



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

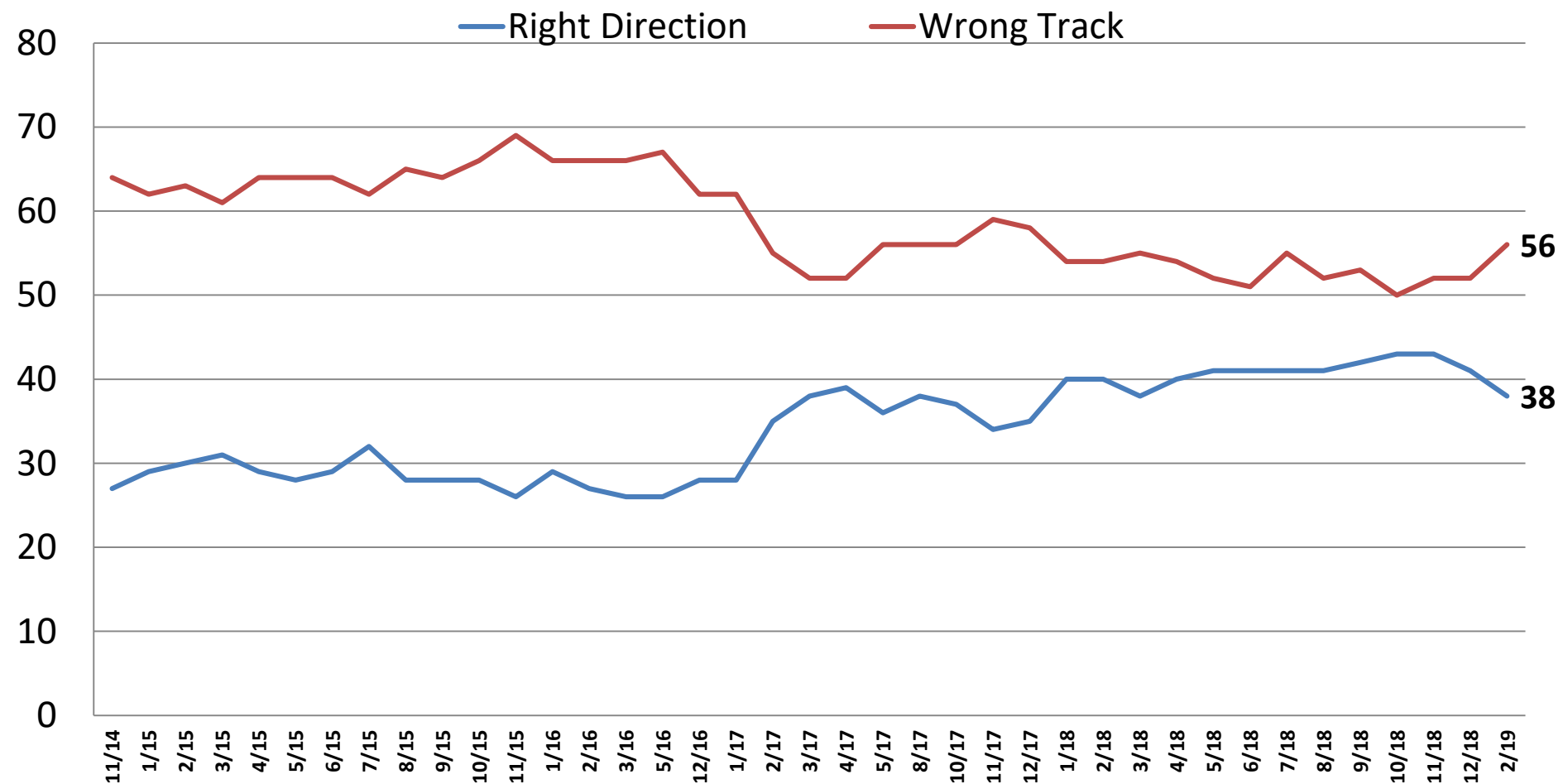
February 2019

On the web

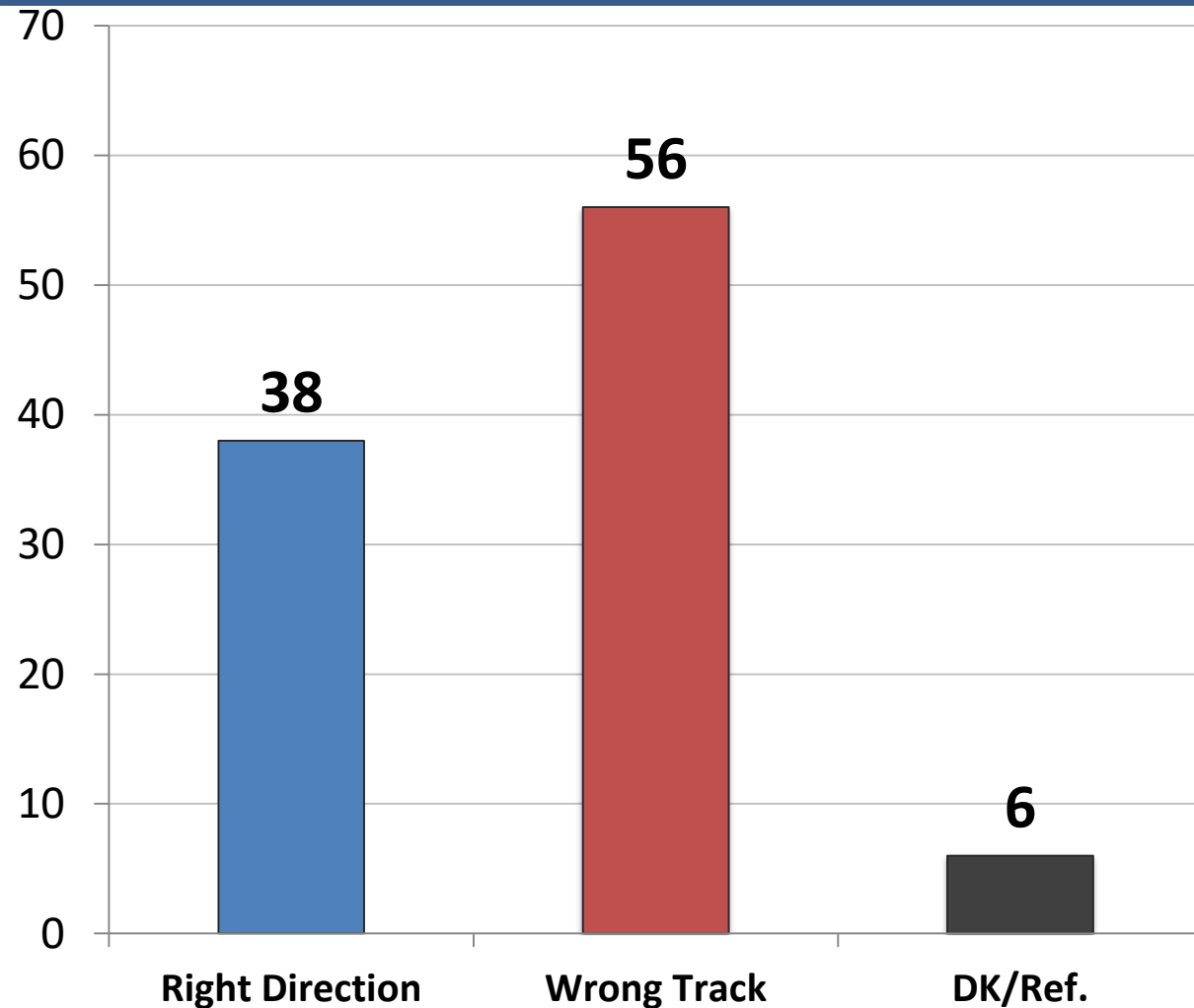
www.mclaughlinonline.com

Direction: United States

Time Series

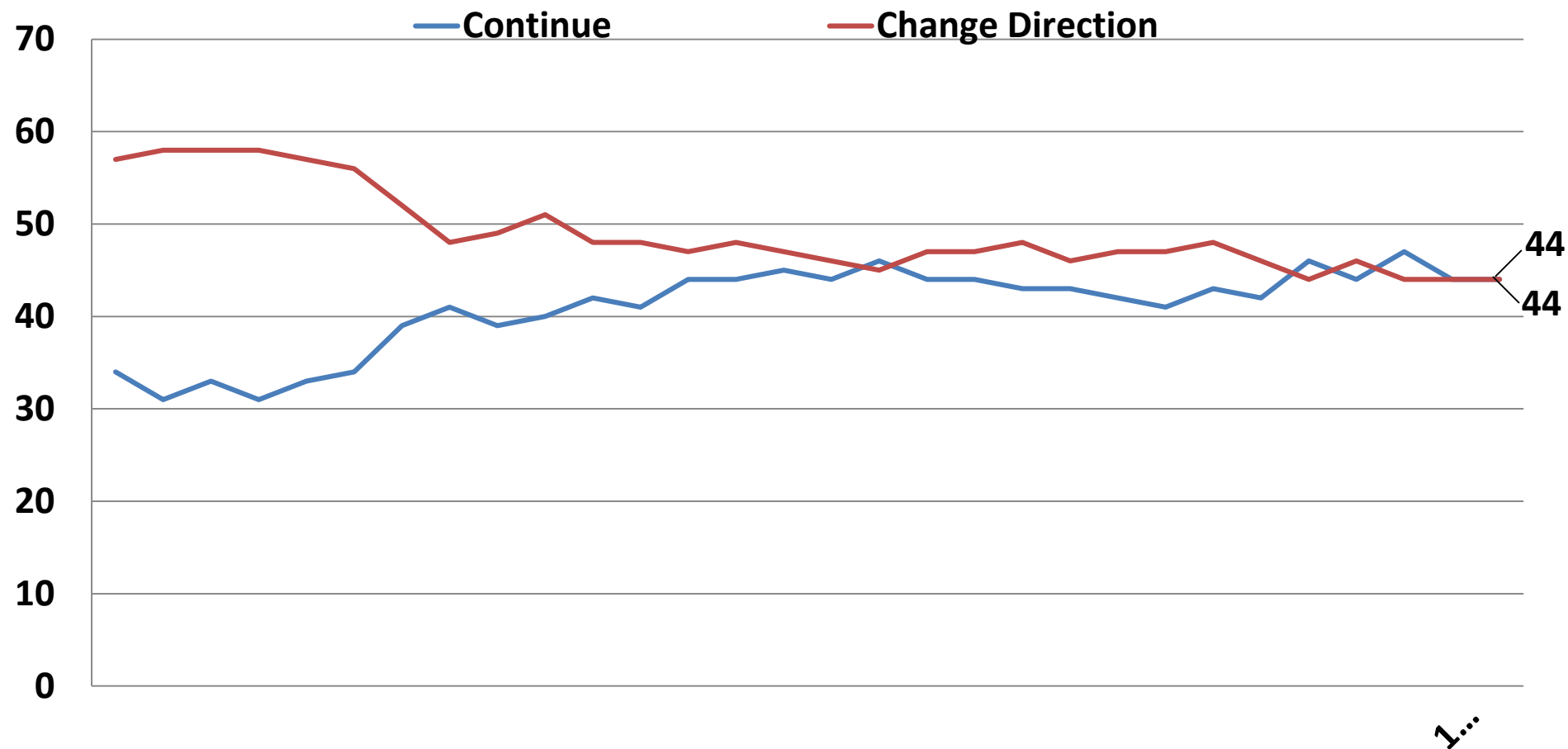


Direction: *United States*



	<u>R</u>	<u>W</u>
East	40	53
Midwest	38	57
South	40	54
West	31	62
Cont. Obama Pols.	17	80
Change Direction	65	31
Approve – Trump	76	18
Disapprove – Trump	4	92
Favorable – Trump	81	15
Unfavorable – Trump	6	90
Vote Pres. 2016 – Clinton	10	87
Vote Pres. 2016 – Trump	75	19
Vote Cong. 2020 – GOP	69	26
Vote Cong. 2020 – DEM	9	87
Vote Cong. 2020 – UND	28	52
Republican	71	26
Democrat	15	82
Independent	28	59
Liberal	18	78
Moderate	30	61
Conservative	63	32
No College Degree	39	55
College Graduate	36	58
White	42	52
African- American	13	74
Hispanic	39	57
Under 55	37	56
Over 55	39	57
Married	43	52
Single	32	61
Men	45	49
Women	31	63

Generally Speaking, would you like President Donald Trump and Congress to...?
Continue the policies of President Obama
OR
Change direction and move away from the polices of President Obama
Time Series

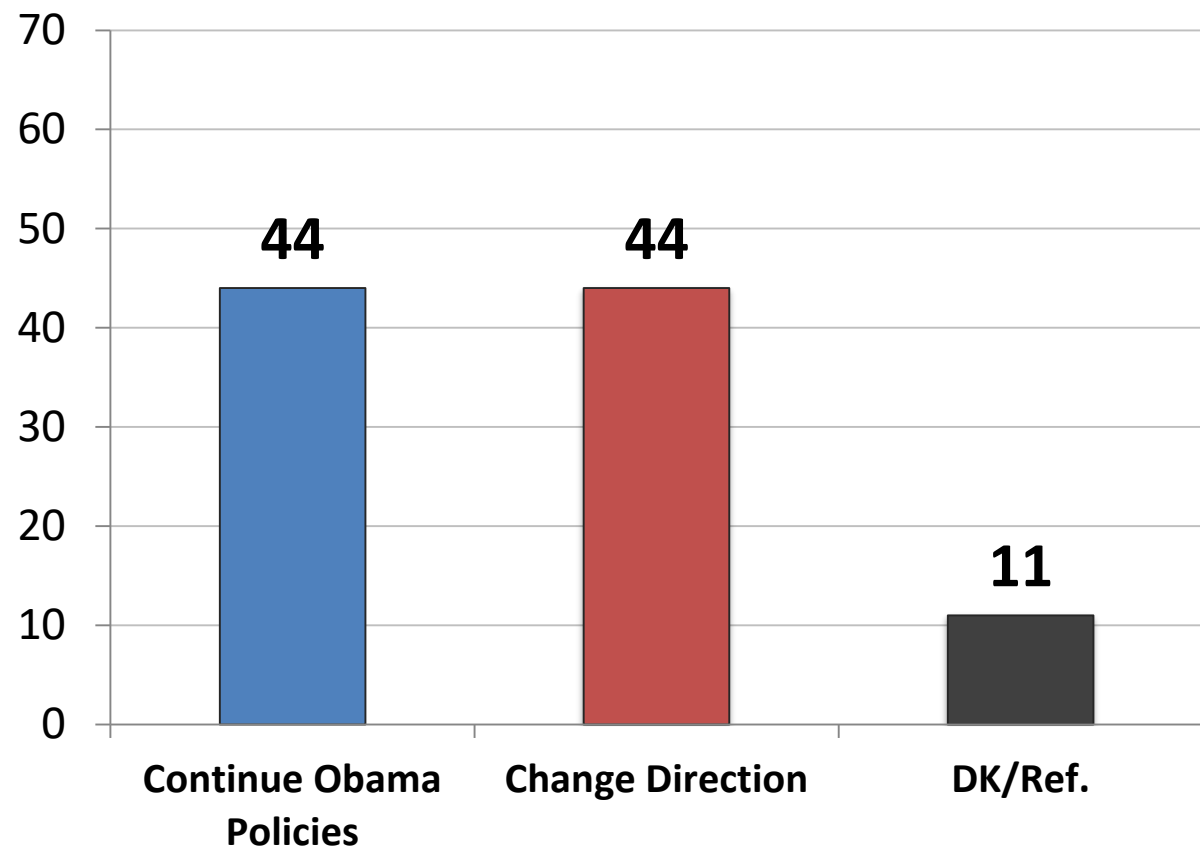


Generally Speaking, would you like President Donald Trump and Congress to...?

Continue the policies of President Obama

OR

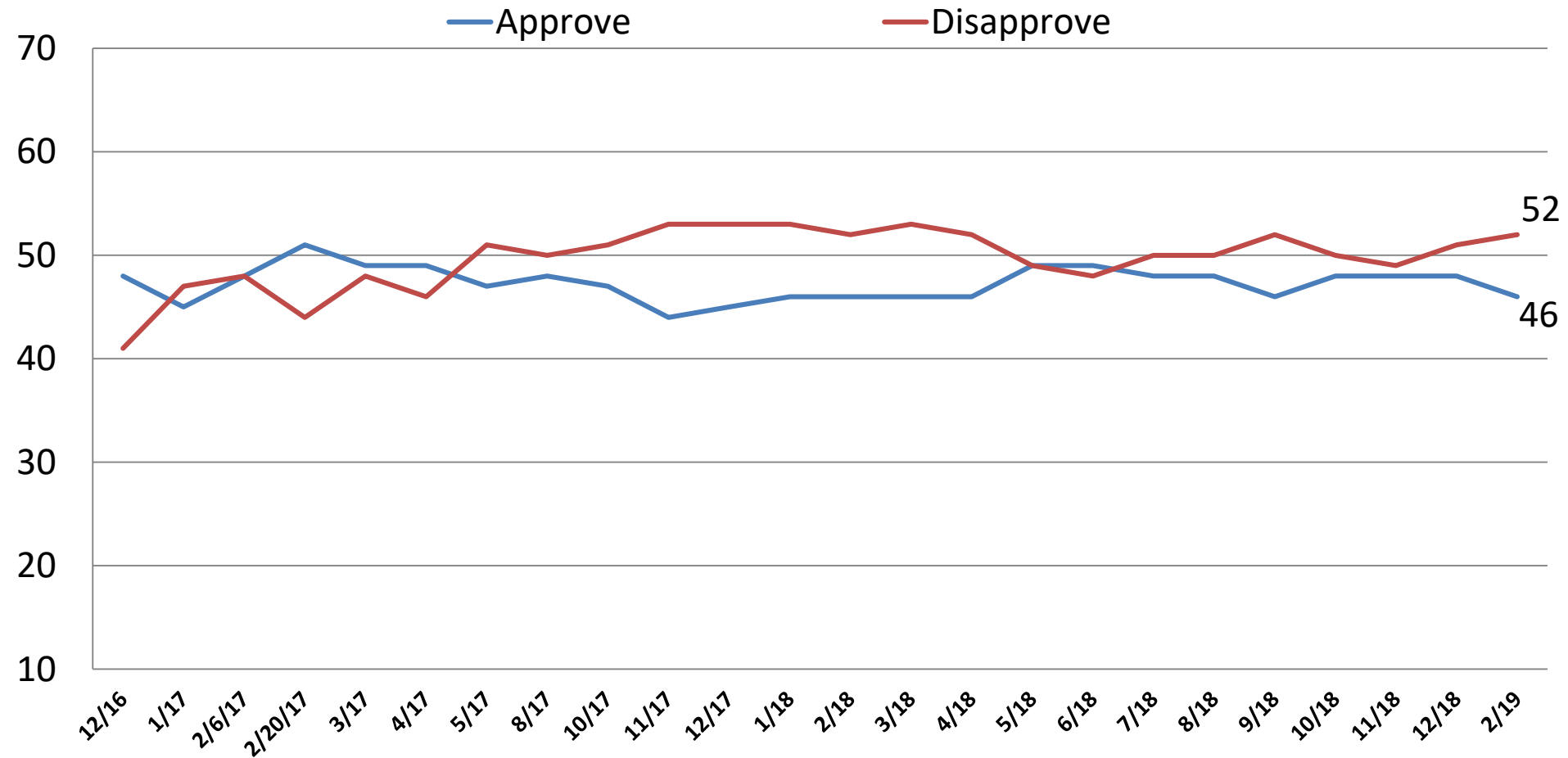
Change direction and move away from the policies of President Obama



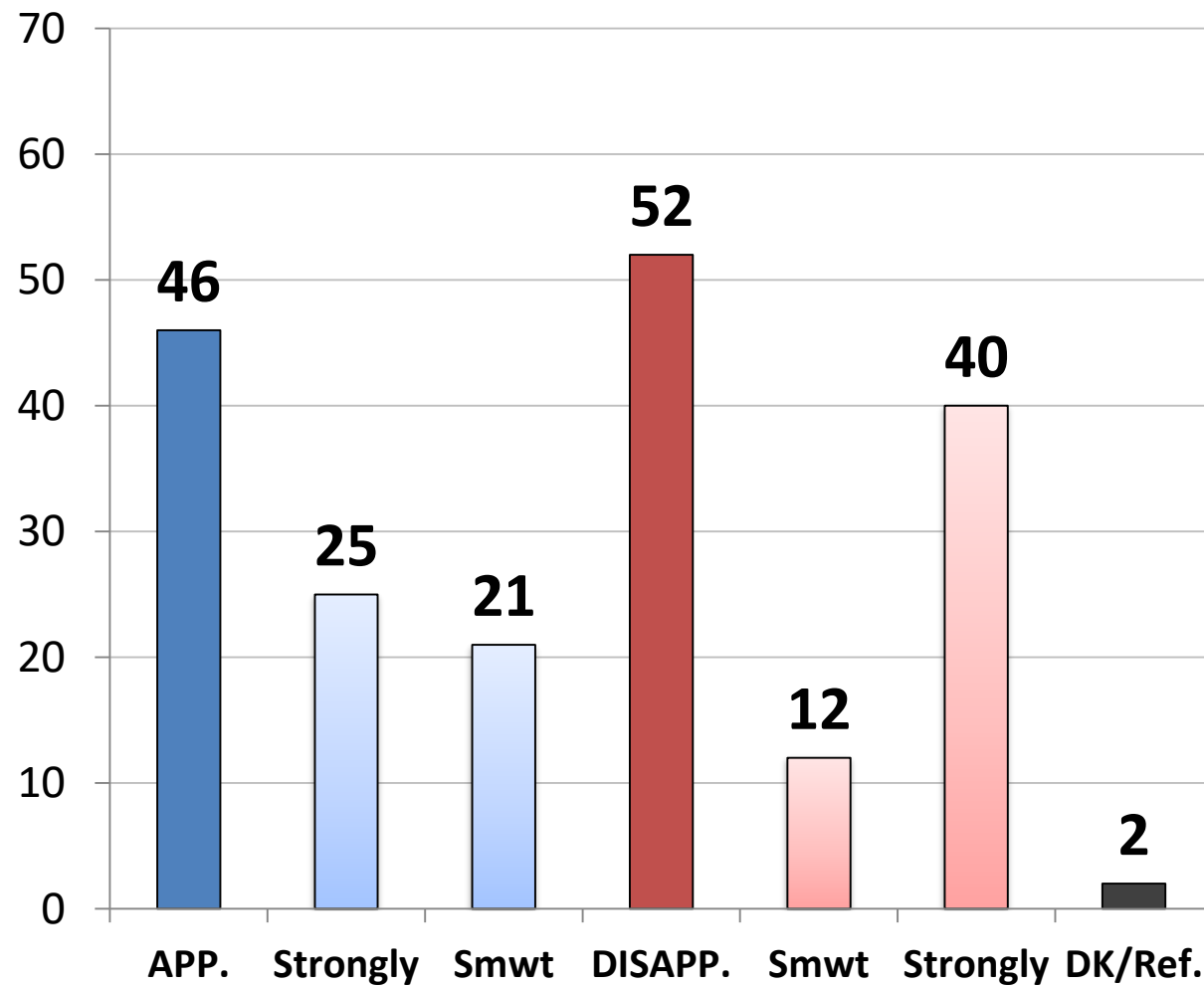
	<u>Cont.</u>	<u>Change</u>
East	51	42
Midwest	38	50
South	41	46
West	52	37
Cont. Obama Pols.	100	0
Change Direction	0	100
Approve – Trump	15	79
Disapprove – Trump	72	15
Favorable – Trump	15	81
Unfavorable– Trump	69	17
Vote Pres. 2016 – Clinton	79	9
Vote Pres. 2016 – Trump	12	82
Vote Cong. 2020 – GOP	18	78
Vote Cong. 2020 – DEM	75	12
Vote Cong. 2020 – UND	22	44
Republican	18	77
Democrat	77	13
Independent	35	46
Liberal	78	15
Moderate	44	38
Conservative	16	76
No College Degree	72	48
College Graduate	47	41
White	39	52
African- American	65	14
Hispanic	48	40
Under 55	47	41
Over 55	39	51
Married	39	51
Single	52	35
Men	41	50
Women	48	39

Job Rating: Donald Trump

Time Series



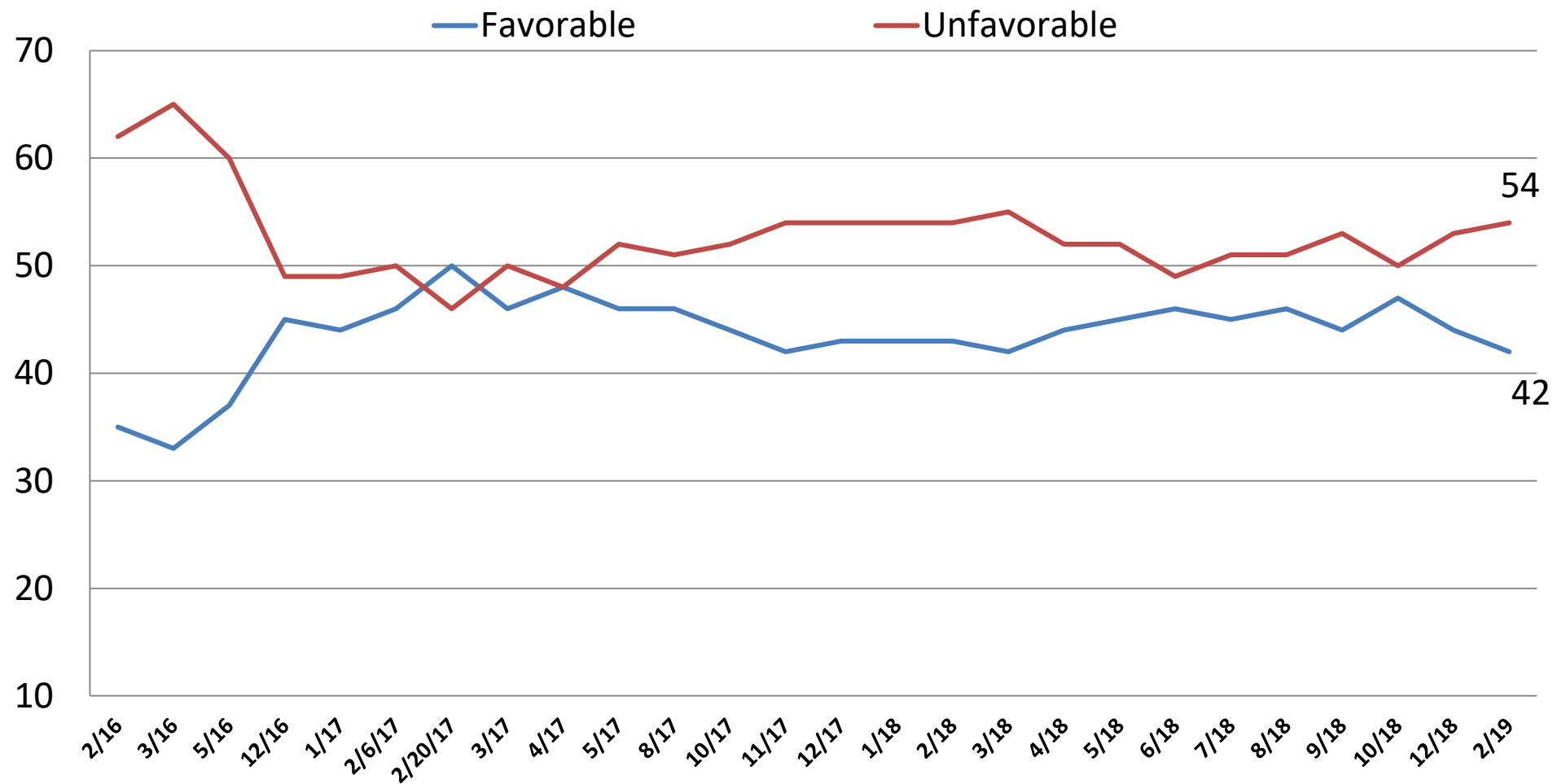
Job Rating: *Donald Trump*



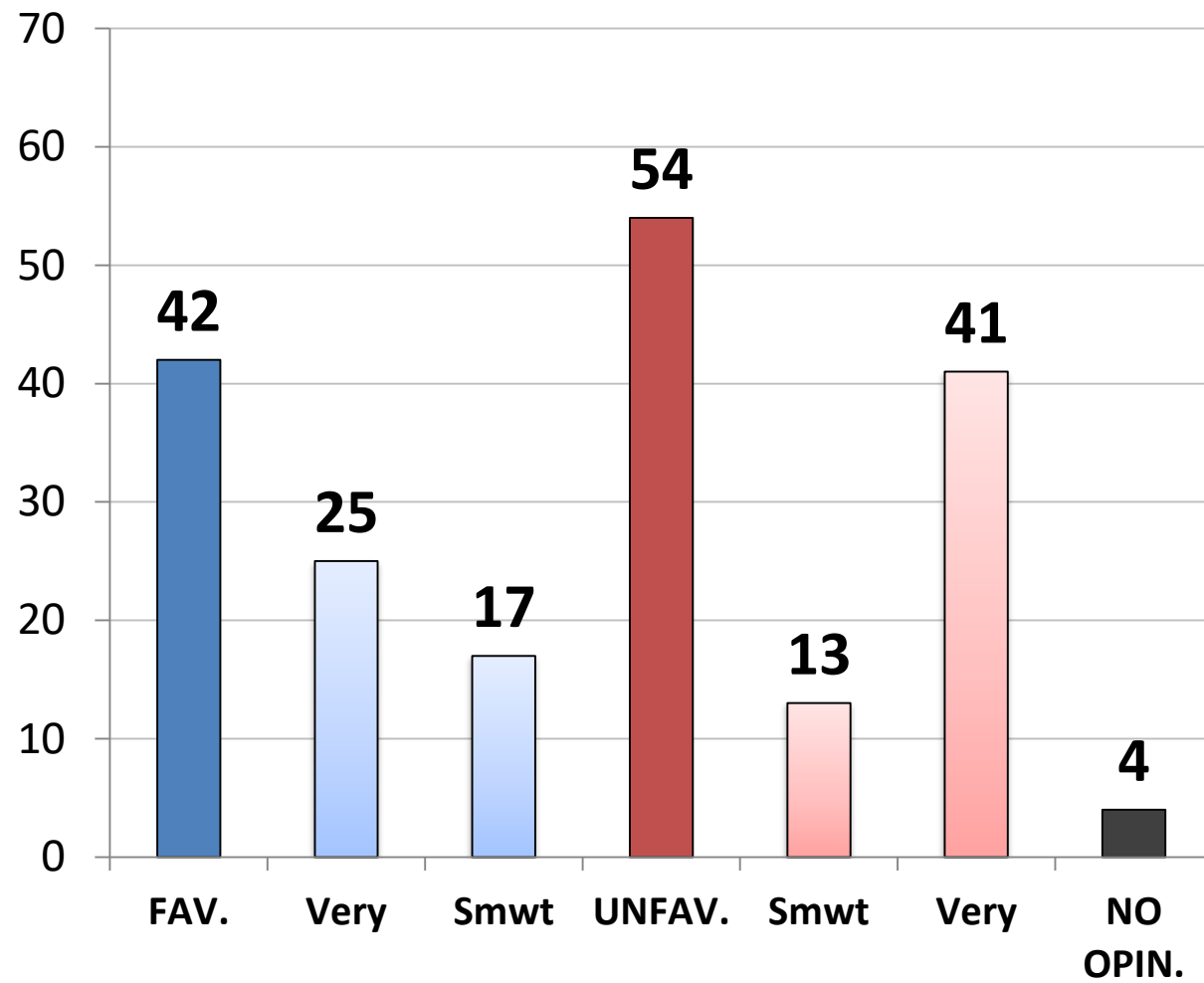
	<u>App.</u>	<u>Disapp.</u>
East	49	49
Midwest	48	51
South	49	48
West	37	62
Cont. Obama Pols.	16	84
Change Direction	83	17
Approve – Trump	100	0
Disapprove – Trump	0	100
Favorable – Trump	98	2
Unfavorable– Trump	7	92
Vote Pres. 2016 – Clinton	10	89
Vote Pres. 2016 – Trump	92	7
Vote Cong. 2020 – GOP	85	14
Vote Cong. 2020 – DEM	9	90
Vote Cong. 2020 – UND	42	47
Republican	84	15
Democrat	15	84
Independent	42	53
Liberal	19	81
Moderate	37	60
Conservative	79	19
No College Degree	49	49
College Graduate	43	55
White	53	45
African- American	16	78
Hispanic	46	54
Under 55	46	52
Over 55	47	52
Married	56	44
Single	37	60
Men	55	44
Women	38	59

Opinion: Donald Trump

Time Series

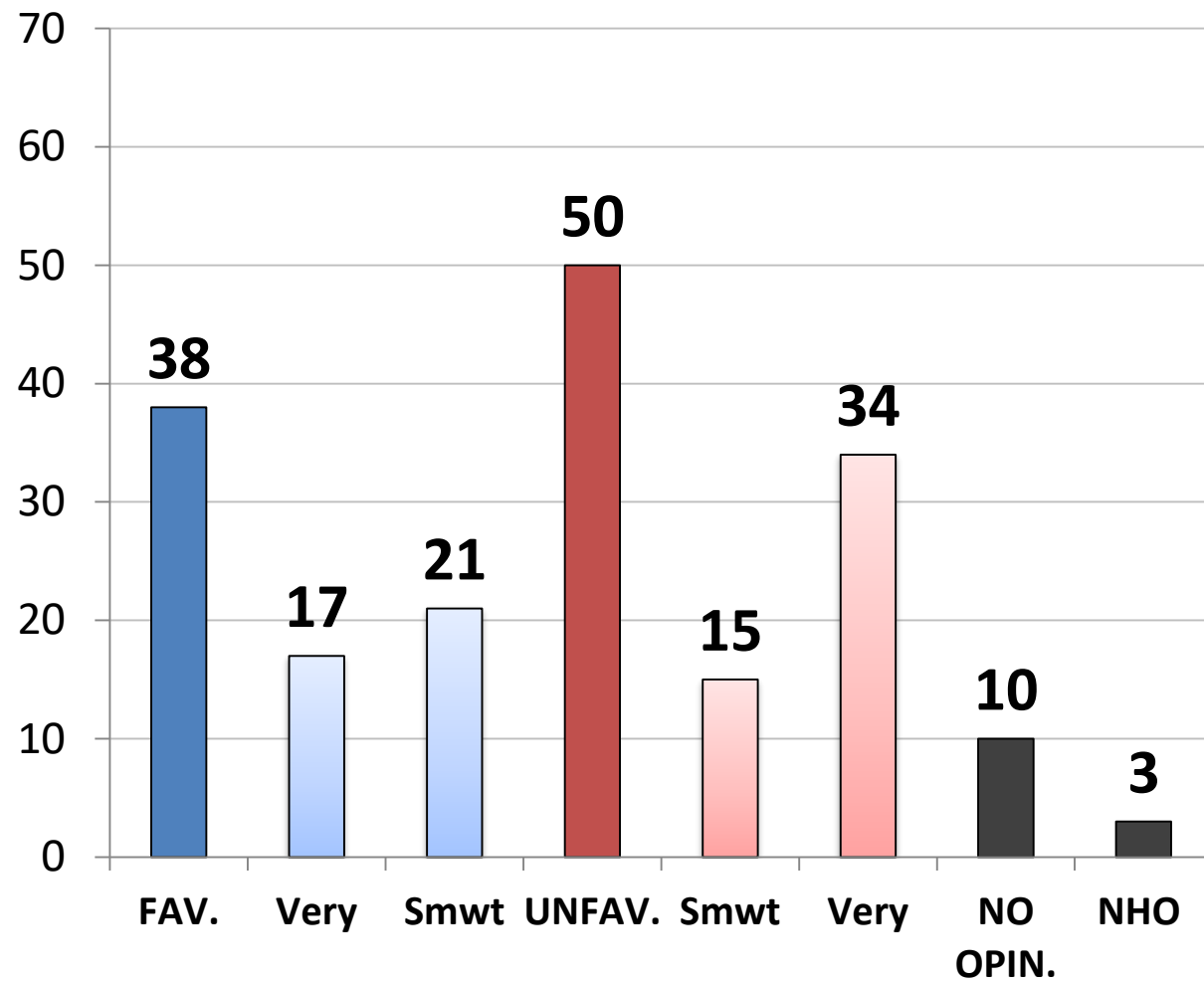


Opinion: *Donald Trump*



	<u>Fav.</u>	<u>Unfav</u>
East	41	55
Midwest	43	51
South	46	51
West	36	62
Cont. Obama Pols.	14	84
Change Direction	77	21
Approve – Trump	89	8
Disapprove – Trump	2	96
Favorable – Trump	100	0
Unfavorable– Trump	0	100
Vote Pres. 2016 – Clinton	7	90
Vote Pres. 2016 – Trump	89	8
Vote Cong. 2020 – GOP	8	18
Vote Cong. 2020 – DEM	7	91
Vote Cong. 2020 – UND	33	48
Republican	81	17
Democrat	12	85
Independent	35	58
Liberal	19	80
Moderate	30	64
Conservative	74	22
No College Degree	46	50
College Graduate	38	59
White	48	49
African- American	13	79
Hispanic	42	52
Under 55	41	55
Over 55	44	52
Married	51	45
Single	32	65
Men	51	46
Women	34	61

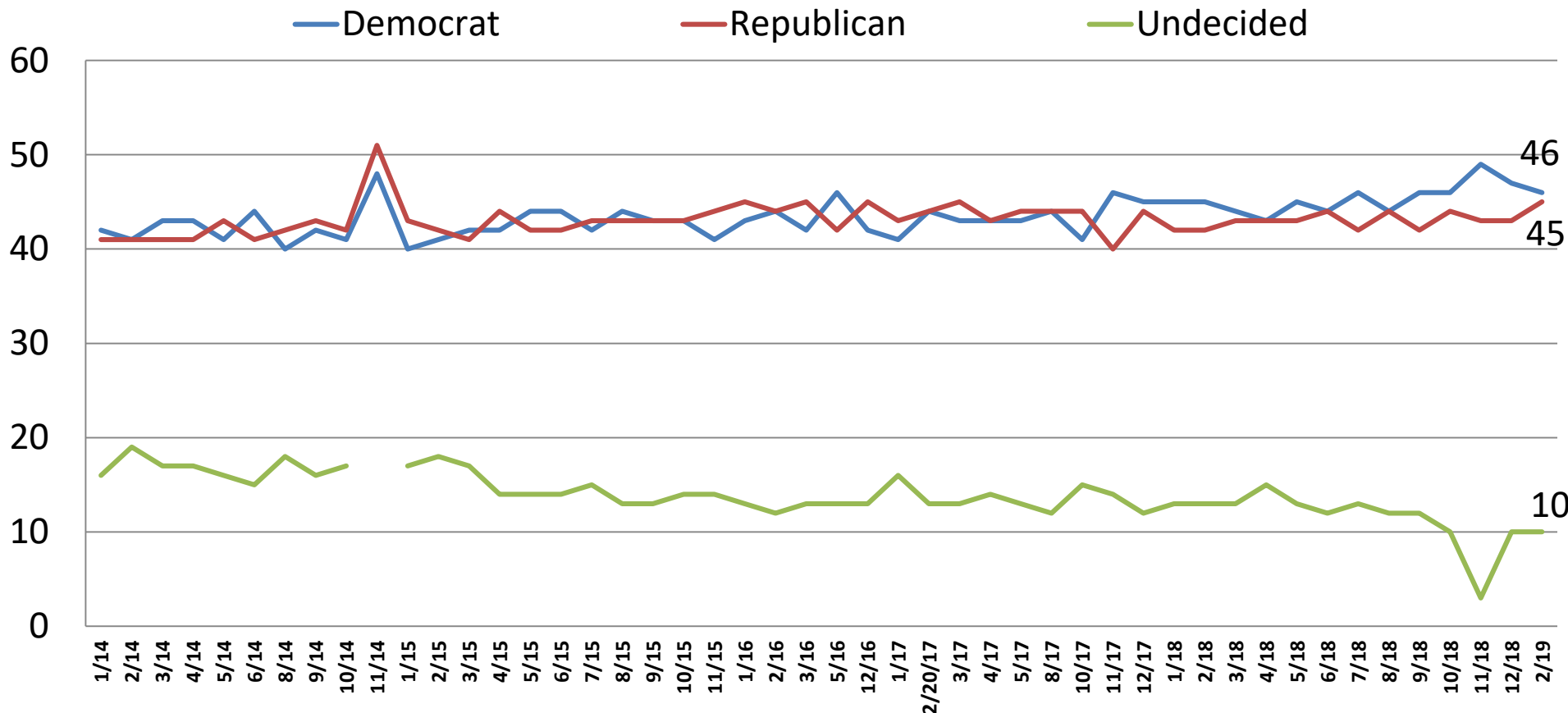
Opinion: *Nancy Pelosi*



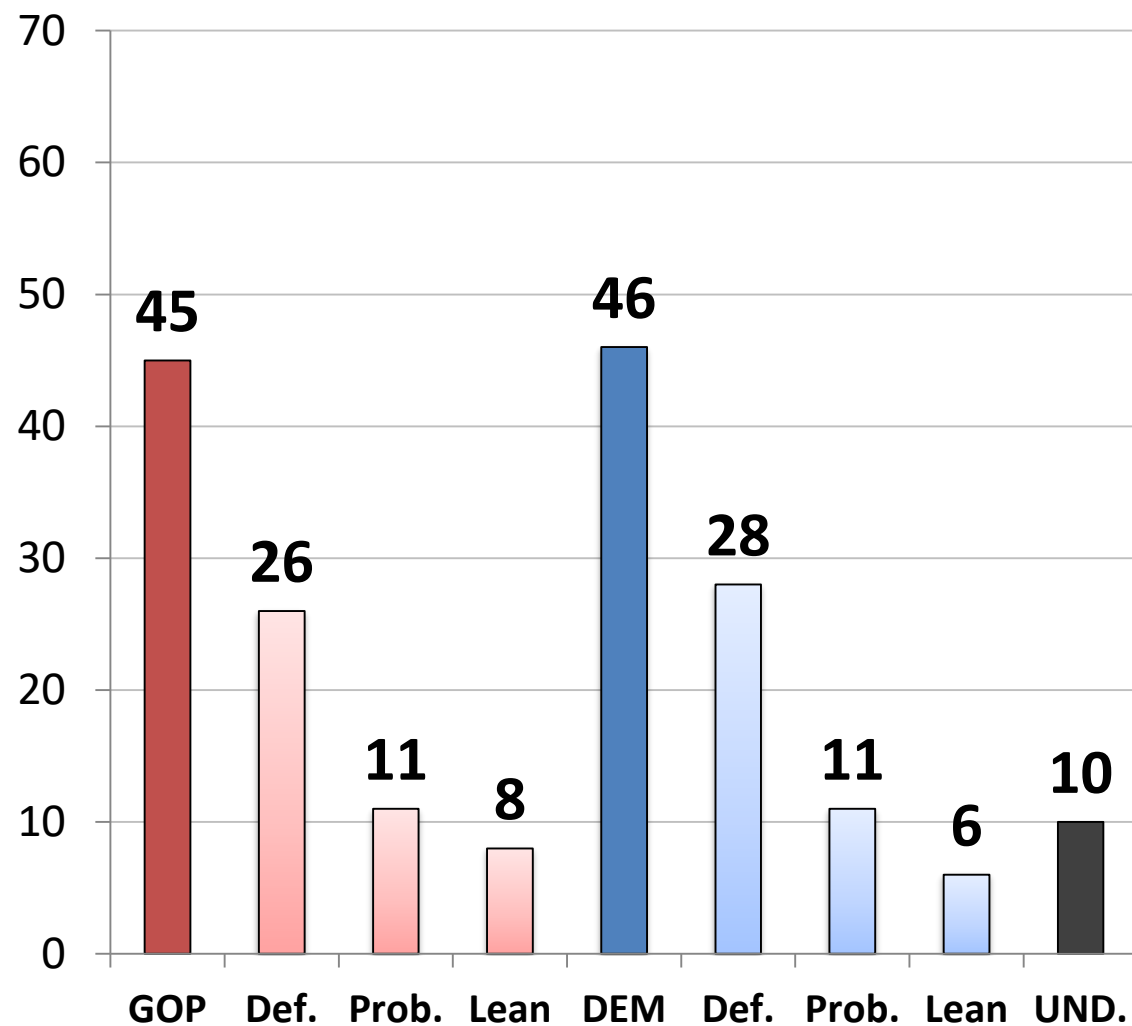
	Fav.	Unfav.
East	37	48
Midwest	34	52
South	40	51
West	41	46
Cont. Obama Pols.	66	22
Change Direction	12	81
Approve – Trump	18	75
Disapprove – Trump	57	28
Favorable – Trump	19	76
Unfavorable – Trump	55	30
Vote Pres. 2016 – Clinton	68	18
Vote Pres. 2016 – Trump	15	79
Vote Cong. 2020 – GOP	17	77
Vote Cong. 2020 – DEM	64	23
Vote Cong. 2020 – UND	17	49
Republican	18	75
Democrat	67	18
Independent	26	59
Liberal	69	18
Moderate	34	51
Conservative	16	76
No College Degree	35	54
College Graduate	42	46
White	32	57
African- American	59	28
Hispanic	41	40
Under 55	39	45
Over 55	36	58
Married	36	56
Single	43	40
Men	37	55
Women	39	45

Generic Ballot: U.S. Congress

Time Series



Generic Ballot: *U.S. Congress*



	<u>GOP</u>	<u>DEM.</u>	<u>UND.</u>
East	43	44	13
Midwest	45	44	12
South	50	43	7
West	35	53	12
Cont. Obama Pol.	18	77	5
Change Direction	78	12	10
Approve – Trump	82	9	9
Disapprove – Trump	12	79	9
Favorable – Trump	85	7	8
Unfavorable – Trump	15	77	9
Vote Pres. 2016 – Clinton	8	87	55
Vote Pres. 2016 – Trump	85	6	10
Vote Cong. 2020 – GOP	100	0	0
Vote Cong. 2020 – DEM	0	100	0
Vote Cong. 2020 – UND	0	0	100
Republican	94	4	2
Democrat	6	91	3
Independent	37	37	26
Liberal	17	80	4
Moderate	37	47	16
Conservative	76	14	9
No College Degree	48	44	8
College Graduate	41	47	12
White	52	39	10
African- American	14	76	10
Hispanic	45	46	10
Under 55	44	47	9
Over 55	45	43	12
Married	51	39	10
Single	36	56	8
Men	54	38	8
Women	36	52	12

From the following list, which should be the top priority of President Trump and Congress?

	<u>8/18</u>	<u>9/18</u>	<u>10/18</u>	<u>12/18</u>	<u>2/19</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>Wo- Men</u>
ECONOMIC	45	49	46	48	48	26	66	51	65	58	24	26	68	44	52
Creating Jobs	28	31	28	30	28	15	37	31	38	35	12	14	40	28	28
Reducing Taxes	17	18	18	18	20	11	29	19	27	23	12	12	28	16	24
SECURITY	38	35	37	37	39	59	21	39	22	31	62	62	19	43	36
Nat'L Sec./Terror	23	22	21	17	17	21	13	19	13	17	22	20	14	17	18
Building the Wall	9	7	8	13	16	30	4	16	3	11	33	33	2	20	13
Stop/Mid-East Refugees	3	5	6	6	4	6	2	3	4	2	5	6	2	3	4
Tear Up Iran Nuclear Deal	2	1	2	2	2	3	2	2	1	2	2	3	1	3	1
REPEAL/REPL. Obamacare	10	9	9	8	7	13	5	4	5	6	10	10	5	9	6
DK/REFUSED	7	8	9	7	5	2	8	6	8	5	3	2	8	5	6

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

	4/17	5/17	8/17	10/17	11/17	12/17	1/18	2/18	3/18	4/18	5/18	6/18	8/18	9/18	10/18	12/18	2/19	Rep	Dem	Ind	Lib	Mod	Cons	App. DJT	Disapp DJT	Men	Wo- Men
ECONOMIC	38	38	37	40	36	37	38	37	36	34	36	35	35	35	34	33	36	37	36	34	32	41	34	36	36	37	35
Improving the Economy	13	13	14	13	11	14	12	12	14	12	12	11	13	13	12	12	11	11	13	10	11	14	9	10	12	10	12
Jobs/Unemployment	11	12	8	9	11	7	8	9	8	8	9	9	8	8	7	7	8	7	9	8	8	11	6	7	9	9	7
Wasteful Gov't Spending	6	6	7	8	7	8	9	7	7	6	7	8	7	8	7	8	8	8	8	7	7	7	9	9	7	7	9
Reduce Budget/Deficit	5	5	6	6	5	6	6	6	5	6	5	6	5	5	5	4	6	7	4	6	4	5	7	5	6	7	5
Hold Line/Taxes	3	2	2	3	2	2	3	2	2	2	2	2	2	2	2	2	3	4	2	2	2	3	3	4	2	3	2
SOCIAL	24	25	29	27	29	29	28	27	30	29	27	30	27	28	30	28	27	18	35	27	39	26	17	19	34	26	28
Protect Medicare	12	11	13	14	16	12	13	12	13	15	11	16	11	12	14	13	12	12	13	9	14	13	8	10	13	12	11
Reform Healthcare	6	7	10	9	9	11	9	10	11	9	10	9	10	9	9	9	10	4	14	12	16	8	7	7	13	9	11
Improving Education	6	7	6	5	5	6	7	6	6	6	6	6	5	7	7	7	5	2	8	6	9	5	2	2	8	4	6
SECURITY	24	22	19	18	20	18	18	18	18	19	19	17	19	18	19	19	20	32	12	16	10	15	33	33	9	24	16
Fix Immigration	6	4	4	4	5	5	4	6	7	6	7	6	9	7	8	10	9	17	4	7	5	6	16	17	3	11	8
Nat'l Sec./Terror	11	11	9	8	10	9	9	10	9	9	9	8	7	9	7	6	8	13	5	7	2	7	14	13	4	10	6
Defeat/Destroy ISIS	8	8	5	6	6	4	5	2	2	5	4	3	3	2	3	3	2	3	3	1	2	2	3	3	2	3	2
HONESTY/ INTEGRITY/D.C.	10	13	13	12	13	12	14	17	14	15	16	15	17	16	14	16	15	12	14	21	18	15	13	12	19	12	18
D.K./REFUSED	4	3	4	3	2	3	2	2	2	3	2	3	3	4	3	4	3	2	3	3	2	3	3	1	3	2	3

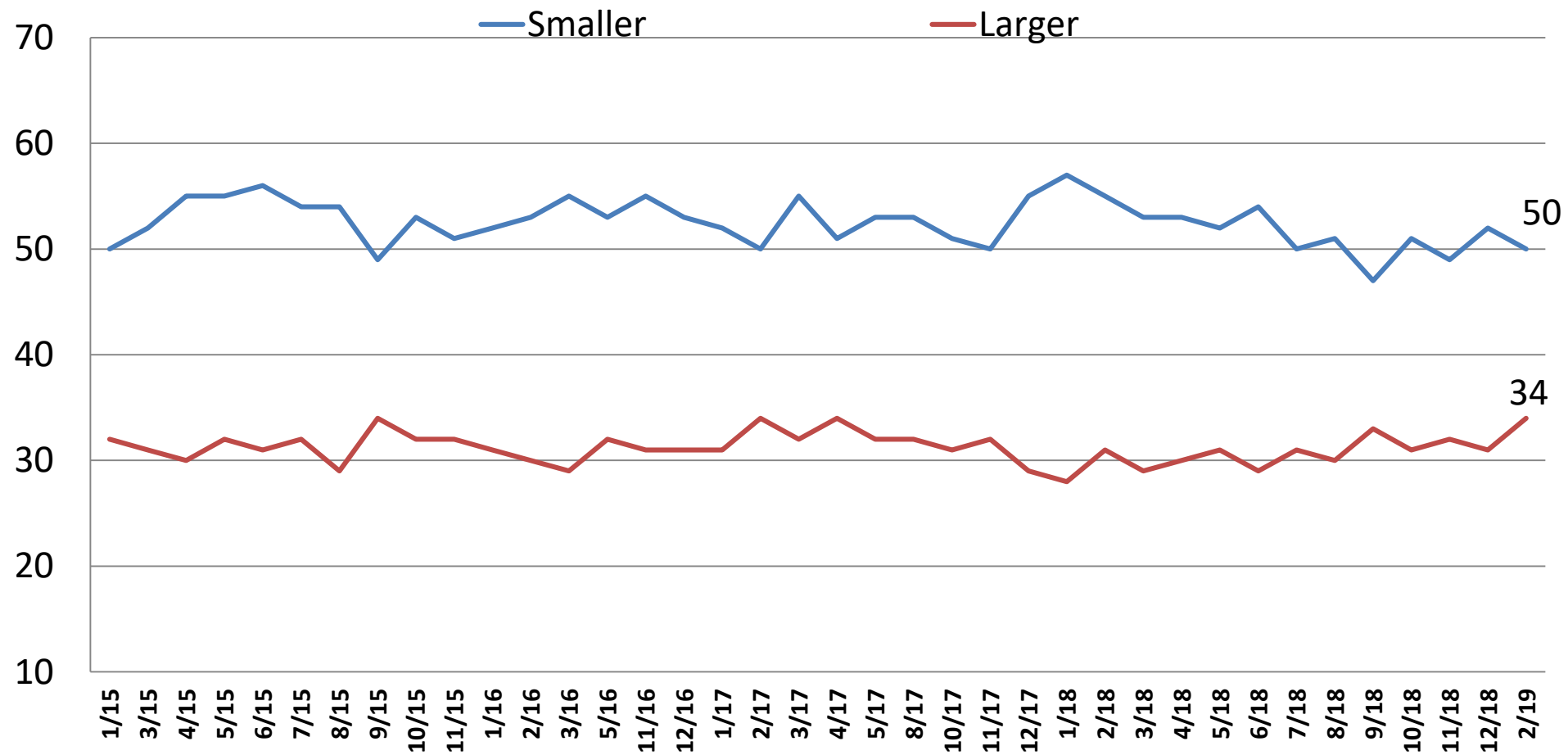
Current Opinion of the U.S. Economy

Time Series

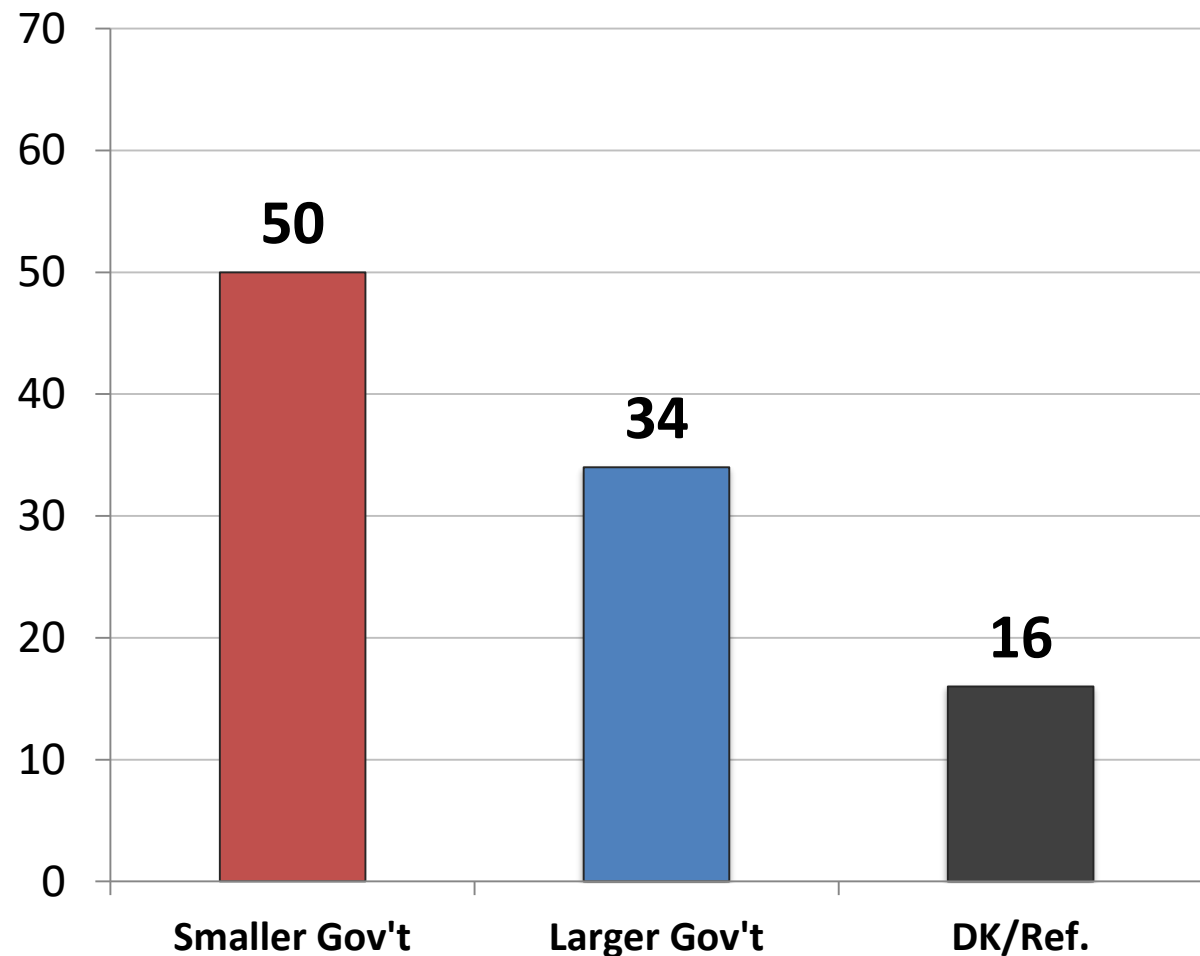
	<u>10/17</u>	<u>11/17</u>	<u>12/17</u>	<u>1/18</u>	<u>2/18</u>	<u>3/18</u>	<u>4/18</u>	<u>5/18</u>	<u>6/18</u>	<u>7/18</u>	<u>8/18</u>	<u>9/18</u>	<u>10/18</u>	<u>11/18</u>	<u>12/18</u>	<u>2/19</u>	Rep	De6 Om	Ind	Lib	Mod	Cons	App. DJT	Disapp. DJT	Men	Women	
NOT RECESSION	58	62	64	64	64	65	62	66	67	66	65	65	64	70	67	68	79	60	65	62	66	74	79	59	73	63	
Getting Better	34	38	41	43	42	40	36	40	42	38	41	44	40	47	38	39	62	17	39	21	31	62	66	15	47	31	
Getting Worse	24	25	23	21	22	26	26	26	24	29	24	22	24	23	29	29	17	43	26	41	35	13	13	44	27	31	
RECESSION	30	27	26	27	23	23	26	23	22	25	25	24	23	21	21	22	13	31	21	30	22	15	14	29	17	26	
Getting Better	17	16	13	14	14	13	13	13	14	13	14	14	12	12	10	9	9	8	9	7	9	10	10	8	7	10	
Getting Worse	14	11	13	13	10	10	13	10	9	11	11	10	12	9	11	13	4	23	12	23	13	6	4	21	10	16	
D.K./REFUSED	12	11	10	9	13	11	12	11	11	9	10	11	12	9	12	10	9	9	14	8	12	10	7	12	10	11	
GETTING BETTER	50	53	54	57	56	53	48	53	56	51	54	57	52	59	48	48	71	26	48	28	40	71	76	23	54	42	
GETTING WORSE	38	36	36	34	32	36	40	36	33	40	36	32	36	33	40	42	20	66	38	64	48	18	17	65	36	47	
D.K./REFUSED	12	11	10	9	13	11	12	11	11	9	10	11	12	9	12	10	9	9	14	8	12	10	7	12	10	11	
<i>Net Diff.</i>	13	18	18	24	24	17	8	16	23	11	19	26	16	26	7	5	51	40	10	-35	-8	53	59	-42	18	-6	

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

Time Series

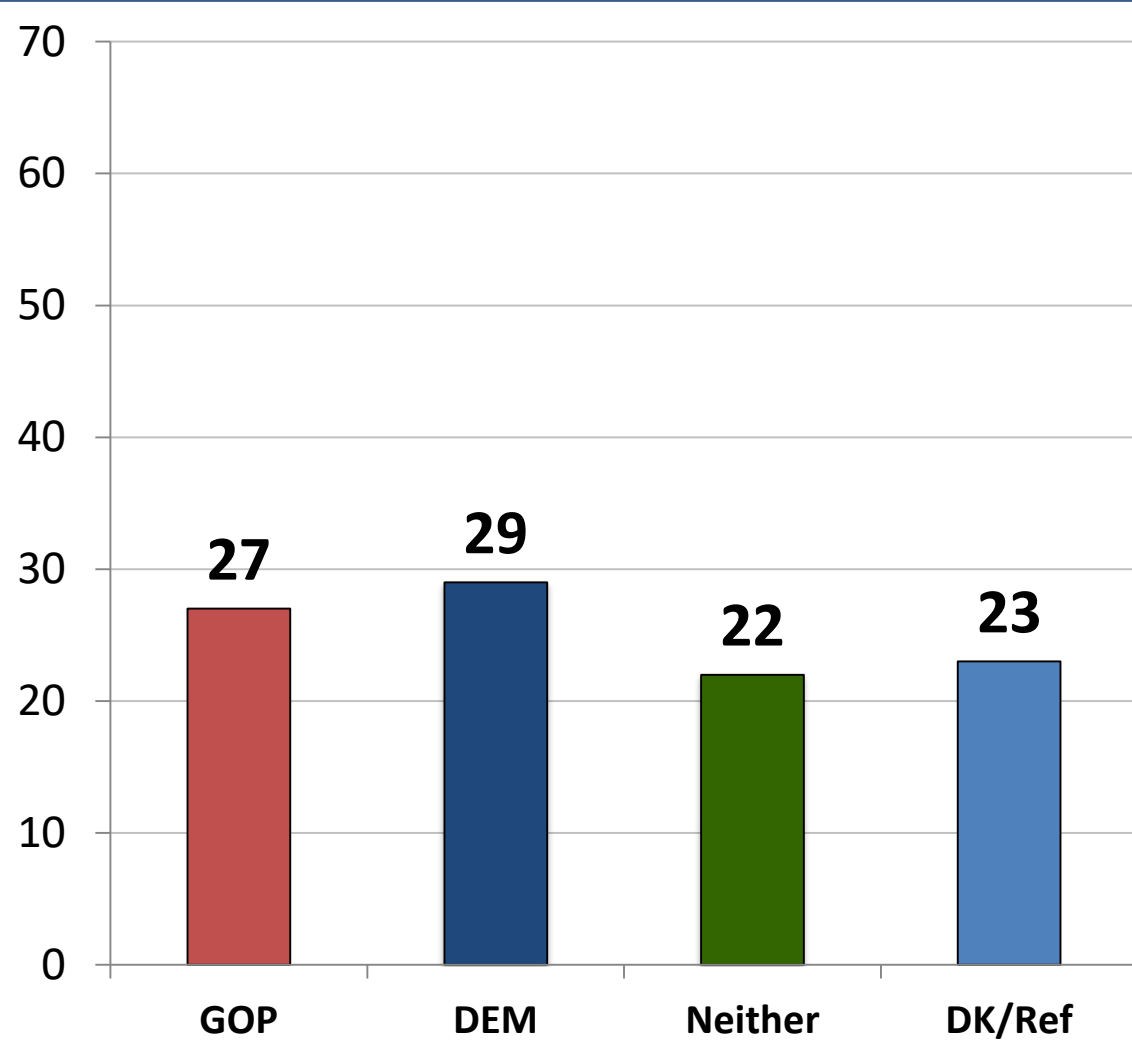


Would you say you most favor a smaller government with fewer services or a larger government with many services?



	<u>Smaller</u>	<u>Larger</u>
East	54	37
Midwest	51	31
South	50	33
West	48	36
Cont. Obama Pols.	31	55
Change Direction	71	17
Approve – Trump	69	19
Disapprove – Trump	34	48
Favorable – Trump	70	18
Unfavorable – Trump	36	48
Vote Pres. 2016 – Clinton	31	54
Vote Pres. 2016 – Trump	74	15
Vote Cong. 2018 – GOP	72	18
Vote Cong. 2018 – DEM	32	52
Vote Cong. 2018 – UND	41	21
Republican	71	19
Democrat	29	53
Independent	54	28
Liberal	33	56
Moderate	43	33
Conservative	72	16
No College Degree	51	30
College Graduate	50	37
White	57	29
African- American	29	47
Hispanic	46	39
Under 55	47	39
Over 55	56	25
Married	58	28
Single	43	43
Men	58	32
Women	44	36

Independents – Which party's primary are you more likely to vote?



	<u>GOP</u>	<u>DEM</u>	<u>NTR</u>
East	27	31	18
Midwest	24	26	28
South	36	26	18
West	16	35	23
Cont. Obama Pol.	11	58	14
Change Direction	44	10	27
Approve – Trump	51	8	25
Disapprove – Trump	8	48	19
Favorable – Trump	54	6	25
Unfavorable – Trump	13	45	18
Vote Pres. 2016 – Clinton	3	63	12
Vote Pres. 2016 – Trump	52	6	24
Vote Cong. 2018 – GOP	58	3	27
Vote Cong. 2018 – DEM	3	68	15
Vote Cong. 2018 – UND	17	11	23
Republican	0	0	0
Democrat	0	0	0
Independent	27	29	22
Liberal	6	71	7
Moderate	20	28	27
Conservative	47	9	21
No College Degree	32	28	21
College Graduate	22	30	22
White	26	28	25
African- American	15	30	9
Hispanic	42	28	15
Under 55	32	27	22
Over 55	21	31	22
Married	23	26	31
Single	30	33	13
Men	31	25	22
Women	24	32	21

2020 Republican Primary for President

	<u>11/18</u>	<u>12/18</u>	<u>2/19</u>	<u>E</u>	<u>MW</u>	<u>S</u>	<u>W</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>Wo- men</u>	<u>Whit e</u>	<u>AA</u>	<u>HISP</u>
Donald Trump	79	72	72	74	72	72	69	72	0	70	69	53	80	86	4	73	70	75	33	65
John Kasich	4	5	6	7	3	8	7	7	0	6	13	12	3	3	25	8	4	4	23	16
Mitt Romney	5	9	10	3	15	11	9	11	0	8	5	16	9	6	37	11	10	11	6	13
Jeff Flake	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	11	12	11	16	10	9	15	10	0	16	13	20	8	6	34	8	16	11	37	6

2020 Democratic Primary for President

	<u>11/18</u>	<u>12/18</u>	<u>2/19</u>	<u>E</u>	<u>MW</u>	<u>S</u>	<u>W</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>Wo-men</u>	<u>White</u>	<u>AA</u>	<u>HISP</u>
Joe Biden	19	17	25	28	26	26	23	-	26	24	25	27	21	14	28	27	24	25	32	16
Bernie Sanders	16	18	16	14	14	16	19	-	14	26	17	16	11	17	16	12	19	18	14	15
Kamala Harris	5	3	8	3	2	6	20	-	9	3	10	6	2	3	9	11	7	7	9	9
Hillary Clinton	8	9	7	2	9	9	6	-	8	3	7	6	10	6	7	7	6	5	9	10
Beto O'Rourke	n/a	11	6	3	8	7	3	-	6	3	7	3	4	1	6	7	5	6	4	10
Elizabeth Warren	4	4	5	7	3	7	5	-	6	4	6	4	6	2	6	5	6	6	2	9
Oprah Winfrey	4	3	5	6	7	5	3	-	5	4	4	5	14	5	5	3	7	5	10	3
Cory Booker	3	2	3	7	1	3	4	-	4	0	5	2	2	1	4	3	4	1	7	4
Michael Bloomberg	2	2	2	5	0	1	3	-	1	8	1	4	3	4	2	3	1	3	0	0
Amy Klobucher	N/A	1	1	0	4	1	1	-	1	1	2	1		3	1	2	1	2	1	0
Sherrod Brown	-	-	1	1	2	1	0	-	1	1	1	1		3	1	2	1	1	0	3
Julian Castro	-	-	1	0	1	2	0	-	1	2	1	1		0	1	1	1	1	0	0

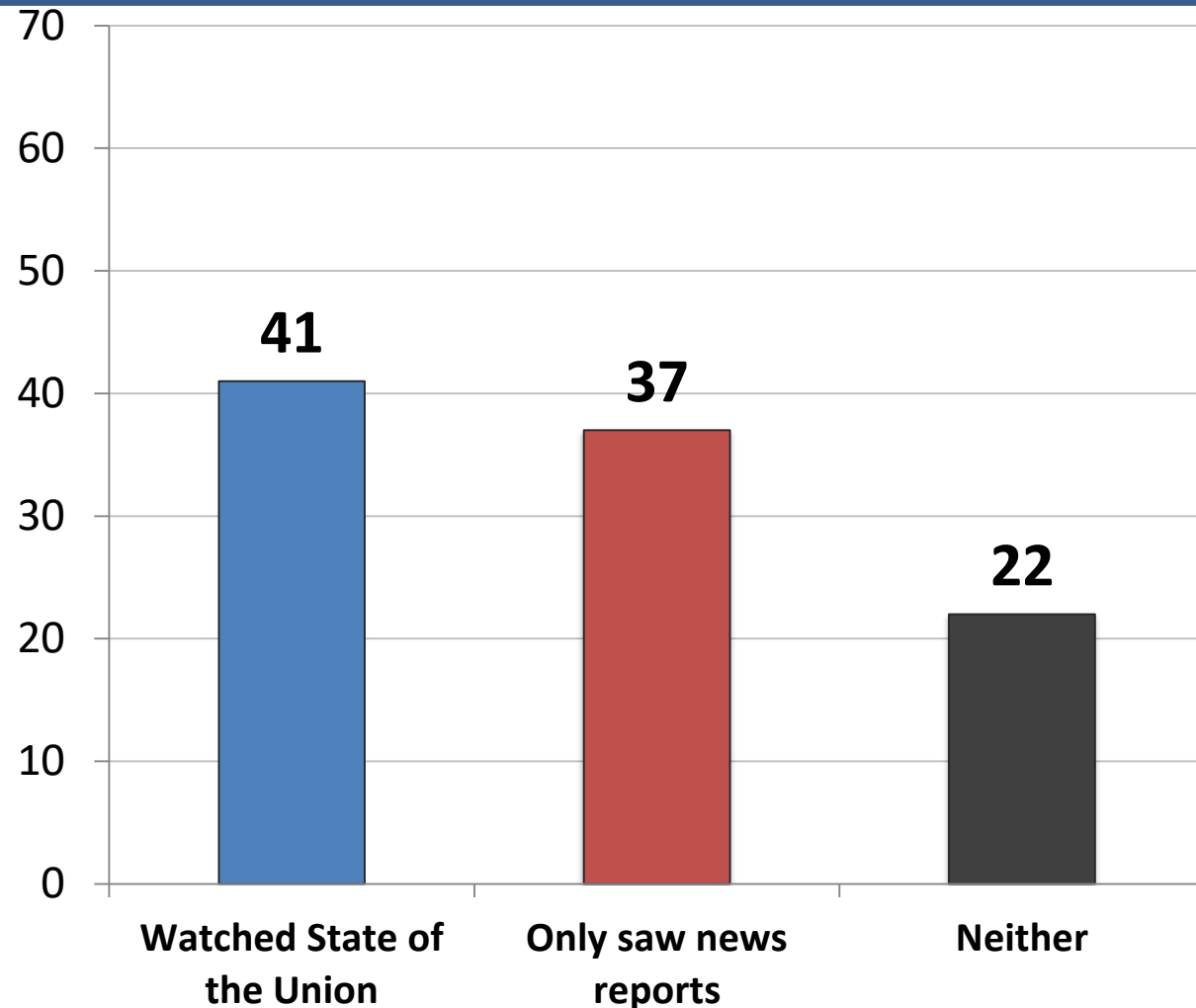
2020 Democratic Primary for President Cont.

	<u>11/18</u>	<u>12/18</u>	<u>2/19</u>	<u>E</u>	<u>MW</u>	<u>S</u>	<u>W</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>Wo- men</u>	<u>Whit e</u>	<u>AA</u>	<u>HISP</u>
Andrew Cuomo	1	--	1	1	1	1	0	-	1	0	0	2	0	4	0	2	0	0	1	0
Kirsten Gillibrand	1	1	1	1	1	0	1	-	1	0	1	0	4	0	1	1	1	1	0	1
Deval Patrick	1	1	1	0	0	1	1	-	1	0	1	1	0	4	0	1	0	1	0	1
Mark Zuckerberg	1	0	1	1	1	1	0	-	1	0	1	1	0	4	0	1	1	1	1	0
John Hicken Looper	1	1	1	0	1	1	0	-	1	0	1	1	0	3	0	0	1	1	0	1
Tulsi Gabbard	-	-	.4	0	1	0	1	-	1	0	1	0	0	0	0	0	0	0	0	0
Eric Holder	1	1	.2	1	0	0	0	-	0	0	0	1	0	0	0	0	0	0	1	0
John Delaney	-	-	.2	0	0	0	1	-	0	0	0	1	0	1	0	0	0	0	0	1
Bill De Blasio	0.3	0	.2	1	0	0	0	-	0	0	0	0	0	0	0	0	0	0	0	1
Jay Inslee	-	-	.2	0	1	0	0	-	0	0	0	0	0	0	0	0	0	0	0	0
Pete Buttigieg	-	-	.1	0	0	0	0	-	0	0	0	0	0	1	0	0	0	0	0	0
Andrew Yang	-	-	.1	0	0	0	1	-	0	0	0	0	0	1	0	0	0	0	0	0

2020 Democratic Primary for President Cont.

	<u>11/18</u>	<u>12/18</u>	<u>2/19</u>	<u>E</u>	<u>MW</u>	<u>S</u>	<u>W</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>App.</u> <u>DJT</u>	<u>Disapp</u> <u>: DJT</u>	<u>Men</u>	<u>Wo-</u> <u>men</u>	<u>Whit</u> <u>e</u>	<u>AA</u>	<u>HISP</u>
Terry McAuliffe	-	-	.1	0	0	0	1	-	0	0	0	0	0	0	0	0	0	0	0	1
Tim Kaine	1	0	0	0	0	0	0	-	0	0	0	0	0	0	0	0	0	0	0	0
Howard Schultz	0.1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michael Avenatti	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michelle Obama	17	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	16	11	15	20	19	12	10	-	13	21	10	18	25	23	13	12	16	17	10	15

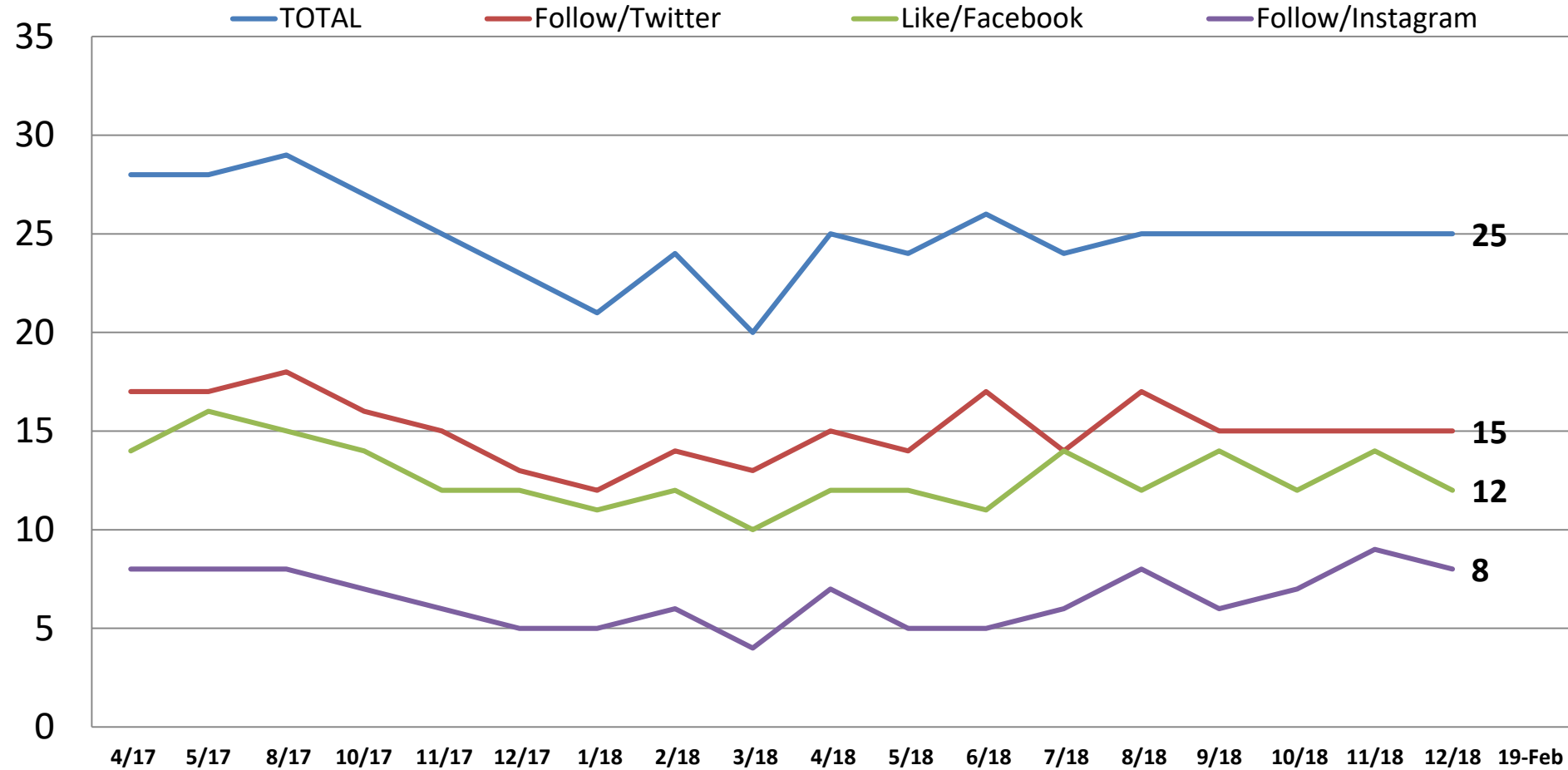
Did you watch President Trump's State of the Union Address on TV or have you only seen news reports on it? If neither, just say SO.



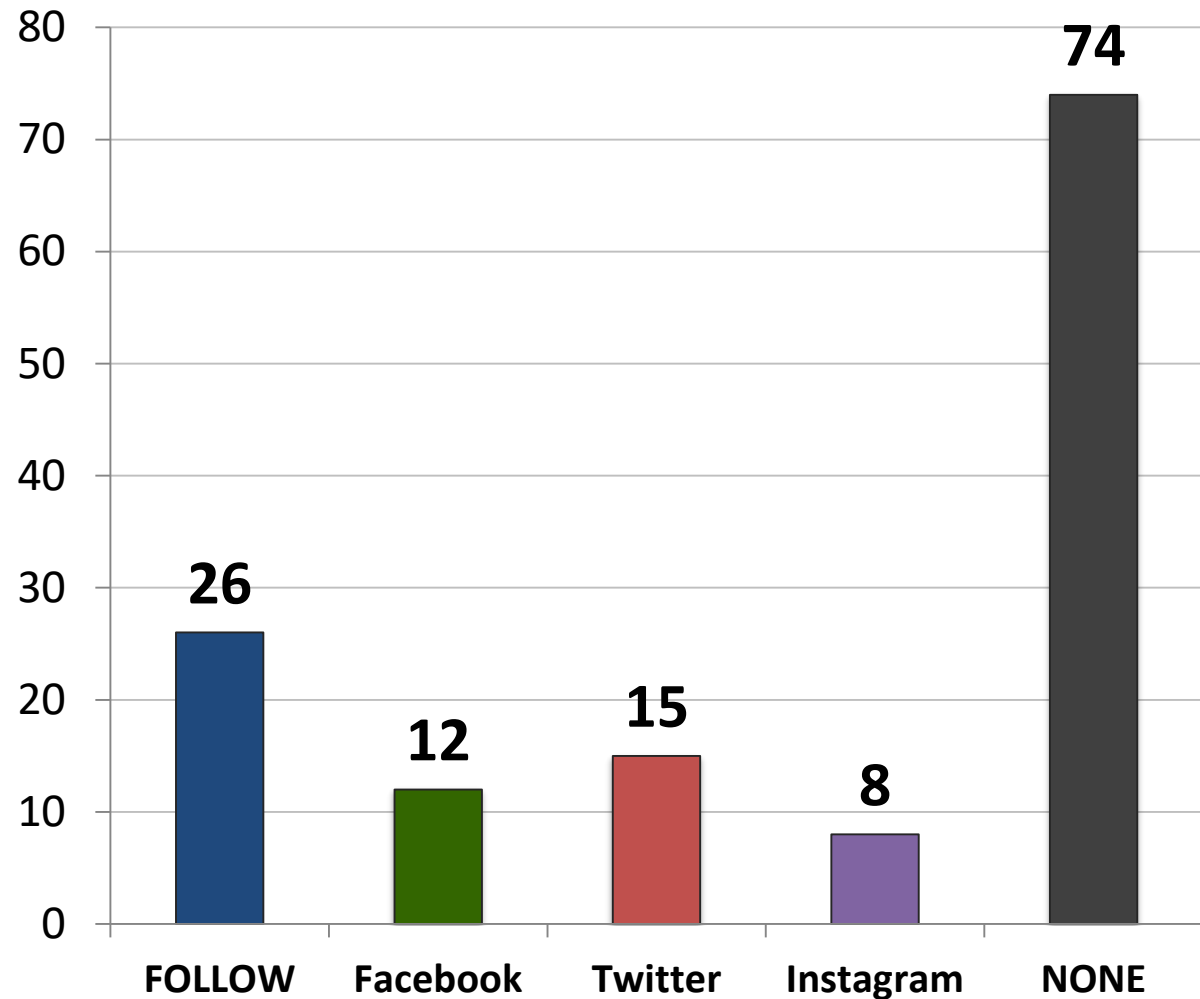
	W	R	N
East	45	41	14
Midwest	37	38	25
South	43	32	25
West	39	39	22
Cont. Obama Pols.	37	43	19
Change Direction	46	32	22
Approve – Trump	54	29	17
Disapprove – Trump	30	44	26
Favorable – Trump	56	28	16
Unfavorable – Trump	31	44	26
Vote Pres. 2016 – Clinton	35	45	20
Vote Pres. 2016 – Trump	55	28	17
Vote Cong. 2020 – GOP	54	28	18
Vote Cong. 2020 – DEM	31	46	23
Vote Cong. 2020 – UND	30	33	37
Republican	55	27	19
Democrat	33	44	23
Independent	36	38	26
Liberal	38	42	21
Moderate	33	40	27
Conservative	52	29	20
No College Degree	39	37	24
College Graduate	43	36	20
White	42	37	22
African- American	36	31	32
Hispanic	47	36	17
Under 55	37	39	24
Over 55	49	33	19
Married	43	37	20
Single	39	38	23
Men	48	35	18
Women	35	38	27

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?



	Follow	None
East	33	67
Midwest	26	74
South	27	73
West	19	81
Cont. Obama Pol.	21	79
Change Direction	35	65
Approve – Trump	44	56
Disapprove – Trump	11	89
Favorable – Trump	46	54
Unfavorable– Trump	12	88
Vote Pres. 2016 – Clinton	16	84
Vote Pres. 2016 – Trump	43	58
Vote Cong. 2020 – GOP	43	57
Vote Cong. 2020 – DEM	14	87
Vote Cong. 2020 – UND	7	93
Republican	42	58
Democrat	20	80
Independent	17	84
Liberal	25	75
Moderate	20	80
Conservative	33	67
No College Degree	27	74
College Graduate	26	74
White	26	74
African- American	22	78
Hispanic	36	64
Under 55	32	68
Over 55	15	85
Married	27	74
Single	30	70
Men	34	66
Women	19	81

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>Wo- men</u>
Facebook	80	80	81	79	79	83	77	78	82	82	77	79	81
Instagram	39	37	46	31	50	37	30	34	44	50	19	34	42
Pinterest	36	32	36	38	39	38	30	32	39	40	28	18	51
Twitter	34	38	36	29	44	31	30	34	36	41	23	37	32
Linked-In	28	26	29	28	33	28	23	23	32	29	25	28	28
Snapchat	21	22	25	15	26	23	15	20	22	30	5	19	23
WhatsApp	12	12	15	9	19	10	8	13	12	16	4	14	10
Reddit	11	8	15	10	18	13	5	8	15	16	3	13	10
Tumblr	8	8	11	5	14	8	3	6	10	10	4	8	8
Periscope	2	2	2	1	3	1	2	2	1	2	1	2	2
Other	4	3	3	6	3	4	5	3	4	4	3	4	4
None	9	8	7	12	7	6	14	10	7	5	15	10	8

2020 Likely General Election Voter Profile

<u>Party</u>	<u>Total</u>	<u>Age</u>	<u>Total</u>	<u>Race</u>	<u>Total</u>
Republican	33	18-29	20	White	71
Democrat	36	30-40	19	African American	12
Independent	31	41-55	25	Hispanic	11
<u>Ideology</u>		56-65	20	Asian	4
Liberal	31	Over 65	17	<u>Gender</u>	
Moderate	34	<u>Marital Status</u>		Male	47
Conservative	35	Single, never married	27	Female	53
<u>Voting Behavior</u>		Single – significant other	10	<u>Employment Situation</u>	
Definitely	87	Married	45	Private Sector Job	36
Very likely	11	Separated	3	Government Job	8
Somewhat Likely	2	Divorced	11	Self-Employed	11
<u>Area</u>		Widowed	5	Homemaker	7
Urban	26			Student	5
Suburban	49			Retired	24
Rural	25			Not Employed	9

2020 Likely General Election Voter Profile

<u>Religion</u>	<u>Total</u>	<u>Income</u>	<u>Total</u>	<u>Education</u>	<u>Total</u>
Protestant	44	Under \$20,000	16	Some high school or less	2
Roman Catholic	24	\$20,000-\$40,000	23	High school graduate	17
Jewish	3	\$40,000-\$60,000	23	Some college/Trade School	33
Muslim	2	\$60,000-\$100,000	22	College graduate	32
Mormon	2	\$100,000-\$150,000	11	Post Graduate/Professional Degree	16
Eastern/Greek/ Russian Orthodox	1	\$150,000-\$200,000	5	<u>Would you consider yourself</u>	
Buddhist	2	\$200,000-\$250,000	2	Wealthy	3
Hindu	1	Over \$250,000	1	Upper Middle Class	10
Sikh	0	<u>Military</u>		Middle Class	47
Atheist	8	Veteran	25	Lower Middle Class	30
Agnostic	9	Active duty	2	Poor	10
Secular	2	Military-related employee	2		
Other	3	More than one	2		
<u>Born-Again</u>		None	70		
Yes	48				
National - M&A	52				



McLaughlin & Associates

New York Office

566 South Route 303

Blauvelt, NY 10913

845-365-2000

D.C./Virginia Office

919 Prince Street

Alexandria, VA 22314

703-518-4445

www.mclaughlinonline.com