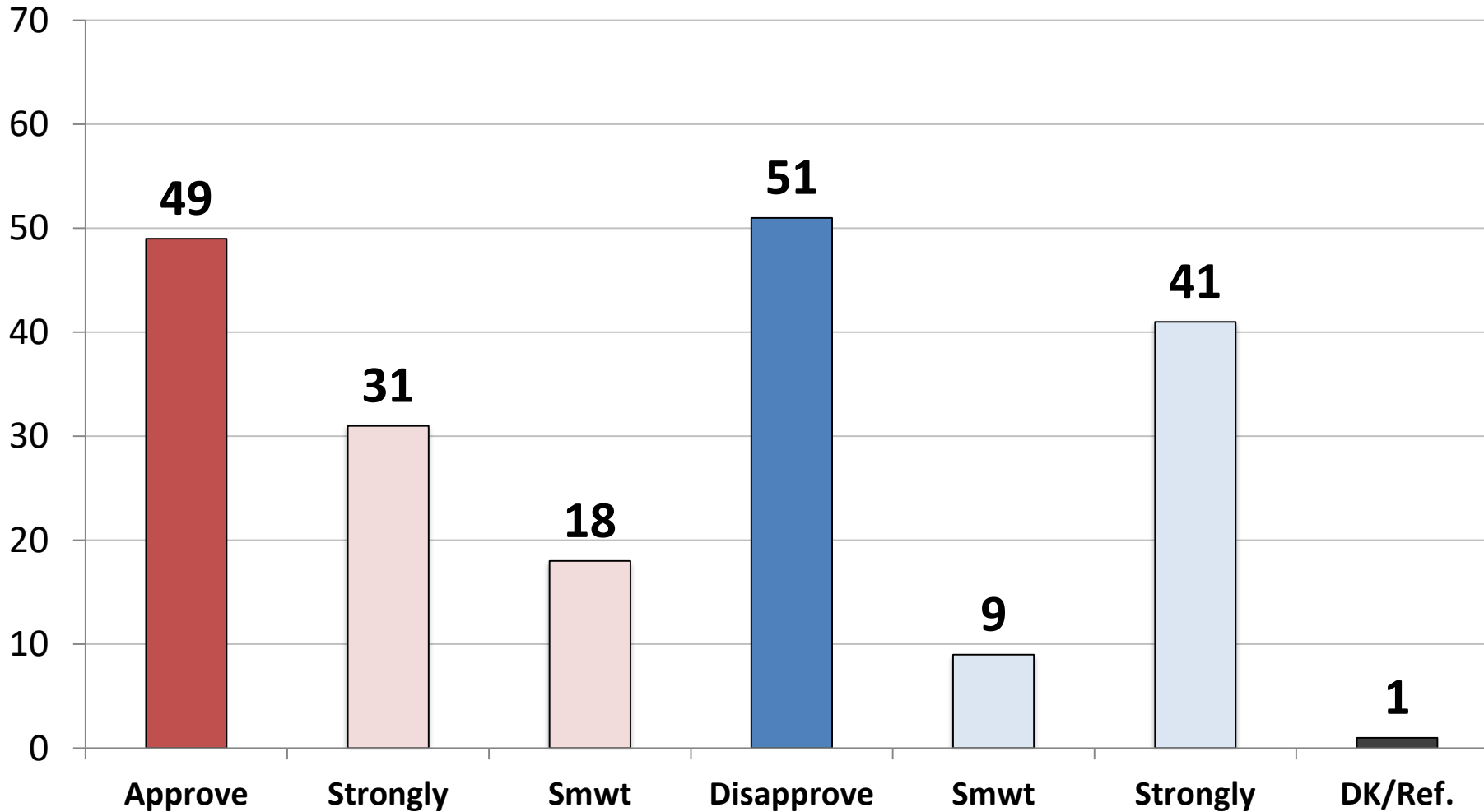
	GOP	DEM.	UND.
East	53	41	6
Midwest	42	52	6
South	52	41	7
West	35	59	7
Battleground States	46	47	7
Non-Battleground States	46	48	6
Approve – Trump	83	12	5
Disapprove – Trump	11	82	7
Vote Cong. 2020 – GOP	100	0	0
Vote Cong. 2020 – DEM	0	100	0
Vote Cong. 2020 – UND	0	0	100
Republican	96	4	1
Democrat	7	93	1
Independent	38	42	19
Liberal	25	71	4
Moderate	33	56	11
Conservative	77	19	4
White	53	41	6
African- American	14	76	10
Hispanic	43	52	5
Under 55	47	45	8
Over 55	44	52	5
Married	58	38	5
Single	31	60	9
Men	50	47	4
Women	43	48	9

Job Rating: Donald Trump

Time Series



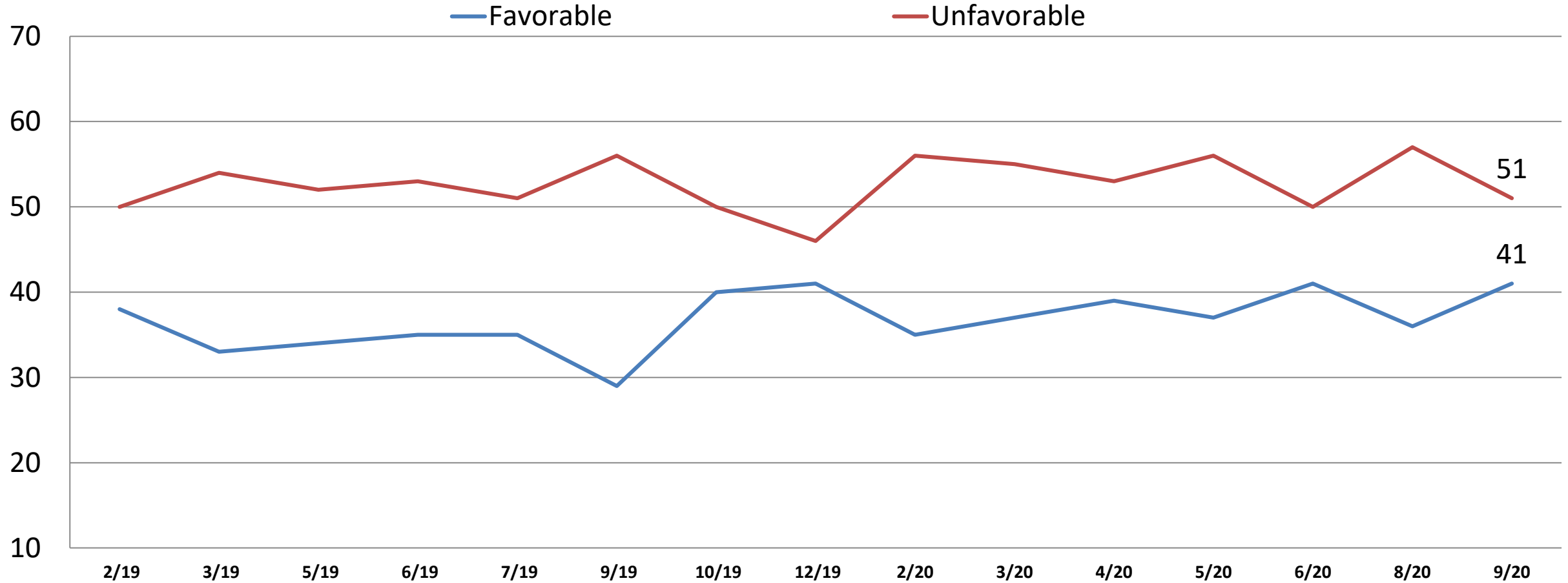
Job Rating: *Donald Trump*



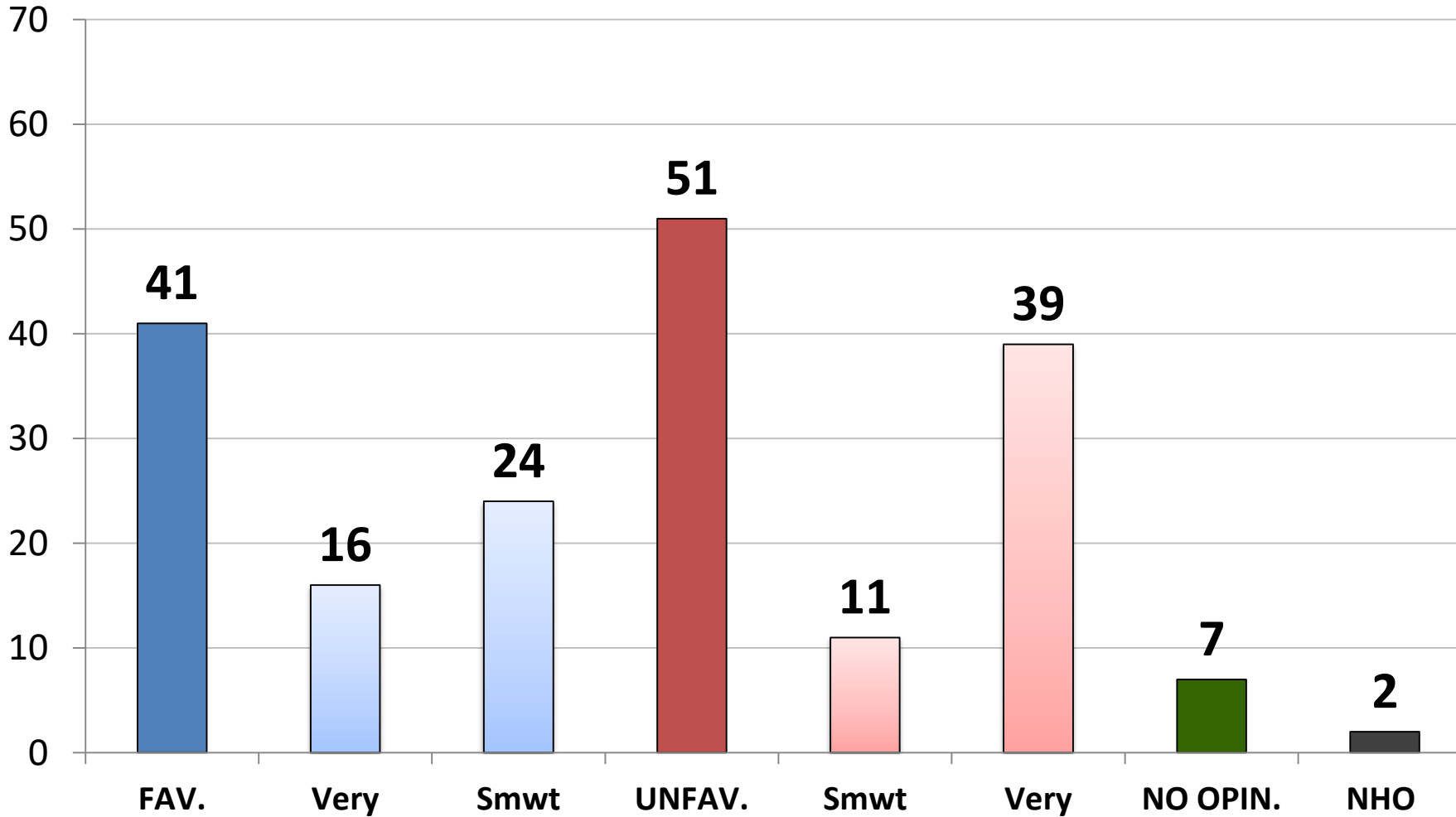
	<u>App.</u>	<u>Disapp.</u>
East	51	49
Midwest	44	55
South	55	44
West	41	59
Battleground States	49	50
Non-Battleground States	49	51
Approve – Trump	100	0
Disapprove – Trump	0	100
Vote Cong. 2020 – GOP	88	12
Vote Cong. 2020 – DEM	12	87
Vote Cong. 2020 – UND	39	58
Republican	90	10
Democrat	16	83
Independent	43	57
Liberal	32	68
Moderate	34	65
Conservative	78	22
White	55	45
African- American	20	78
Hispanic	47	51
Under 55	53	47
Over 55	43	57
Married	59	41
Single	39	60
Men	54	46
Women	45	54

Opinion: Nancy Pelosi

Time Series



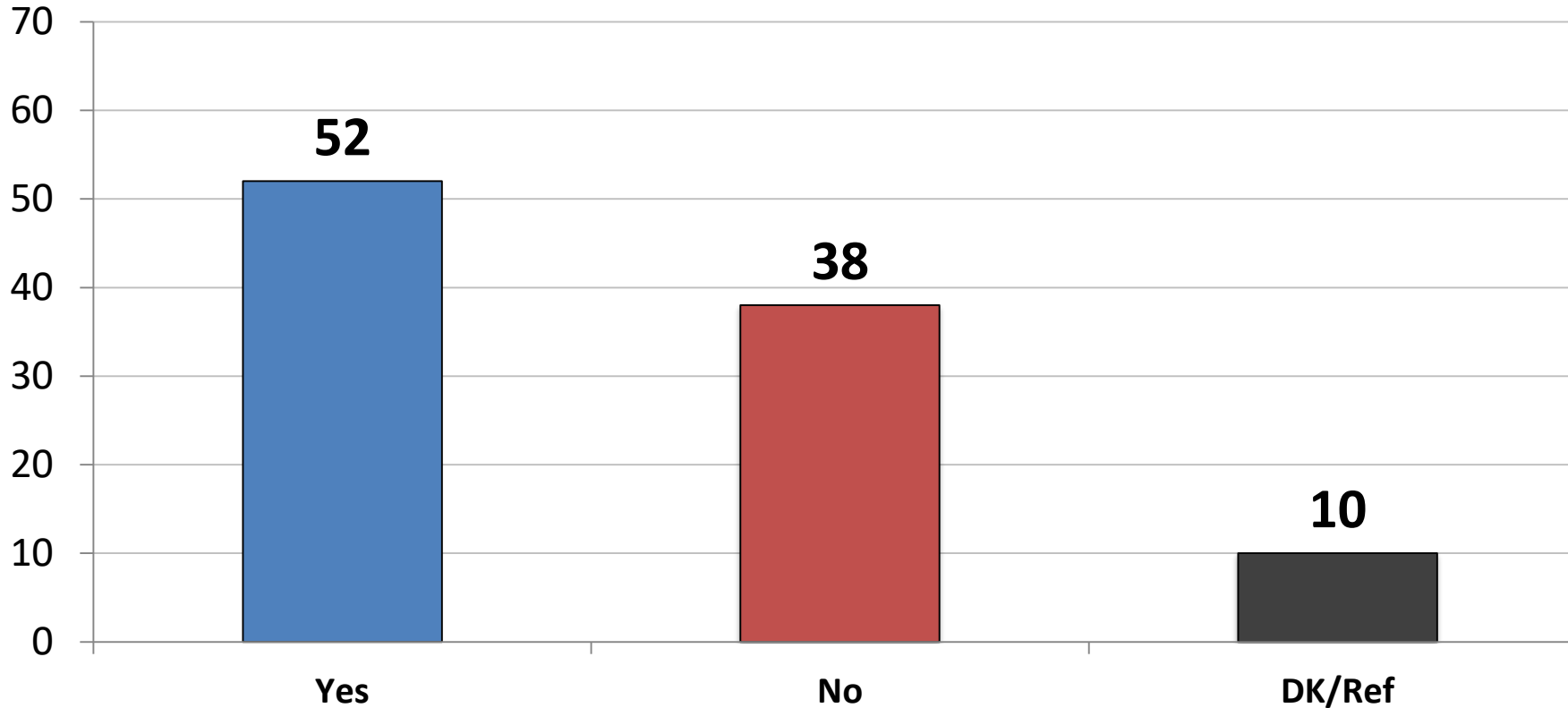
Opinion: *Nancy Pelosi*



	<u>Fav.</u>	<u>Unfav.</u>
East	37	55
Midwest	40	53
South	39	51
West	48	44
Battleground States	40	51
Non-Battleground States	42	50
Approve – Trump	22	72
Disapprove – Trump	59	30
Vote Cong. 2020 – GOP	18	77
Vote Cong. 2020 – DEM	66	24
Vote Cong. 2020 – UND	20	54
Republican	22	73
Democrat	70	21
Independent	28	61
Liberal	64	26
Moderate	41	48
Conservative	21	73
White	36	58
African- American	61	19
Hispanic	45	43
Under 55	40	49
Over 55	43	53
Married	41	55
Single	40	44
Men	44	49
Women	38	51

Should President Trump continue to fight to change Washington?

	7/19	10/19	12/19	2/20	3/20	4/20	5/20	6/20	8/20	9/20
Yes	51	49	50	53	56	51	52	54	53	52
No	38	38	39	37	32	38	37	37	38	38



	Yes	No
East	58	31
Midwest	48	39
South	55	34
West	46	48
Battleground States	52	37
Non-Battleground States	52	38
Approve – Trump	91	5
Disapprove – Trump	15	70
Vote Cong. 2020 – GOP	90	6
Vote Cong. 2020 – DEM	17	69
Vote Cong. 2020 – UND	43	31
Republican	90	7
Democrat	21	65
Independent	48	39
Liberal	37	55
Moderate	38	47
Conservative	80	14
No College Degree	47	41
College Graduate	58	34
White	58	33
African- American	26	57
Hispanic	51	40
Under 55	55	35
Over 55	48	42
Married	62	30
Single	40	49
Men	57	35
Women	48	40

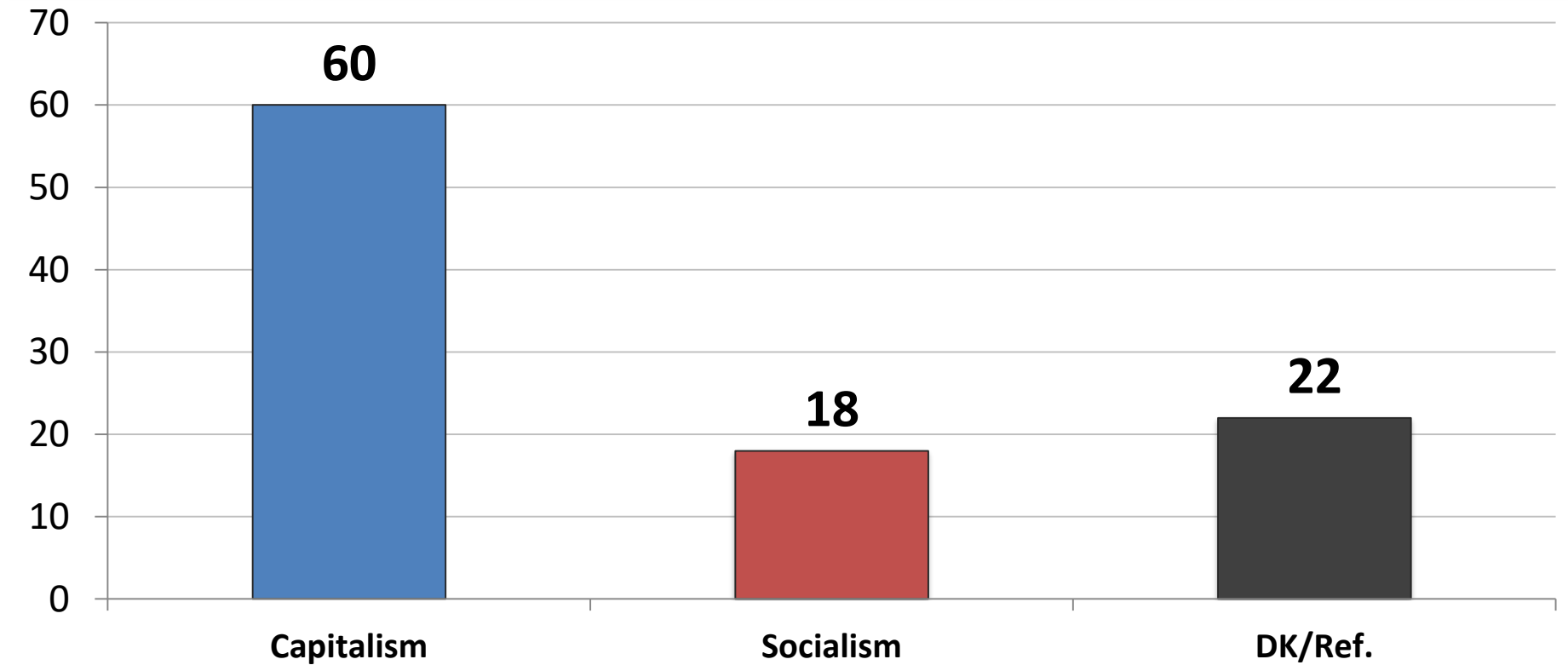
All things being equal, do you prefer:

1. *Free Market Capitalism*

or.

2. *Big Government Socialism*

	6/19	7/19	9/19	10/19	12/19	2/20	3/20	4/20	5/20	6/20	8/20	9/20
Capitalism	63	60	61	63	60	61	62	59	61	62	59	60
Socialism	14	14	15	14	16	12	13	17	16	15	17	18



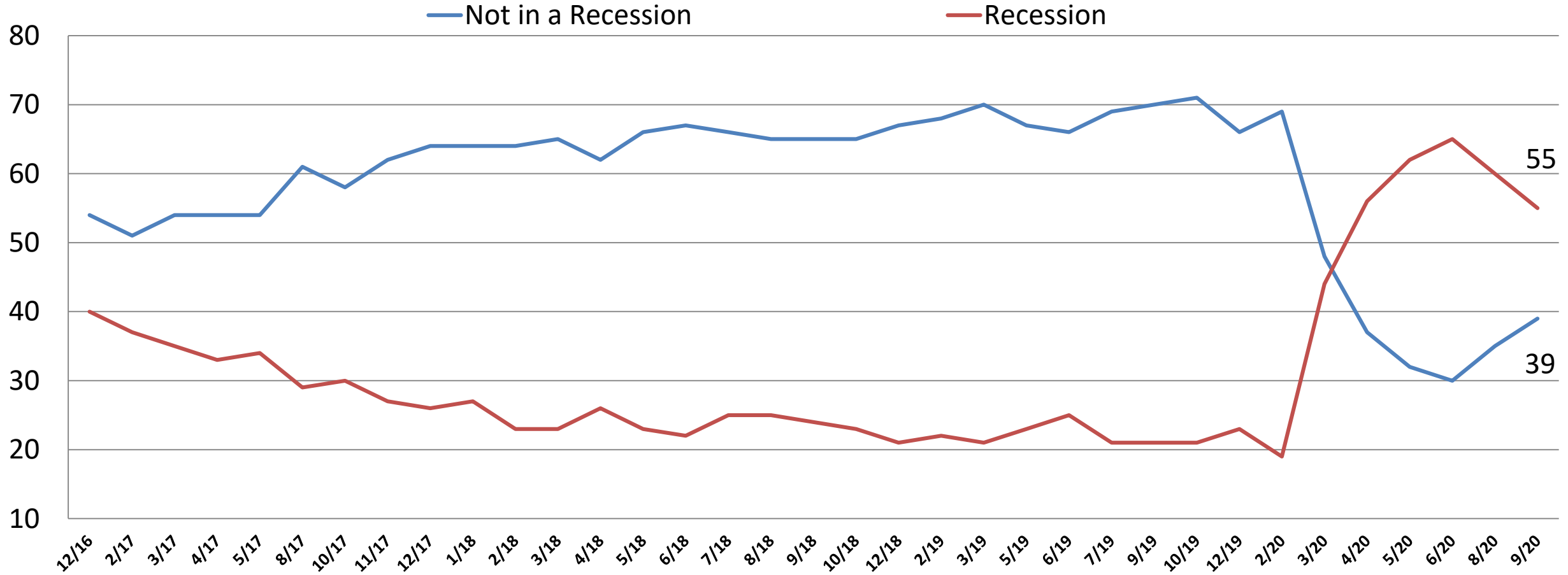
	<u>C</u>	<u>S</u>
East	58	23
Midwest	60	17
South	61	17
West	60	18
Battleground States	60	20
Non-Battleground States	60	17
Approve – Trump	73	13
Disapprove – Trump	48	23
Vote Cong. 2020 – GOP	77	12
Vote Cong. 2020 – DEM	45	26
Vote Cong. 2020 – UND	52	8
Republican	80	10
Democrat	45	30
Independent	56	14
Liberal	46	33
Moderate	55	15
Conservative	76	9
White	64	16
African- American	44	24
Hispanic	57	25
Under 55	56	24
Over 55	66	10
Married	68	15
Single	50	25
Men	66	21
Women	54	16

Now, from the following list, which issue is personally most important to you?

	<u>4/20</u>	<u>5/20</u>	<u>6/20</u>	<u>8/20</u>	<u>9/20</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App. DJT</u>	<u>Disapp DJT</u>	<u>Men</u>	<u>Women</u>
SOCIAL	18	20	30	23	27	21	33	26	40	26	17	20	34	29	26
Reforming Health care	7	7	7	6	7	5	8	7	10	6	5	6	8	8	6
Protect Medicare	4	4	5	5	6	4	8	5	8	6	4	4	8	5	7
Race Relations	*	*	8	7	6	5	6	6	8	6	4	3	8	6	6
Reduce Climate Change	4	6	5	4	5	2	8	4	11	4	1	3	7	5	5
Improving Education	3	4	5	4	3	4	3	3	4	4	3	4	3	4	3
CORONAVIRUS	41	31	24	30	25	16	35	24	32	30	16	15	35	27	25
Stop Spread	22	15	13	17	17	10	23	18	23	19	11	9	25	17	17
Create Vaccine	19	17	12	13	8	6	13	7	9	11	6	6	11	10	7
ECONOMIC	26	31	22	23	22	30	12	24	9	20	34	32	12	23	21
Reopening the Economy	11	16	11	13	10	15	4	10	4	8	16	16	4	10	9
Create Jobs	5	7	8	7	9	12	6	10	4	8	13	12	6	9	9
Reduce Gov't Waste	4	3	4	3	3	4	3	4	1	4	5	4	3	4	3
Manufacturing Return	3	3	*	*	*	*	*	*	*	*	*	*	*	*	*
Fix Infrastructure	3	2	*	*	*	*	*	*	*	*	*	*	*	*	*
SEUCRITY	6	5	11	13	12	21	6	10	9	9	18	20	5	13	12
Restore Law & Order	*	*	5	5	6	9	2	6	3	5	9	9	3	5	6
National Security/Terrorism	3	3	3	4	4	7	3	3	4	3	6	7	2	6	3
Fix Immigration	3	2	3	2	2	5	1	1	2	1	3	4	1	2	2
HONESTY/INTEGRITY/D.C.	8	11	10	10	11	10	11	12	8	12	12	11	11	8	14
DK/Refused	2	1	2	2	3	2	3	3	2	3	3	3	2	1	4

Current Opinion of the U.S. Economy

Time Series

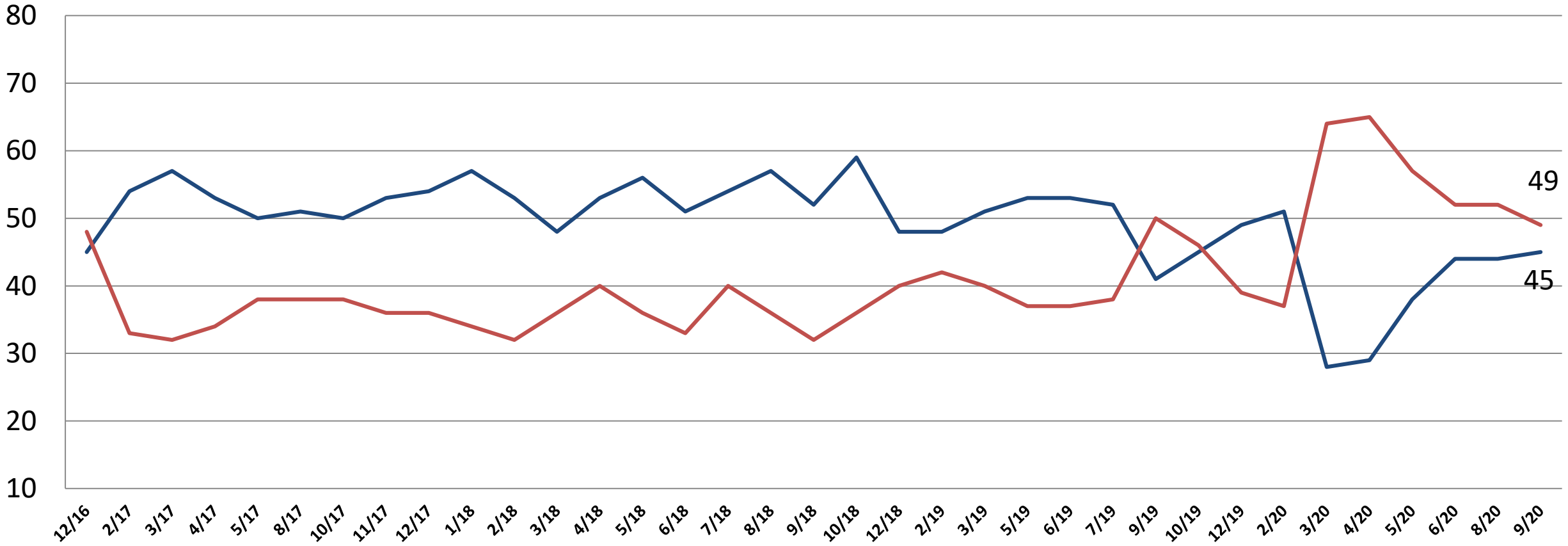


Current Opinion of the U.S. Economy

Time Series

— Getting Better

— Getting Worse



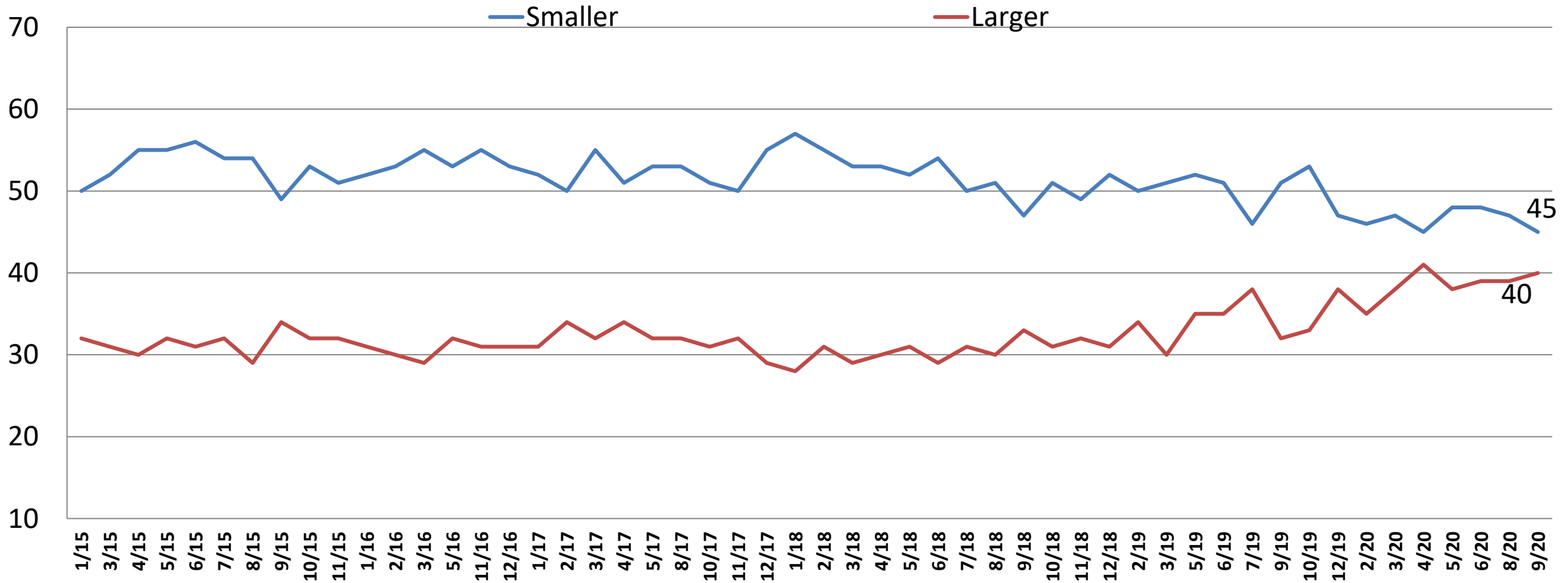
Current Opinion of the U.S. Economy

Time Series

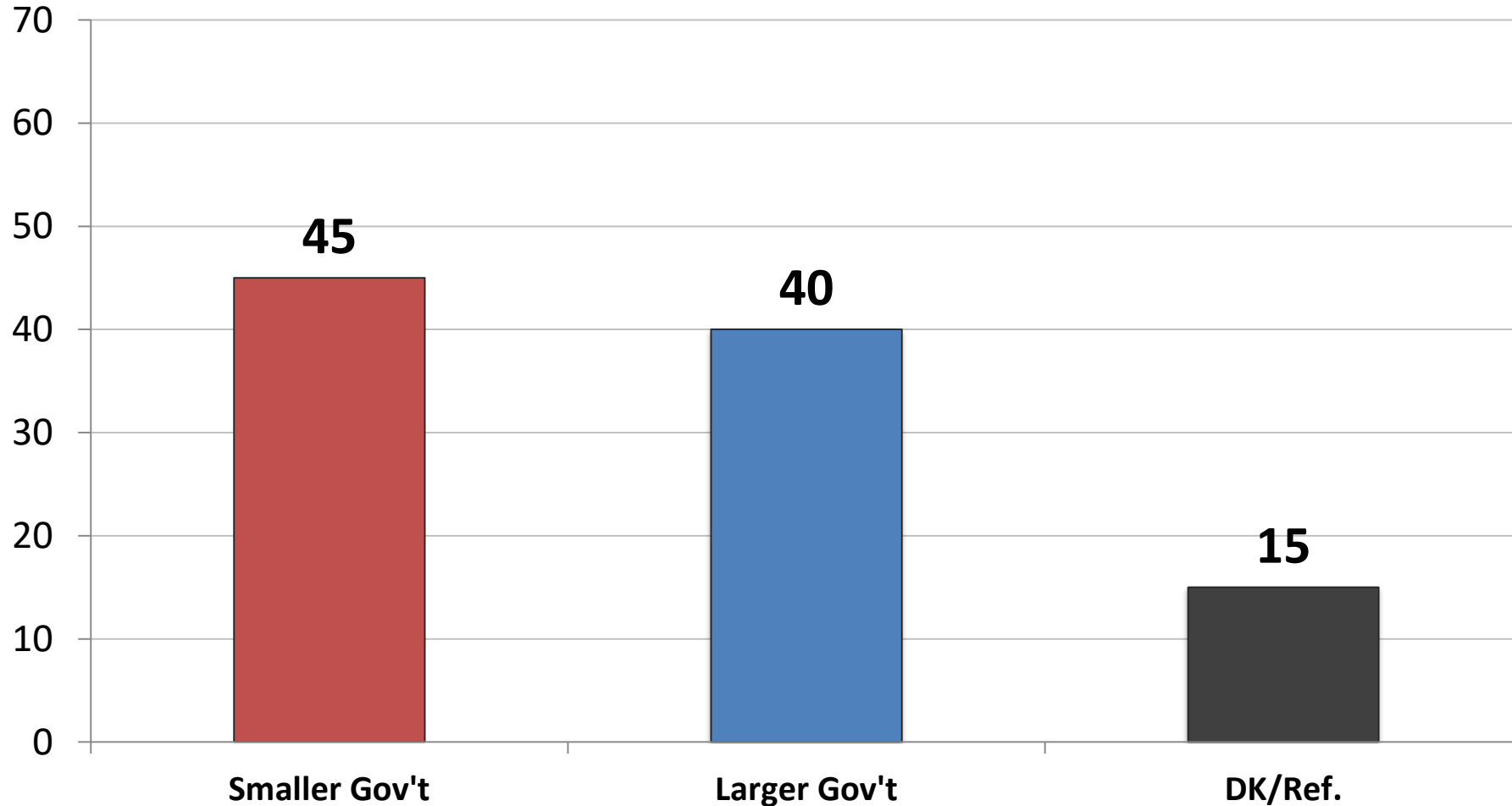
	<u>9/19</u>	<u>10/19</u>	<u>12/19</u>	<u>2/20</u>	<u>3/20</u>	<u>4/20</u>	<u>5/20</u>	<u>6/20</u>	<u>8/20</u>	<u>9/20</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Con</u>	<u>App. DJT</u>	<u>Disapp. DJT</u>	<u>Men</u>	<u>Women</u>
NOT RECESSION	70	71	66	69	48	37	32	30	35	39	50	32	33	37	34	45	50	28	44	34
Getting Better	33	36	38	43	17	14	12	16	18	21	39	8	16	18	12	32	37	5	26	16
Getting Worse	37	35	28	27	30	24	20	15	17	18	12	24	18	19	22	13	13	23	18	18
RECESSION	21	21	23	19	44	56	62	65	60	55	44	63	59	58	60	48	43	67	53	57
Getting Better	8	9	12	9	11	15	25	29	26	25	30	18	26	19	24	30	32	18	25	24
Getting Worse	14	11	11	11	34	41	37	37	34	31	13	45	33	40	36	18	12	49	29	32
D.K./REFUSED	9	9	12	12	9	7	6	4	5	6	6	5	8	5	6	8	6	6	3	10
GETTING BETTER	41	45	49	52	28	29	38	44	44	45	69	27	41	36	36	62	69	22	51	40
GETTING WORSE	50	46	39	39	64	65	57	52	52	49	25	69	51	59	58	31	25	72	47	50
D.K./REFUSED	9	9	12	12	9	7	6	4	5	6	6	5	8	5	6	8	6	6	3	10
<i>Net Diff.</i>	<i>-10</i>	<i>-0.6</i>	<i>10</i>	<i>13</i>	<i>-36</i>	<i>-37</i>	<i>-19</i>	<i>-8</i>	<i>-25</i>	<i>-4</i>	44	-42	-10	-23	-22	31	44	-49	4	-10

Would you say you most favor a smaller government with fewer services or a larger government with many services?

Time Series



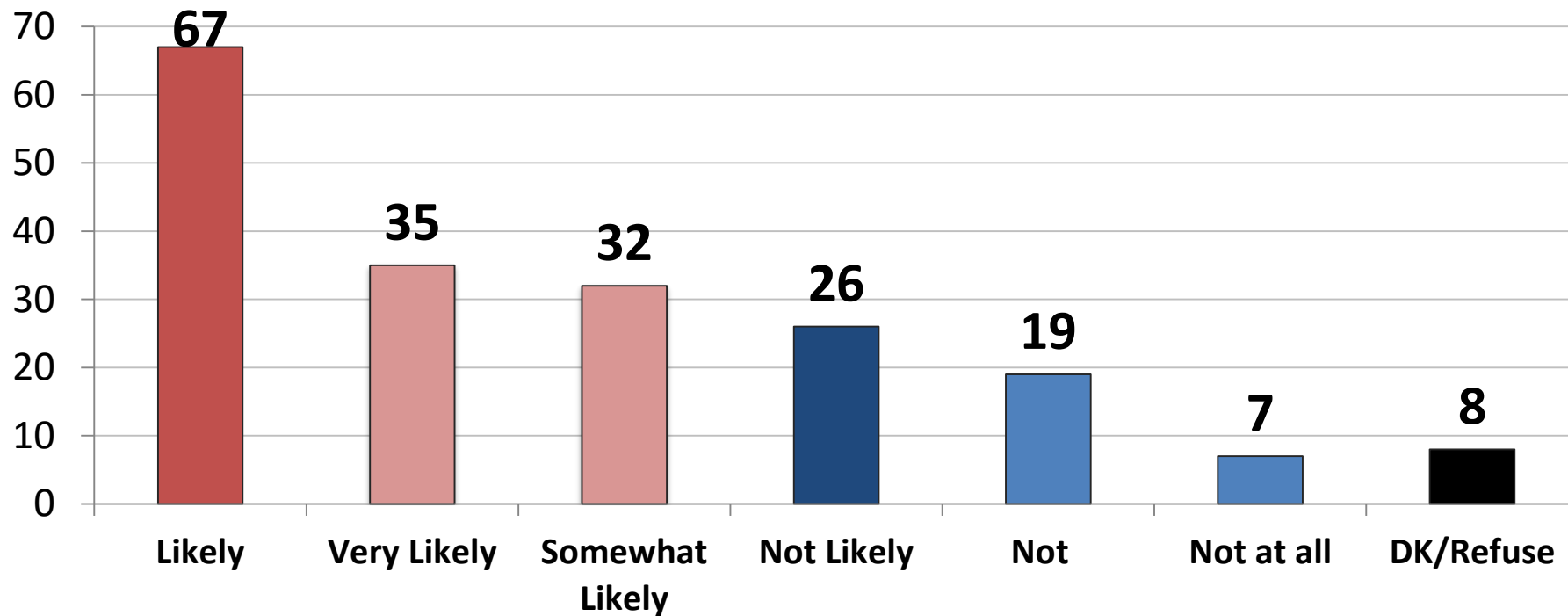
Would you say you most favor a smaller government with fewer services or a larger government with many services?



	<u>Smaller</u>	<u>Larger</u>
East	40	46
Midwest	47	36
South	47	39
West	42	42
Battleground States	46	40
Non-Battleground	43	41
Approve – Trump	59	31
Disapprove – Trump	32	49
Vote Cong. 2020 – GOP	60	31
Vote Cong. 2020 – DEM	31	52
Vote Cong. 2020 – UND	42	23
Republican	60	32
Democrat	32	51
Independent	44	37
Liberal	30	57
Moderate	40	40
Conservative	61	27
White	48	37
African- American	32	45
Hispanic	36	50
Under 55	40	45
Over 55	52	33
Married	50	38
Single	41	42
Men	47	44
Women	43	38

If Joe Biden were to win the election for President, he would be 78-years old when he was sworn in and 82 at the end of his term. How likely would it be that his running mate Kamala Harris would be president before the end of Joe Biden's 4-year term?

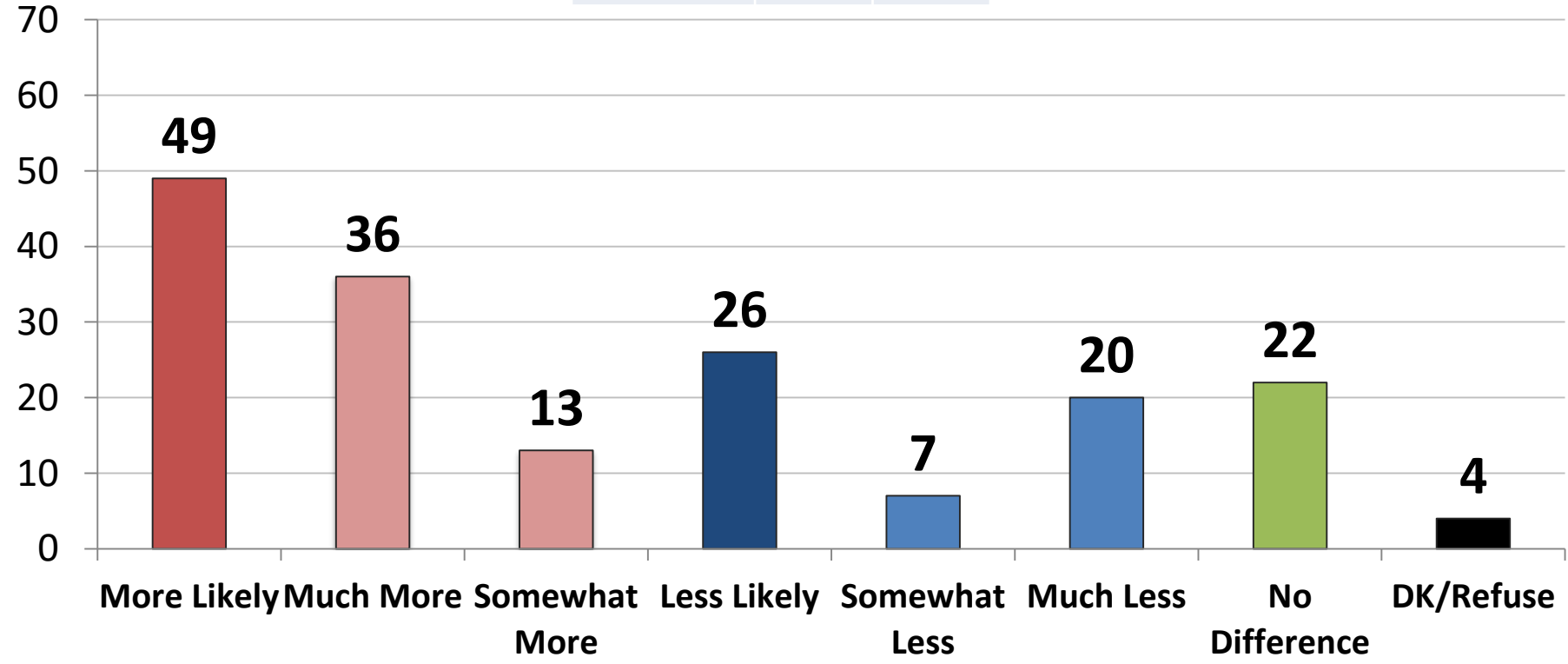
	8/20	9/20
Likely	66	67
Not Likely	27	26



	Likely	Not
East	73	20
Midwest	64	26
South	68	25
West	62	31
Battleground States	67	26
Non-Battleground	66	26
Approve – Trump	82	13
Disapprove – Trump	53	38
Vote Cong. 2020 – GOP	82	13
Vote Cong. 2020 – DEM	52	38
Vote Cong. 2020 – UND	62	22
Republican	80	15
Democrat	55	37
Independent	66	24
Liberal	61	32
Moderate	60	30
Conservative	78	16
White	68	24
African- American	57	33
Hispanic	69	26
Under 55	70	24
Over 55	61	29
Married	71	22
Single	64	28
Men	70	25
Women	64	27

If Joe Biden and Kamala Harris were to win the election, it is very likely there would be total one-party Democratic control of the federal government with the Democrats keeping the House and taking control of the Senate. Knowing this could happen, would you be more or less likely to vote for President Trump to be a check and balance on the Democratic controlled congress?

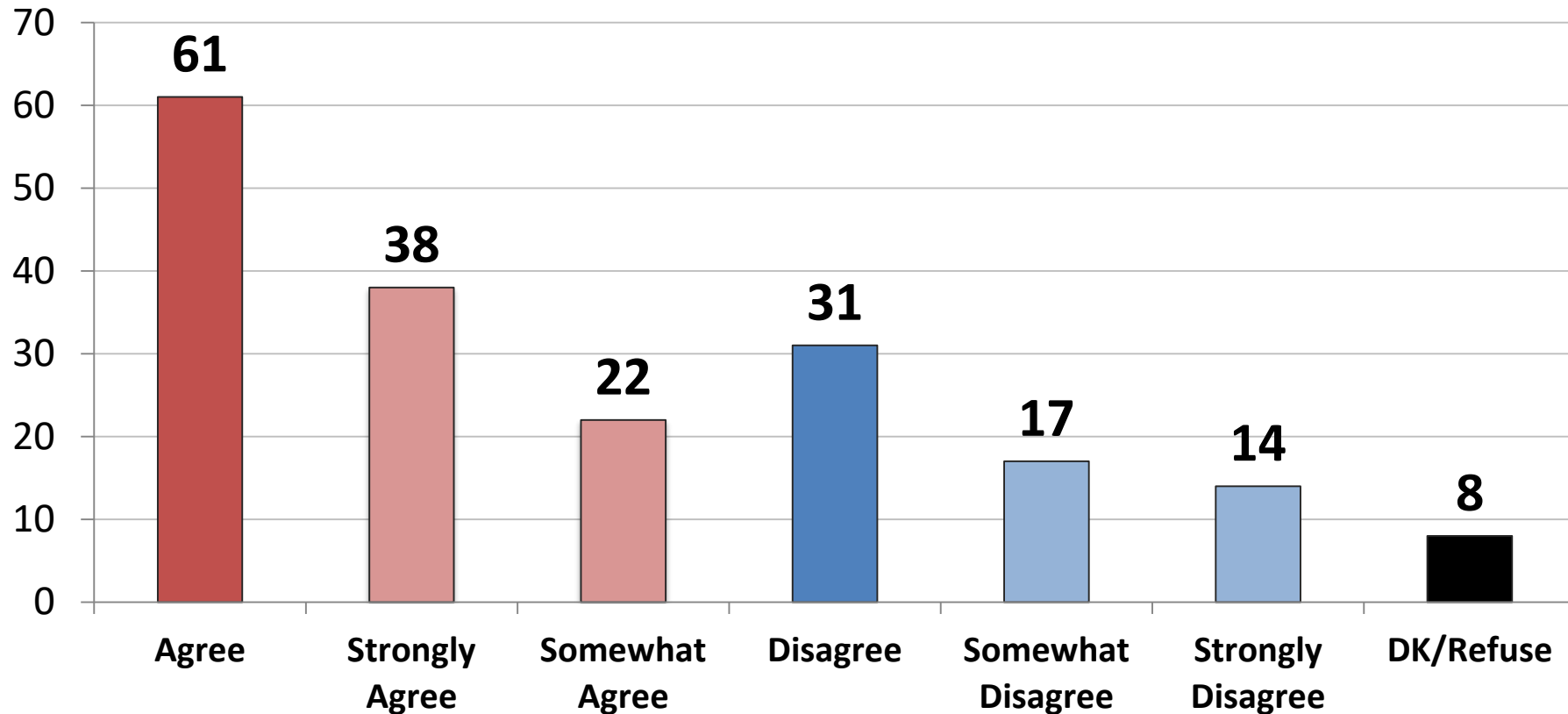
	8/20	9/20
More	47	49
Less	27	26



	More	Less
East	56	24
Midwest	44	28
South	53	23
West	39	32
Battleground States	49	26
Non-Battleground	48	27
Approve – Trump	78	10
Disapprove – Trump	21	42
Vote Cong. 2020 – GOP	77	10
Vote Cong. 2020 – DEM	23	43
Vote Cong. 2020 – UND	40	18
Republican	78	8
Democrat	27	44
Independent	42	24
Liberal	38	40
Moderate	37	29
Conservative	70	13
White	52	21
African- American	35	48
Hispanic	48	29
Under 55	54	24
Over 55	40	30
Married	57	21
Single	41	32
Men	53	27
Women	44	25

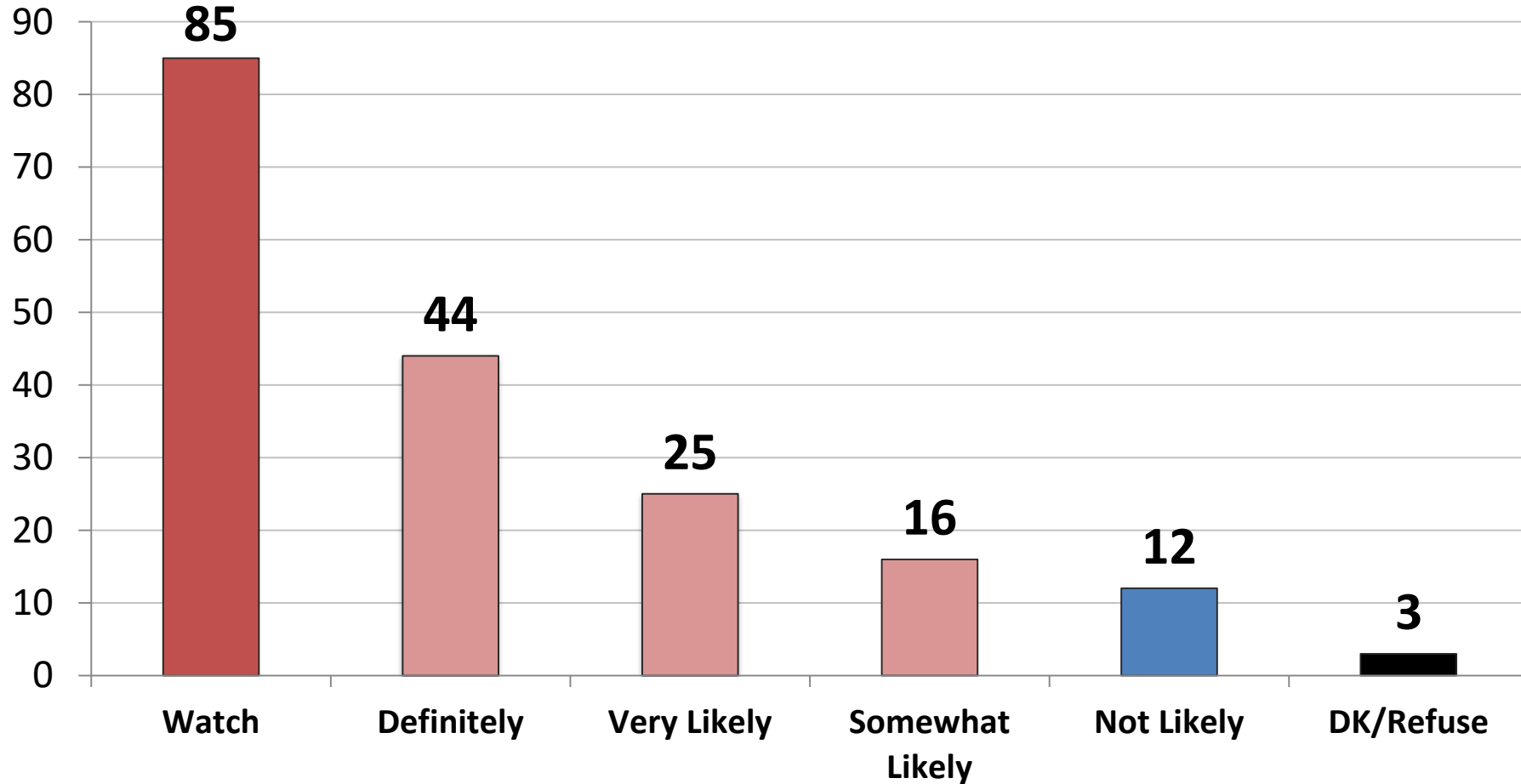
Do you agree or disagree with the following statement? "If Joe Biden and Kamala Harris were to win the election and Nancy Pelosi and Chuck Schumer were to control Congress, there would be no one there to stop them."

	8/20	9/20
Agree	63	61
Disagree	30	31



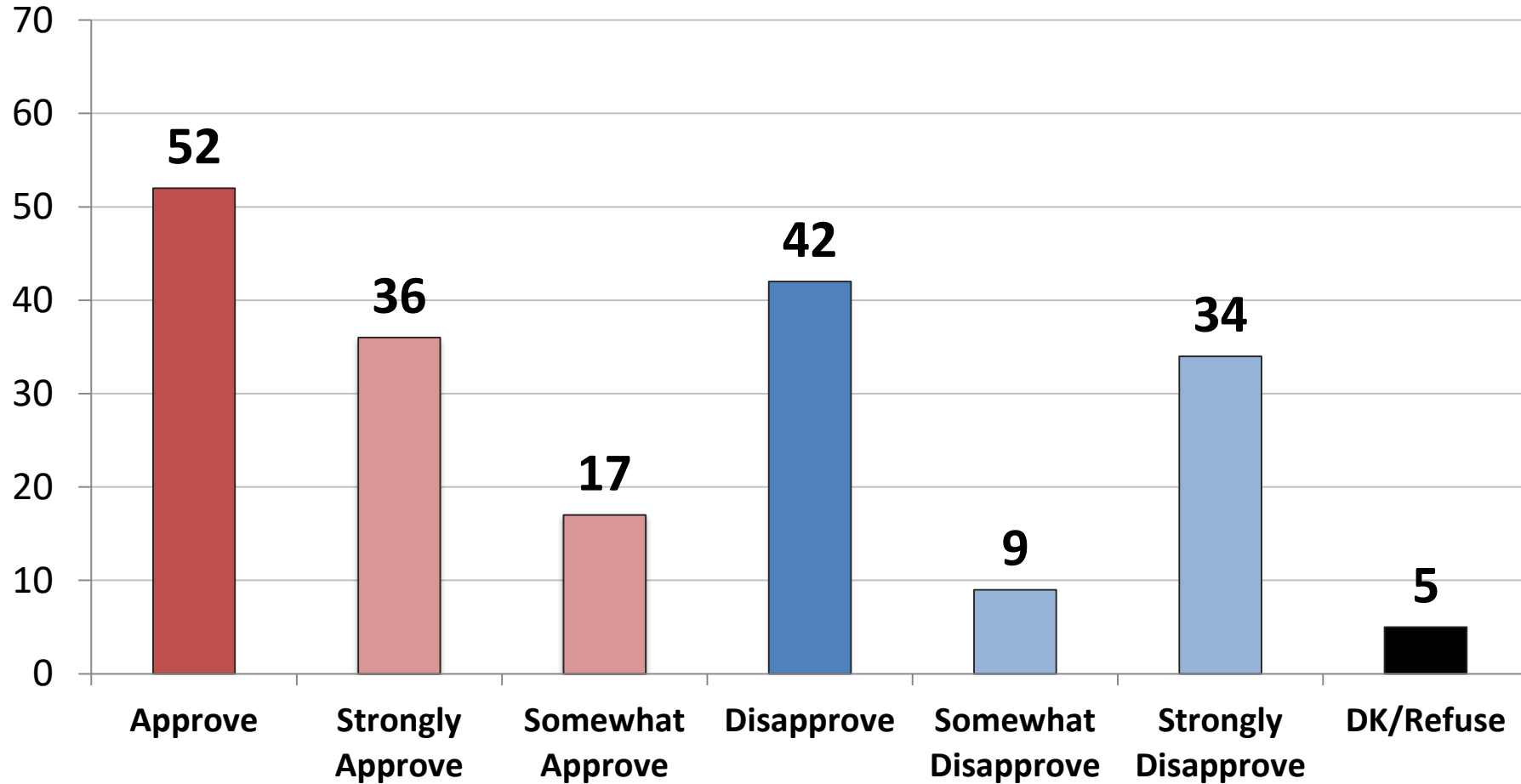
	Agree	Dis.
East	60	34
Midwest	59	30
South	65	27
West	55	39
Battleground States	61	31
Non-Battleground States	60	32
Approve – Trump	83	12
Disapprove – Trump	39	50
Vote Cong. 2020 – GOP	81	14
Vote Cong. 2020 – DEM	42	48
Vote Cong. 2020 – UND	45	35
Republican	82	14
Democrat	44	46
Independent	56	33
Liberal	50	44
Moderate	50	37
Conservative	79	15
White	64	28
African- American	45	45
Hispanic	63	30
Under 55	62	30
Over 55	59	33
Married	69	25
Single	50	38
Men	66	30
Women	56	33

The first Presidential Debate will be held on Tuesday, September 29th. How likely is it that you will watch this debate?



	Watch	Not
East	83	14
Midwest	82	15
South	87	9
West	86	13
Battleground States	87	10
Non-Battleground States	82	15
Approve – Trump	83	9
Disapprove – Trump	82	16
Vote Cong. 2020 – GOP	88	10
Vote Cong. 2020 – DEM	85	13
Vote Cong. 2020 – UND	65	21
Republican	86	12
Democrat	86	11
Independent	82	14
Liberal	87	10
Moderate	84	12
Conservative	83	14
White	85	12
African- American	83	13
Hispanic	83	13
Under 55	86	10
Over 55	83	16
Married	86	12
Single	85	11
Men	88	10
Women	82	14

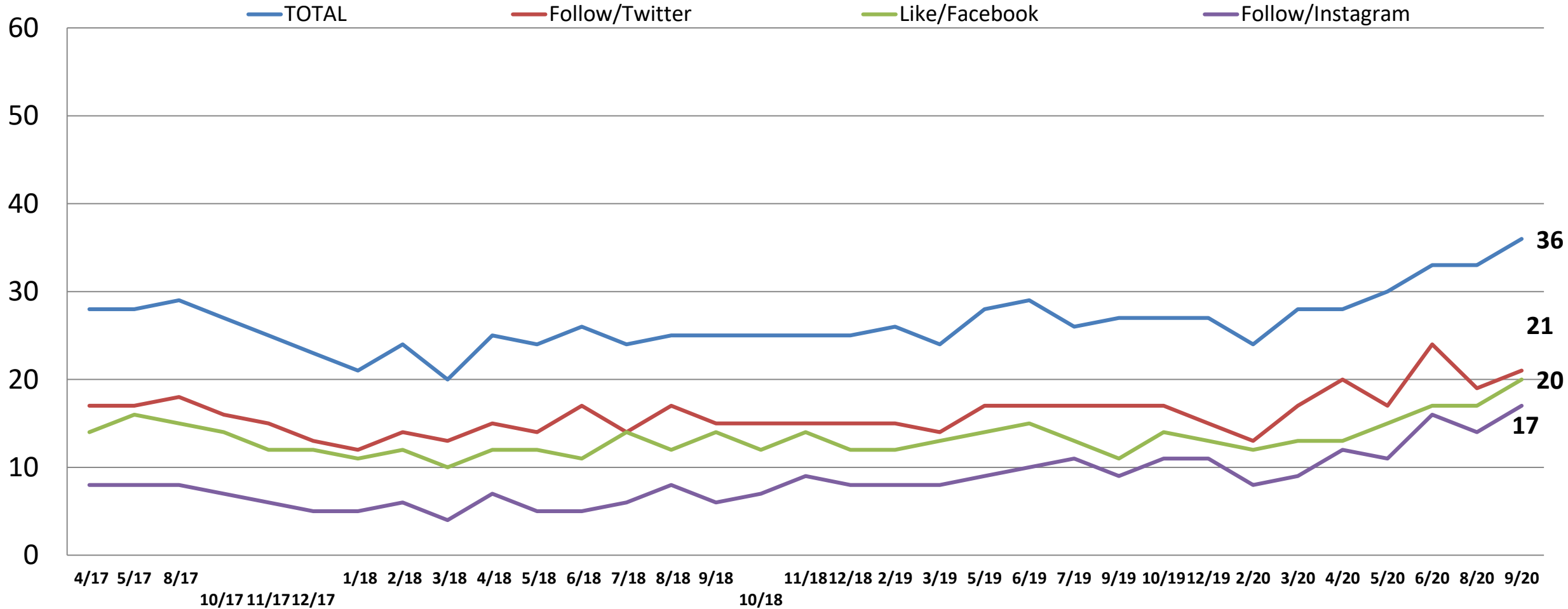
Do you approve or disapprove of President Trump's decision to nominate a new justice to fill the vacancy on the Supreme Court?



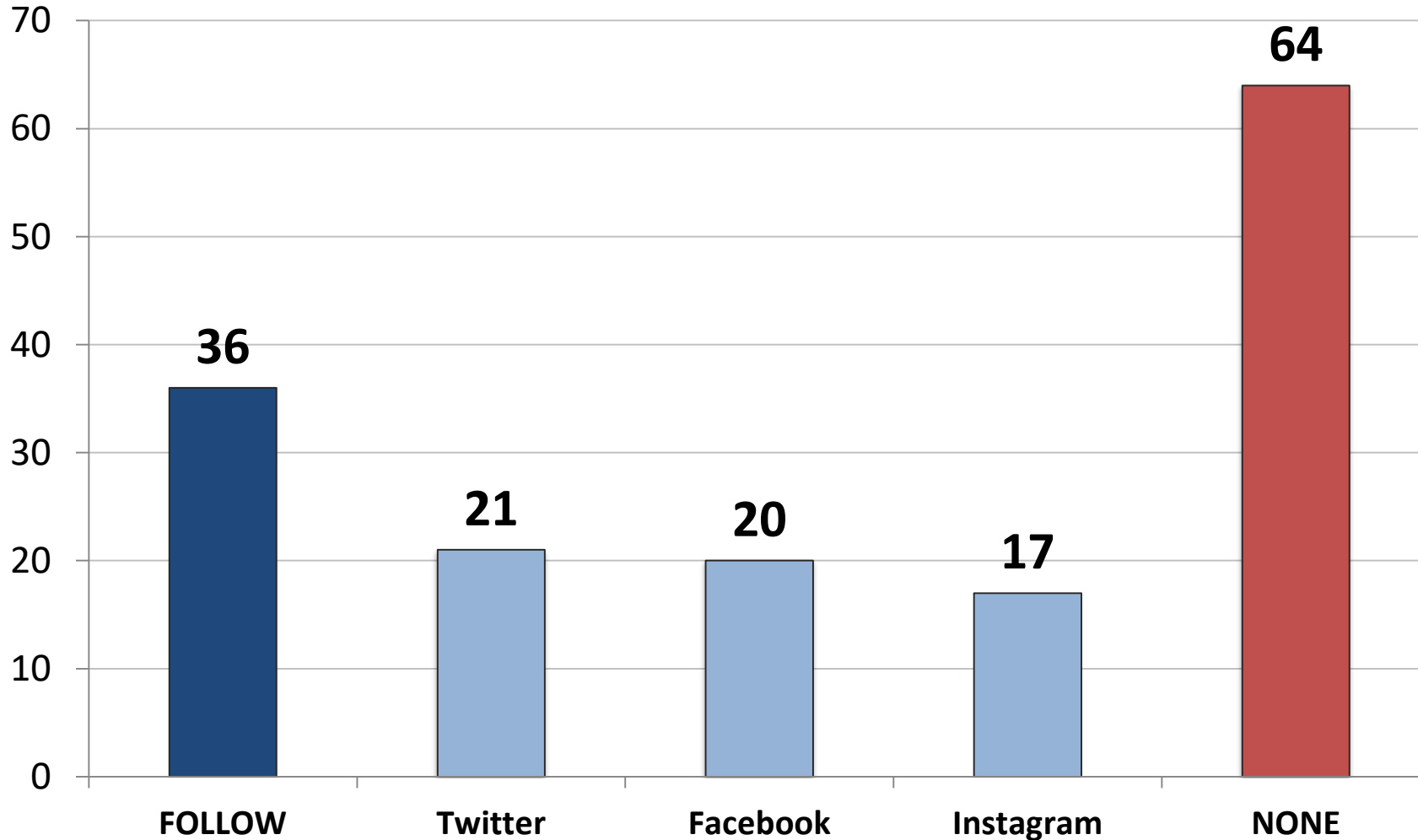
	<u>App</u>	<u>Dis</u>
East	54	40
Midwest	48	47
South	59	35
West	45	52
Battleground States	53	42
Non-Battleground States	51	43
Approve – Trump	91	5
Disapprove – Trump	15	78
Vote Cong. 2020 – GOP	88	9
Vote Cong. 2020 – DEM	19	75
Vote Cong. 2020 – UND	42	35
Republican	90	8
Democrat	22	73
Independent	47	43
Liberal	37	60
Moderate	39	54
Conservative	79	16
White	57	39
African- American	29	61
Hispanic	53	41
Under 55	55	38
Over 55	48	49
Married	62	34
Single	44	49
Men	58	38
Women	47	46

Do you follow Donald Trump on Twitter, Instagram and/or have you like his page on Facebook, meaning his posts show up on your newsfeed?

- Time Series -



Do you follow Donald Trump on Twitter, Instagram and/or have you like his page on Facebook, meaning his posts show up on your newsfeed?



	<u>Follow</u>	<u>None</u>
East	46	54
Midwest	28	72
South	43	57
West	26	74
Battleground States	35	65
Non-Battleground States	37	63
Approve – Trump	57	43
Disapprove – Trump	16	84
Vote Cong. 2020 – GOP	54	46
Vote Cong. 2020 – DEM	21	79
Vote Cong. 2020 – UND	24	76
Republican	59	41
Democrat	25	75
Independent	25	75
Liberal	38	62
Moderate	27	74
Conservative	45	55
White	35	65
African- American	30	71
Hispanic	53	47
Under 55	50	50
Over 55	16	84
Married	44	56
Single	35	65
Men	44	57
Women	30	70

From the following list, which social media networks do you use?

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App. DJT</u>	<u>Disapp. DJT</u>	<u>Under 55</u>	<u>Over 55</u>	<u>Men</u>	<u>Women</u>
Facebook	80	86	75	78	75	78	85	85	74	81	77	80	79
YouTube	61	61	57	65	65	60	58	62	60	71	45	67	55
Instagram	44	48	43	42	51	43	41	47	41	61	19	46	42
Twitter	37	42	35	33	44	32	36	40	34	48	19	48	27
Pinterest	29	35	22	31	27	28	31	32	26	30	27	20	37
Linked-In	24	29	22	22	26	24	23	25	23	28	18	29	20
Snapchat	23	23	24	20	26	21	21	23	22	34	5	24	21
WhatsApp	16	20	17	13	22	16	13	20	13	24	5	23	11
TikTok	15	11	16	18	15	18	11	13	16	23	2	14	16
Reddit	12	10	11	14	16	12	8	10	13	18	2	15	9
Tumblr	8	9	8	7	13	7	5	8	8	11	2	8	8
Other	1	1	1	0	1	0	0	0	1	0	1	0	1
None	6	5	7	8	4	8	6	4	8	2	13	5	7

2020 Likely General Election Voter Profile: n= 1,000

Field Dates 9/23-9/27

<u>Party</u>	<u>Total</u>	<u>Age</u>	<u>Total</u>	<u>Region</u>	<u>TOTAL</u>
Republican	33	18-29	18	East	18
Democrat	36	30-40	19	Midwest	23
Independent	31	41-55	23	South	37
<u>Ideology</u>		56-65	20	West	22
Liberal	29	Over 65	20	<u>Area</u>	
Moderate	36	<u>Race</u>		Urban	33
Conservative	35	White	70	Suburban	46
<u>Voting Behavior</u>		African American	13	Rural	21
Definitely	80	Hispanic	13		
Very likely	14	Asian	3		
Somewhat Likely	6	<u>Gender</u>			
		Male	47		
		Female	53		



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