Leger

WEEKLY SURVEY
U.S. PRESIDENTIAL ELECTION

November 2nd, 2020

METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, conducted this Web survey with a representative sample of **1,001 Americans,** over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **October 29th to November 1st, 2020**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of **±3.1%, 19 times out of 20**. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again the most accurate firm in the country. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See https://338canada.com/pollster-ratings.htm

Federal Elections 2019		
Federal Parties	**Leger Survey**	**Official Results**
LPC	33%	33%
CPC	33%	34%
NDP	18%	16%
BQ	8%	8%
Green	6%	7%
PPC	2%	2%

METHODOLOGY

Notes on Reading this Report

The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion that that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-Present at the following e-mail address: cbourque@leger360.com

U.S. ELECTION 2020

2020 VOTING INTENTIONS

CTC255. If the 2020 presidential election were held today, would you vote for Donald Trump, Joe Biden, Jo Jorgensen, Kanye West or Howie Hawkins?

In the event that a respondent had no opinion, the following follow-up question was asked:

CTC255B. Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2020 presidential election between Donald Trump, Joe Biden, Jo Jorgensen, Kanye West or Howie Hawkins?

Base: Respondents who are registered to vote and who intend to vote in the next election

CTC252B. Did you vote for Donald Trump, Joe Biden, Jo Jorgensen, Kanye West or Howie Hawkins?* Base: Respondents who have already voted

	TOTAL USA	TOTAL Decided voters	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	827	794	139	169	303	183	210	317	266	400	394
Unweighted n =	847	816	143	174	300	199	176	351	289	412	404
Donald Trump	**42%**	**44%**	**36%**	49%	**49%**	**35%**	**33%**	43%	**53%**	44%	44%
Joe Biden	**50%**	**52%**	60%	48%	**48%**	**59%**	**60%**	53%	**46%**	51%	53%
Jo Jorgensen	**2%**	**2%**	3%	3%	2%	2%	**4%**	2%	1%	**4%**	**1%**
Howie Hawkins	**1%**	**1%**	1%	0%	0%	**2%**	1%	1%	0%	0%	1%
Kanye West	**1%**	**1%**	0%	0%	0%	**3%**	**2%**	1%	0%	1%	1%
I will not vote	**0%**	-	-	-	-	-	-	-	-	-	-
I don't know	**4%**	-	-	-	-	-	-	-	-	-	-

*Results from respondents who have already voted have been added to the voting intentions.
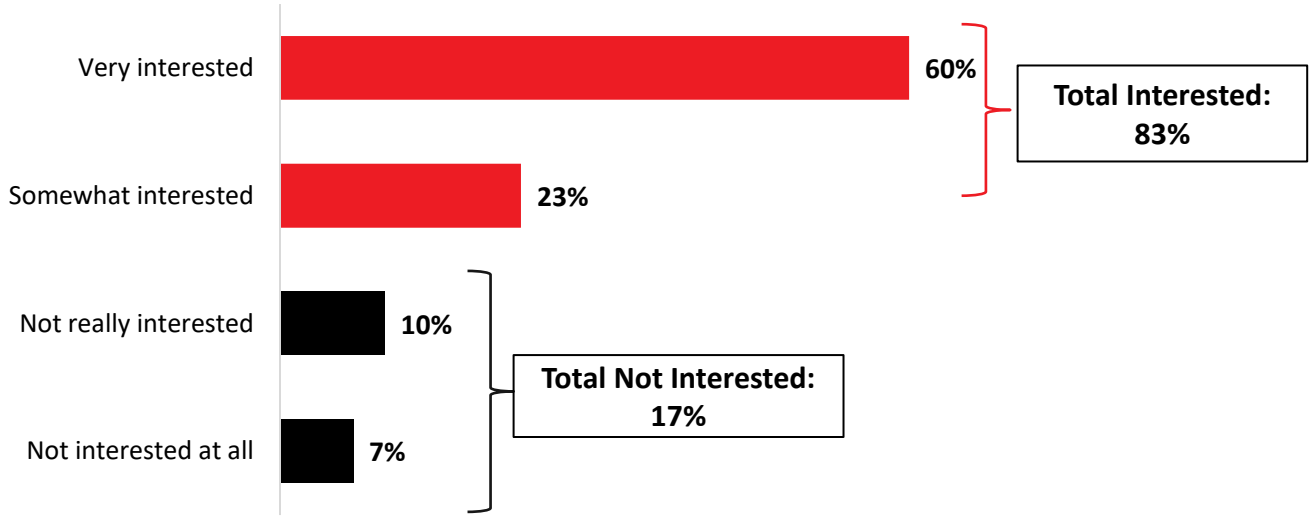
LEVEL OF INTEREST IN THE ELECTION

CTC399. What is your level of interest with the current presidential election in the USA?

Base: All respondents (n=1,001)

Very interested	**60%**
Somewhat interested	**23%**
Not really interested	**10%**
Not interested at all	**7%**

Total Interested: 83%

Total Not Interested: 17%

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Repu-blican	Democrat	Indepen-dent	Other
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60
Total Interested	**83%**	83%	81%	85%	82%	**74%**	83%	**92%**	**88%**	**79%**	**90%**	**93%**	**72%**	**57%**
Very interested	**60%**	55%	60%	62%	62%	**47%**	59%	**74%**	**66%**	**54%**	**70%**	**70%**	**49%**	**26%**
Somewhat interested	**23%**	28%	21%	24%	20%	**27%**	24%	**18%**	21%	25%	20%	24%	23%	32%
Total Not Interested	**17%**	17%	19%	15%	18%	**26%**	17%	**8%**	**12%**	**21%**	**10%**	**7%**	**28%**	**43%**
Not really interested	**10%**	11%	12%	**7%**	11%	**17%**	9%	**4%**	9%	11%	8%	**4%**	**15%**	**21%**
Not interested at all	**7%**	7%	7%	7%	7%	8%	8%	**4%**	**4%**	**10%**	**2%**	**3%**	**12%**	**22%**

WILL YOU BE WATCHING ELECTION NIGHT?

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CTC400. Election night will be on November 3rd (Tuesday), will you be watching or listening in live to see the results of the election?
Base: All respondents (n=1,001)
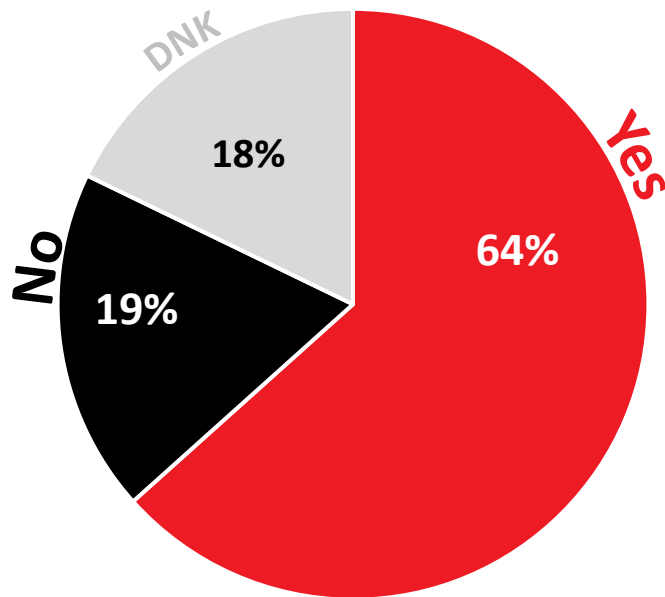
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60
Yes	**64%**	69%	**56%**	67%	61%	64%	62%	66%	**72%**	**56%**	**76%**	**74%**	**50%**	**23%**
No	**19%**	15%	21%	17%	23%	20%	18%	18%	**13%**	**24%**	**13%**	**11%**	**26%**	**44%**
Don't know	**18%**	16%	**22%**	16%	16%	16%	20%	16%	**15%**	**20%**	**11%**	15%	**24%**	**33%**

WORRIES ABOUT THE OUTCOME OF THE ELECTION

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CTC401. To what extent would you say you are worried about the outcome of that election?
Base: All respondents (n=1,001)
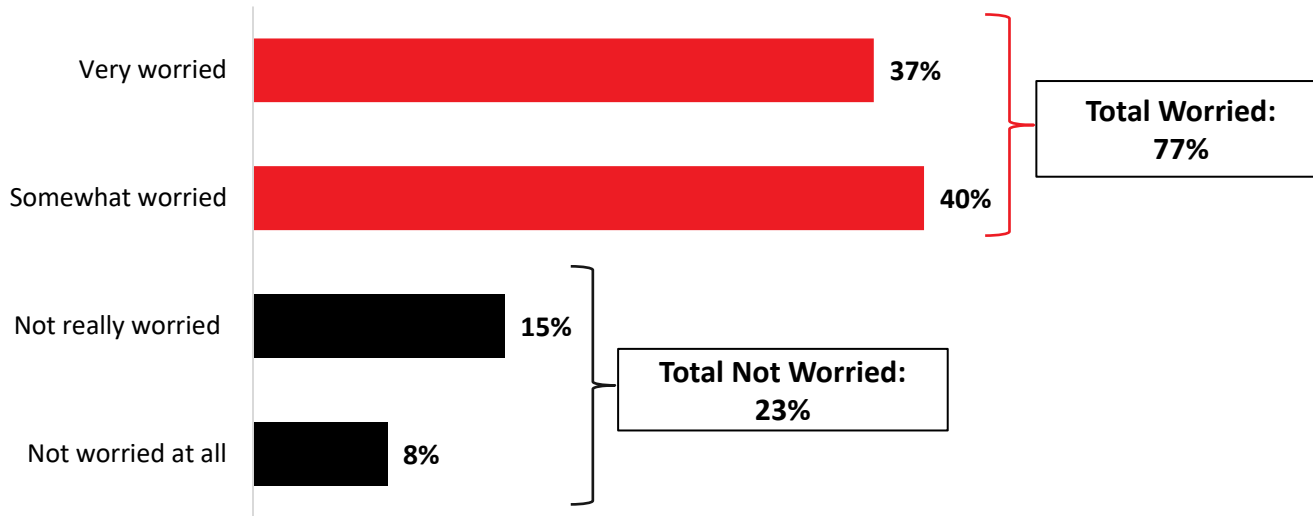
Very worried	████████████ 37%	
Somewhat worried	█████████████ 40%	**Total Worried: 77%**
Not really worried	████ 15%	**Total Not Worried: 23%**
Not worried at all	██ 8%	

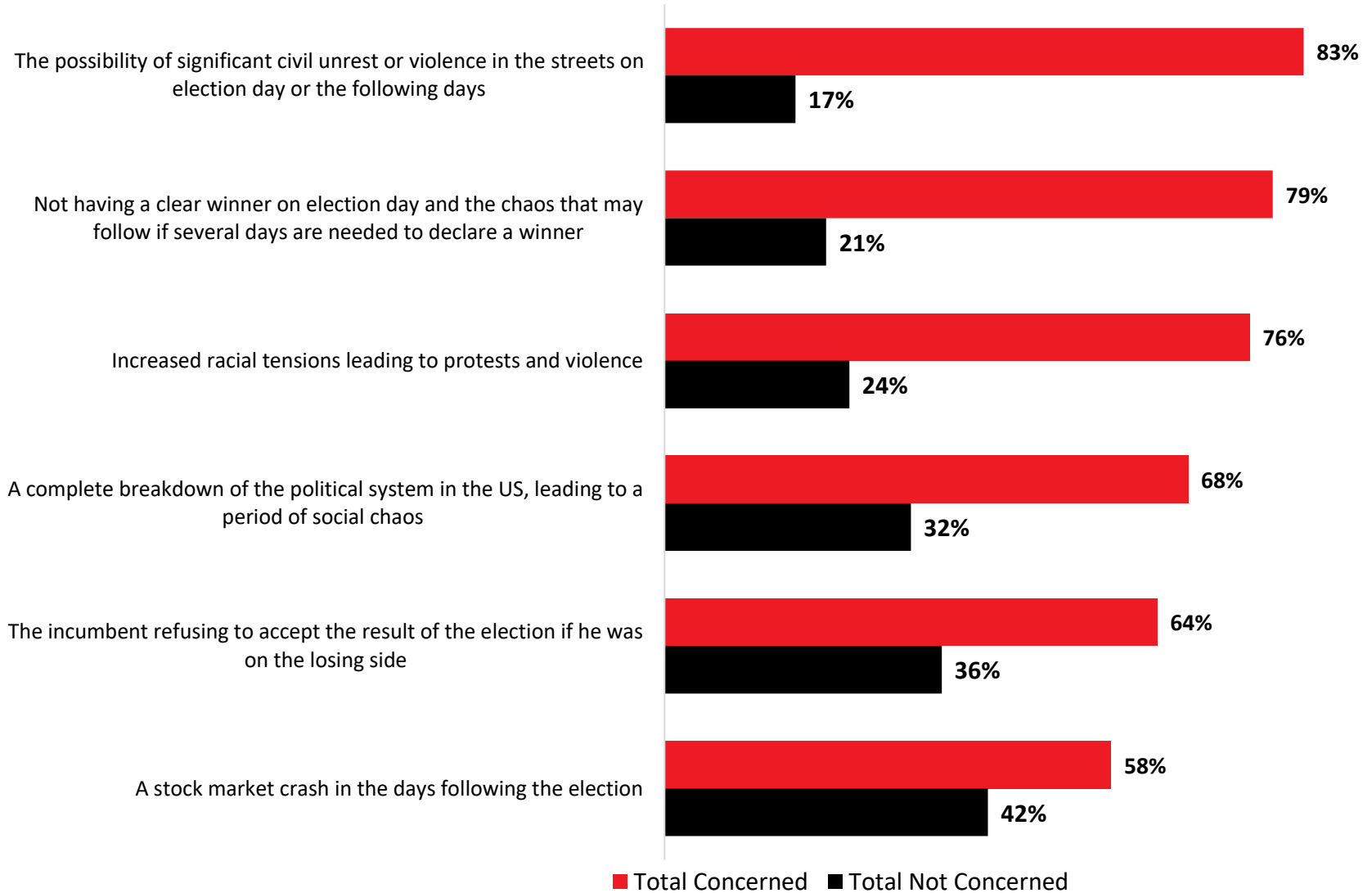|	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Repu-blican	Democrat	Indepen-dent	Other
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60
Total Worried	**77%**	75%	75%	78%	80%	75%	79%	78%	78%	77%	75%	**85%**	74%	**62%**
Very worried	**37%**	31%	33%	39%	**43%**	40%	40%	**32%**	36%	38%	33%	**47%**	34%	**22%**
Somewhat worried	**40%**	43%	42%	39%	36%	35%	39%	**46%**	42%	38%	42%	38%	40%	40%
Total Not Worried	**23%**	25%	25%	22%	20%	25%	21%	22%	22%	23%	25%	**15%**	26%	**38%**
Not really worried	**15%**	15%	16%	15%	14%	14%	15%	16%	13%	16%	18%	**11%**	15%	21%
Not worried at all	**8%**	10%	9%	7%	7%	**11%**	7%	7%	8%	8%	7%	**5%**	**11%**	**17%**

CONCERNS ABOUT POTENTIAL FALLOUT OF ELECTION

Leger

CTC402. Tell me to what extent you are concerned or not about the following elements surrounding the U.S. presidential election:

Base: All respondents (n=1,001)

Element	Total Concerned	Total Not Concerned
The possibility of significant civil unrest or violence in the streets on election day or the following days	83%	17%
Not having a clear winner on election day and the chaos that may follow if several days are needed to declare a winner	79%	21%
Increased racial tensions leading to protests and violence	76%	24%
A complete breakdown of the political system in the US, leading to a period of social chaos	68%	32%
The incumbent refusing to accept the result of the election if he was on the losing side	64%	36%
A stock market crash in the days following the election	58%	42%

■ Total Concerned   ■ Total Not Concerned

CONCERNS ABOUT POTENTIAL FALLOUT OF ELECTION - DETAILS

Leger

CTC402. Tell me to what extent you are concerned or not about the following elements surrounding the US presidential election:

Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Repu-blican	Demo-crat	Indepen-dent	Other
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60
The possibility of significant civil unrest or violence in the streets on election day or the following days														
Total concerned	83%	83%	86%	80%	85%	82%	84%	82%	82%	83%	86%	86%	79%	65%
Total not concerned	17%	17%	14%	20%	15%	18%	16%	18%	18%	17%	14%	14%	21%	35%
Not having a clear winner on election day and the chaos that may follow if several days are needed to declare a winner														
Total concerned	79%	80%	80%	78%	79%	76%	79%	82%	78%	80%	83%	83%	75%	62%
Total not concerned	21%	20%	20%	22%	21%	24%	21%	18%	22%	20%	17%	17%	25%	38%
Increased racial tensions leading to protests and violence														
Total concerned	76%	77%	80%	71%	80%	71%	78%	79%	74%	78%	80%	79%	72%	66%
Total not concerned	24%	23%	20%	29%	20%	29%	22%	21%	26%	22%	20%	21%	28%	34%
A complete breakdown of the political system in the US, leading to a period of social chaos														
Total concerned	68%	66%	66%	69%	71%	72%	70%	63%	65%	71%	67%	75%	65%	59%
Total not concerned	32%	34%	34%	31%	29%	28%	30%	37%	35%	29%	33%	25%	35%	41%
The incumbent refusing to accept the result of the election if he was on the losing side														
Total concerned	64%	66%	60%	65%	65%	68%	65%	59%	60%	67%	53%	84%	57%	42%
Total not concerned	36%	34%	40%	35%	35%	32%	35%	41%	40%	33%	47%	16%	43%	58%
A stock market crash in the days following the election														
Total concerned	58%	55%	59%	60%	57%	59%	64%	51%	59%	58%	65%	57%	53%	60%
Total not concerned	42%	45%	41%	40%	43%	41%	36%	49%	41%	42%	35%	43%	47%	40%

OPINION ON CANDIDATES

CTC257. Do you have a positive opinion, a negative opinion or you don't know enough of...?
Base: All respondents (n=1,001)
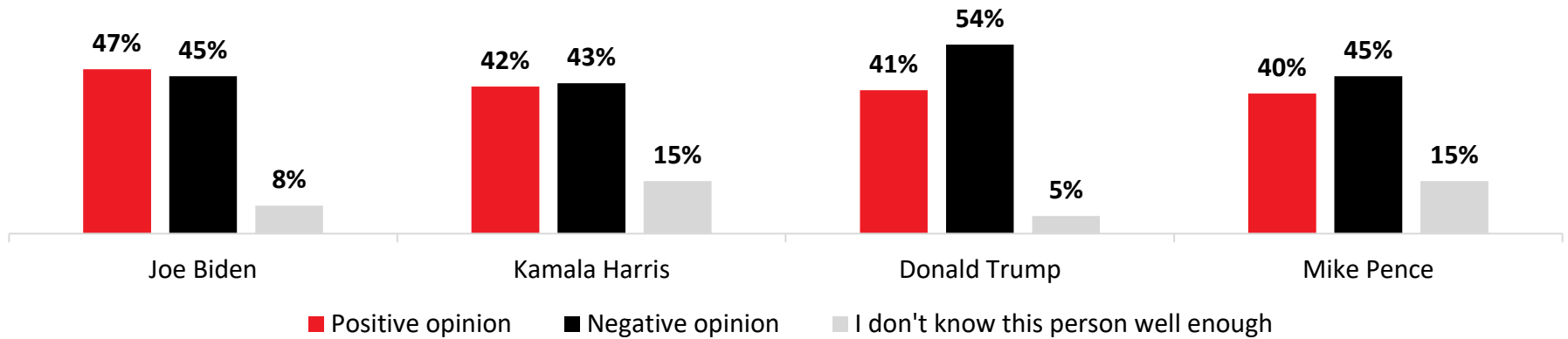
Bar chart:

- **Joe Biden**: Positive opinion 47%, Negative opinion 45%, I don't know this person well enough 8%
- **Kamala Harris**: Positive opinion 42%, Negative opinion 43%, I don't know this person well enough 15%
- **Donald Trump**: Positive opinion 41%, Negative opinion 54%, I don't know this person well enough 5%
- **Mike Pence**: Positive opinion 40%, Negative opinion 45%, I don't know this person well enough 15%

Legend: ■ Positive opinion ■ Negative opinion ■ I don't know this person well enough

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other	Total Oct. 26th	Gap
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61	1,000	
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60	1,000	
% Positive opinion presented																
Joe Biden	47%	53%	37%	48%	50%	54%	44%	44%	48%	46%	18%	89%	34%	18%	49%	-2
Kamala Harris	42%	46%	37%	43%	42%	45%	40%	41%	44%	40%	18%	81%	26%	21%	45%	-3
Donald Trump	41%	37%	49%	45%	30%	34%	41%	47%	43%	39%	83%	9%	39%	33%	41%	-
Mike Pence	40%	36%	47%	43%	30%	33%	39%	48%	44%	35%	81%	11%	37%	23%	39%	+1

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POLITICAL IDENTITY

CTC259. Generally speaking, do you consider yourself to be a Republican, Democrat, Independent or other?
Base: All respondents (n=1,001)
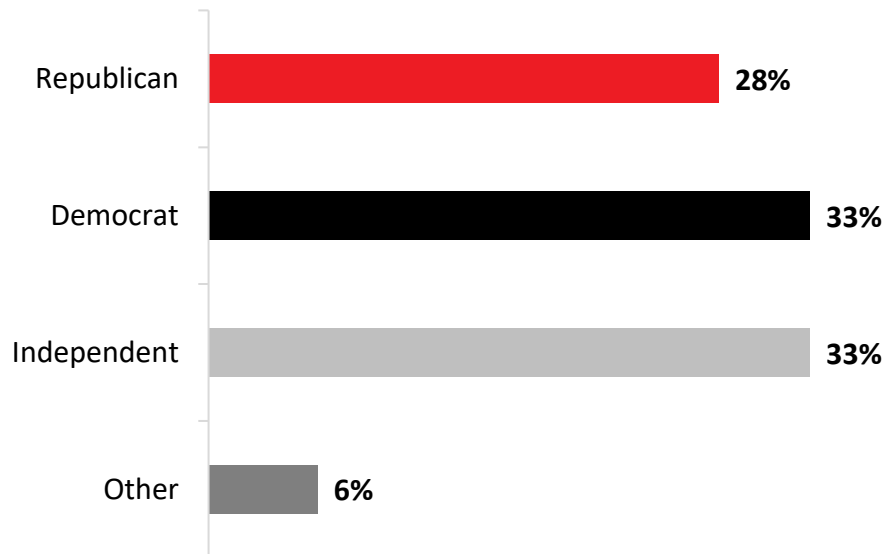
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Total Oct. 26th	Gap
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	1,000	
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	1,000	
Republican	**28%**	28%	27%	**34%**	**19%**	**23%**	27%	**33%**	28%	27%	**29%**	-1
Democrat	**33%**	36%	**25%**	32%	**42%**	37%	33%	30%	33%	34%	**36%**	-3
Independent	**33%**	30%	**42%**	30%	30%	33%	35%	31%	34%	32%	**29%**	+4
Other	**6%**	6%	6%	5%	**9%**	7%	5%	6%	**4%**	**8%**	**7%**	-1

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APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample for The United States

The following tables present the demographic distribution of respondents according to gender and age for The United States.

US region	Unweighted	Weighted
NorthEast	181	179
MidWest	218	217
South	361	371
West	241	233

GENDER	Unweighted	Weighted
Male	485	485
Female	516	516

AGE	Unweighted	Weighted
Between 18 and 29	169	220
Between 30 and 39	189	172
Between 40 and 49	189	186
Between 50 and 64	270	250
65 or older	184	172

The sample thus collected has a minimum weighting factor of 0.5225 and a maximum weighting factor of 2.9203 The weighted variance is 0.1167.

OUR CREDENTIALS

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger Metrics**
  Real-time VOC satisfaction measurement

- **Leger Analytics**
  Data modeling and analysis

- **Legerweb**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

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8
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