



# Leger

## WEEKLY SURVEY U.S. PRESIDENTIAL ELECTION

November 2<sup>nd</sup>, 2020

# METHODOLOGY

## 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 29<sup>th</sup> to November 1<sup>st</sup>, 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 than 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-President at the following e-mail address: [cbourque@leger360.com](mailto: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
<b>Donald Trump</b>	<b>42%</b>	<b>44%</b>	<b>36%</b>	49%	<b>49%</b>	<b>35%</b>	<b>33%</b>	43%	<b>53%</b>	44%	44%
<b>Joe Biden</b>	<b>50%</b>	<b>52%</b>	60%	48%	<b>48%</b>	<b>59%</b>	<b>60%</b>	53%	<b>46%</b>	51%	53%
<b>Jo Jorgensen</b>	<b>2%</b>	<b>2%</b>	3%	3%	2%	2%	<b>4%</b>	2%	1%	<b>4%</b>	<b>1%</b>
<b>Howie Hawkins</b>	<b>1%</b>	<b>1%</b>	1%	0%	0%	<b>2%</b>	1%	1%	0%	0%	1%
<b>Kanye West</b>	<b>1%</b>	<b>1%</b>	0%	0%	0%	<b>3%</b>	<b>2%</b>	1%	0%	1%	1%
<b>I will not vote</b>	<b>0%</b>	-	-	-	-	-	-	-	-	-	-
<b>I don't know</b>	<b>4%</b>	-	-	-	-	-	-	-	-	-	-

\*Results from respondents who have already voted have been added to the voting intentions.

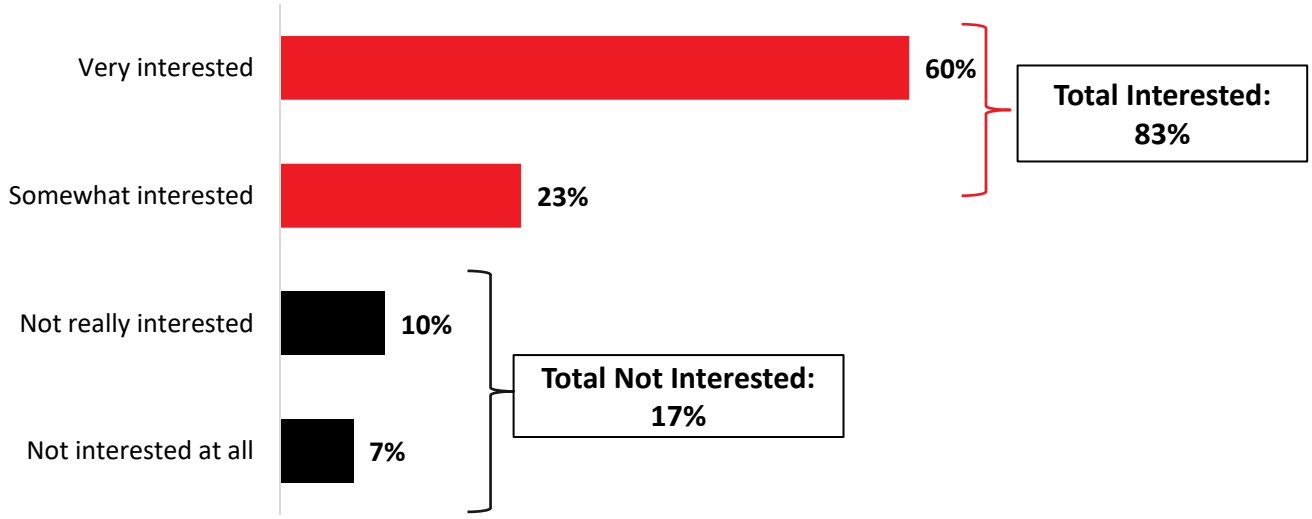
New question



# 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)

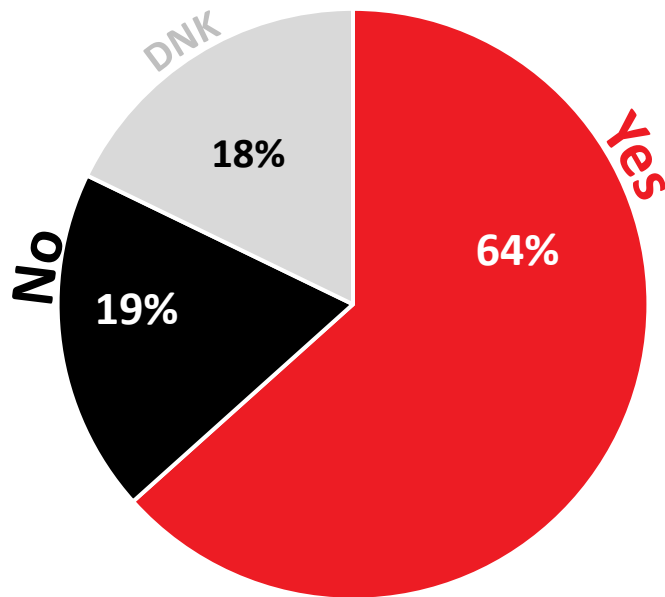


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60
<b>Total Interested</b>	<b>83%</b>	83%	81%	85%	82%	74%	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%
<b>Total Not Interested</b>	<b>17%</b>	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?

CTC400. Election night will be on November 3<sup>rd</sup> (Tuesday), will you be watching or listening in live to see the results of the election?

Base: All respondents (n=1,001)



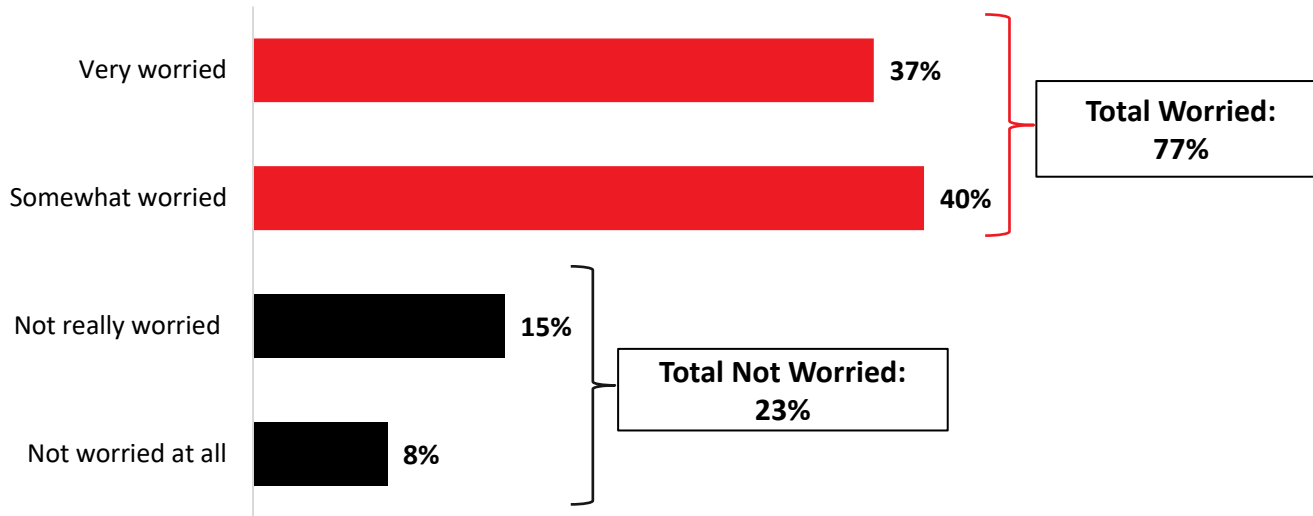
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60
Yes	64%	69%	56%	67%	61%	64%	62%	66%	72%	56%	76%	74%	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%

New question

# WORRIES ABOUT THE OUTCOME OF THE ELECTION

CTC401. To what extent would you say you are worried about the outcome of that 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
<b>Total Worried</b>	<b>77%</b>	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%
<b>Total Not Worried</b>	<b>23%</b>	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%

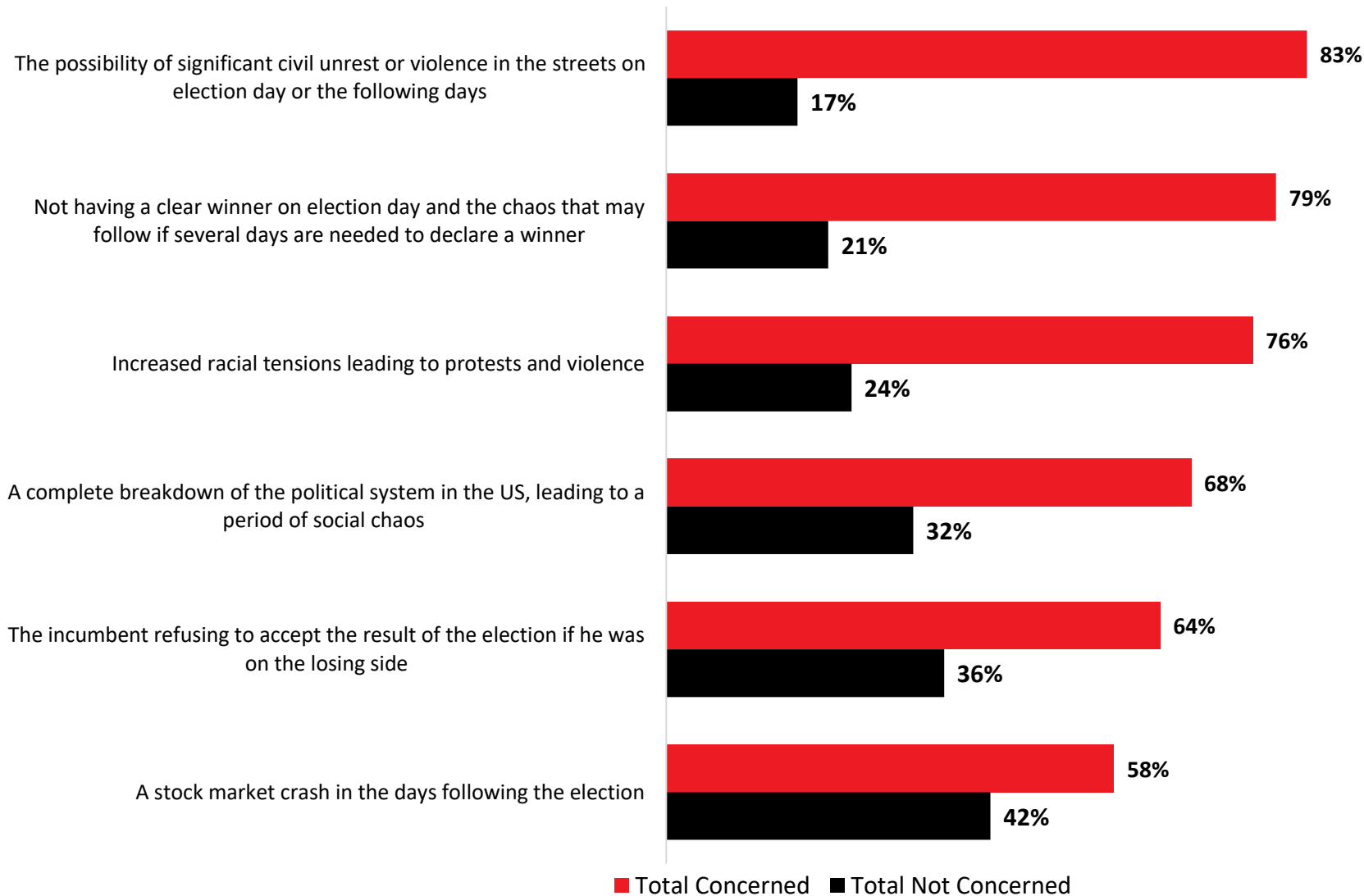


# CONCERNS ABOUT POTENTIAL FALLOUT OF ELECTION



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)



New question

# CONCERNS ABOUT POTENTIAL FALLOUT OF ELECTION

## - DETAILS



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	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

### The possibility of significant civil unrest or violence in the streets on election day or the following days

Total concerned	<b>83%</b>	83%	86%	80%	85%	82%	84%	82%	82%	83%	86%	<b>86%</b>	<b>79%</b>	<b>65%</b>
Total not concerned	<b>17%</b>	17%	14%	20%	15%	18%	16%	18%	18%	17%	14%	<b>14%</b>	<b>21%</b>	<b>35%</b>

### 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	<b>79%</b>	80%	80%	78%	79%	76%	79%	82%	78%	80%	83%	<b>83%</b>	<b>75%</b>	<b>62%</b>
Total not concerned	<b>21%</b>	20%	20%	22%	21%	24%	21%	18%	22%	20%	17%	<b>17%</b>	<b>25%</b>	<b>38%</b>

### Increased racial tensions leading to protests and violence

Total concerned	<b>76%</b>	77%	80%	<b>71%</b>	80%	<b>71%</b>	78%	79%	74%	78%	80%	79%	<b>72%</b>	<b>66%</b>
Total not concerned	<b>24%</b>	23%	20%	<b>29%</b>	20%	<b>29%</b>	22%	21%	26%	22%	20%	21%	<b>28%</b>	<b>34%</b>

### A complete breakdown of the political system in the US, leading to a period of social chaos

Total concerned	<b>68%</b>	66%	66%	69%	71%	72%	70%	<b>63%</b>	<b>65%</b>	<b>71%</b>	67%	<b>75%</b>	65%	59%
Total not concerned	<b>32%</b>	34%	34%	31%	29%	28%	30%	<b>37%</b>	<b>35%</b>	<b>29%</b>	33%	<b>25%</b>	35%	41%

### The incumbent refusing to accept the result of the election if he was on the losing side

Total concerned	<b>64%</b>	66%	60%	65%	65%	68%	65%	<b>59%</b>	<b>60%</b>	<b>67%</b>	<b>53%</b>	<b>84%</b>	<b>57%</b>	<b>42%</b>
Total not concerned	<b>36%</b>	34%	40%	35%	35%	32%	35%	<b>41%</b>	<b>40%</b>	<b>33%</b>	<b>47%</b>	<b>16%</b>	<b>43%</b>	<b>58%</b>

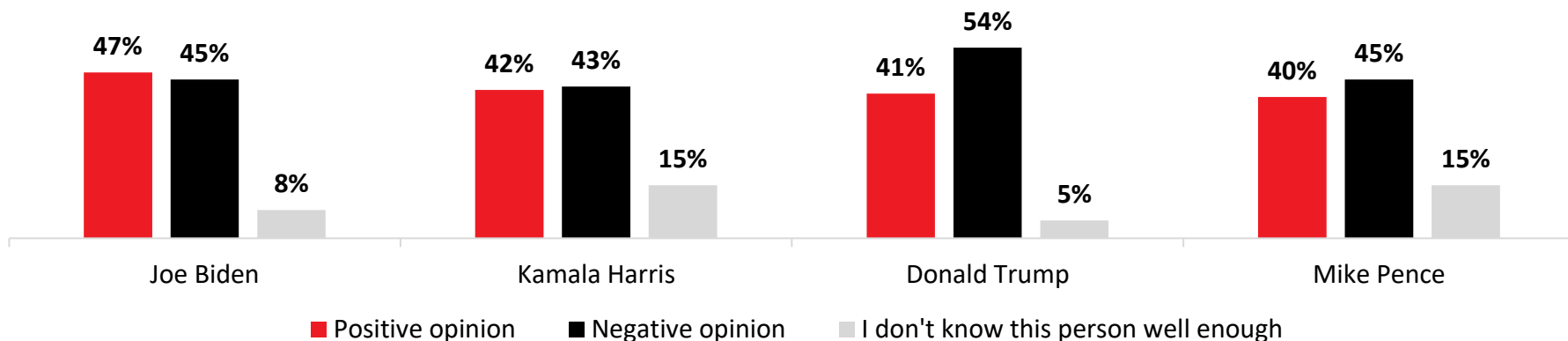
### A stock market crash in the days following the election

Total concerned	<b>58%</b>	55%	59%	60%	57%	59%	<b>64%</b>	<b>51%</b>	59%	58%	<b>65%</b>	57%	<b>53%</b>	60%
Total not concerned	<b>42%</b>	45%	41%	40%	43%	41%	<b>36%</b>	<b>49%</b>	41%	42%	<b>35%</b>	43%	<b>47%</b>	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)

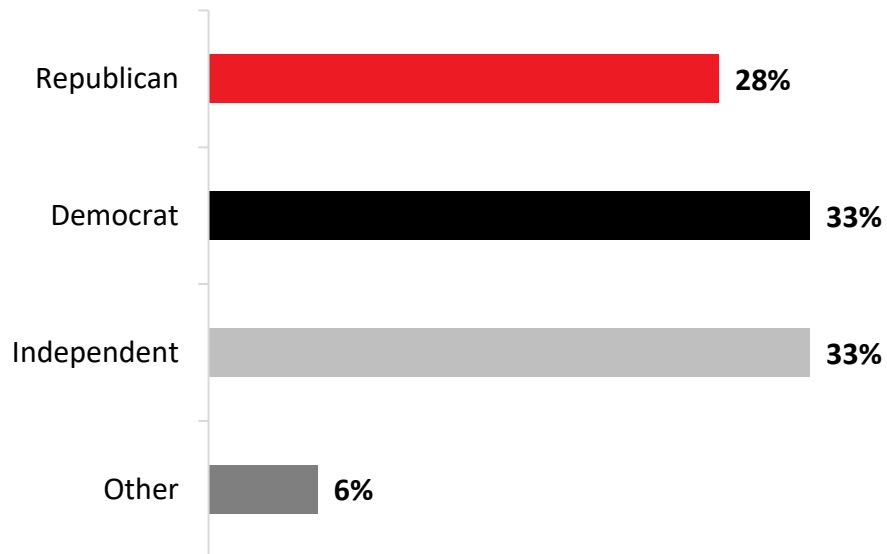


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Other	Total Oct. 26 <sup>th</sup>	Gap
Weighted n =	1,001	179	217	371	233	297	393	311	485	516	277	335	329	61	1,000	
Unweighted n =	1,001	181	218	361	241	244	424	333	485	516	271	345	325	60	1,000	
<b>% Positive opinion presented</b>																
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

# 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. 26 <sup>th</sup>	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

# 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.

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