



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

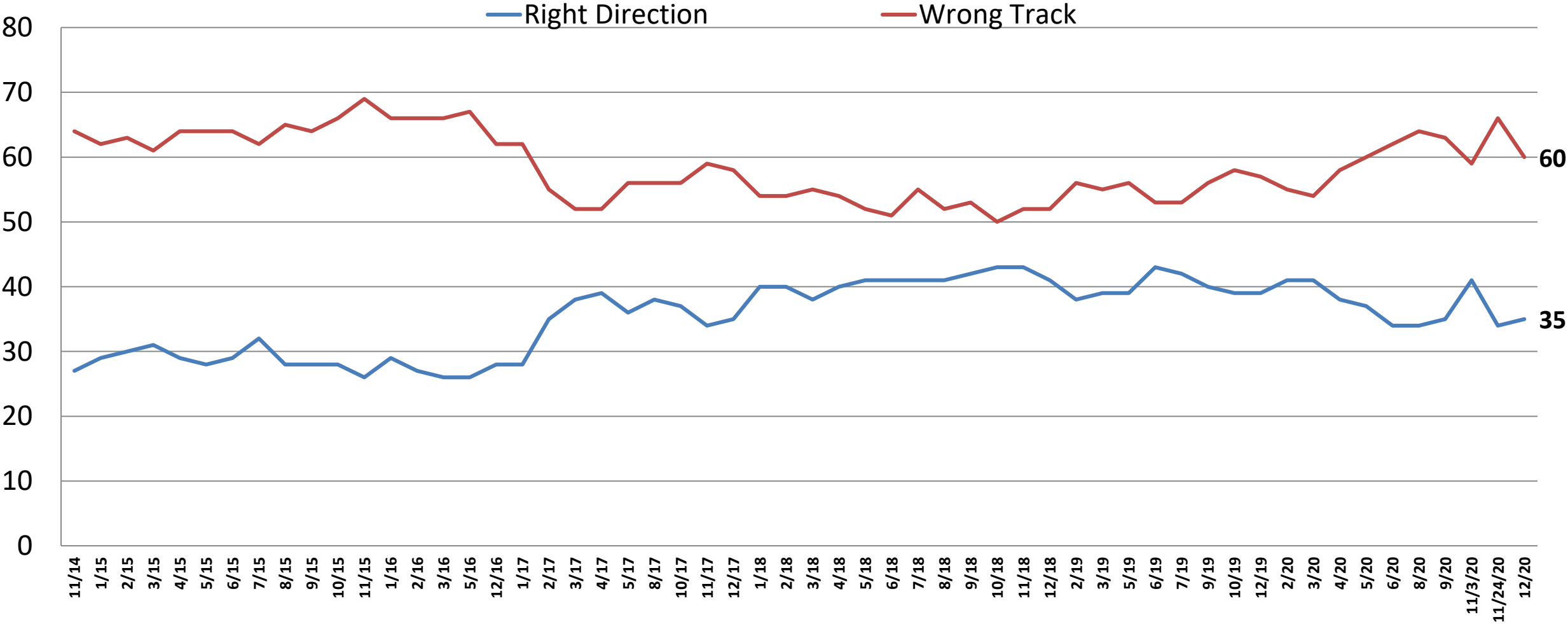
**December 2020**

**On the web**

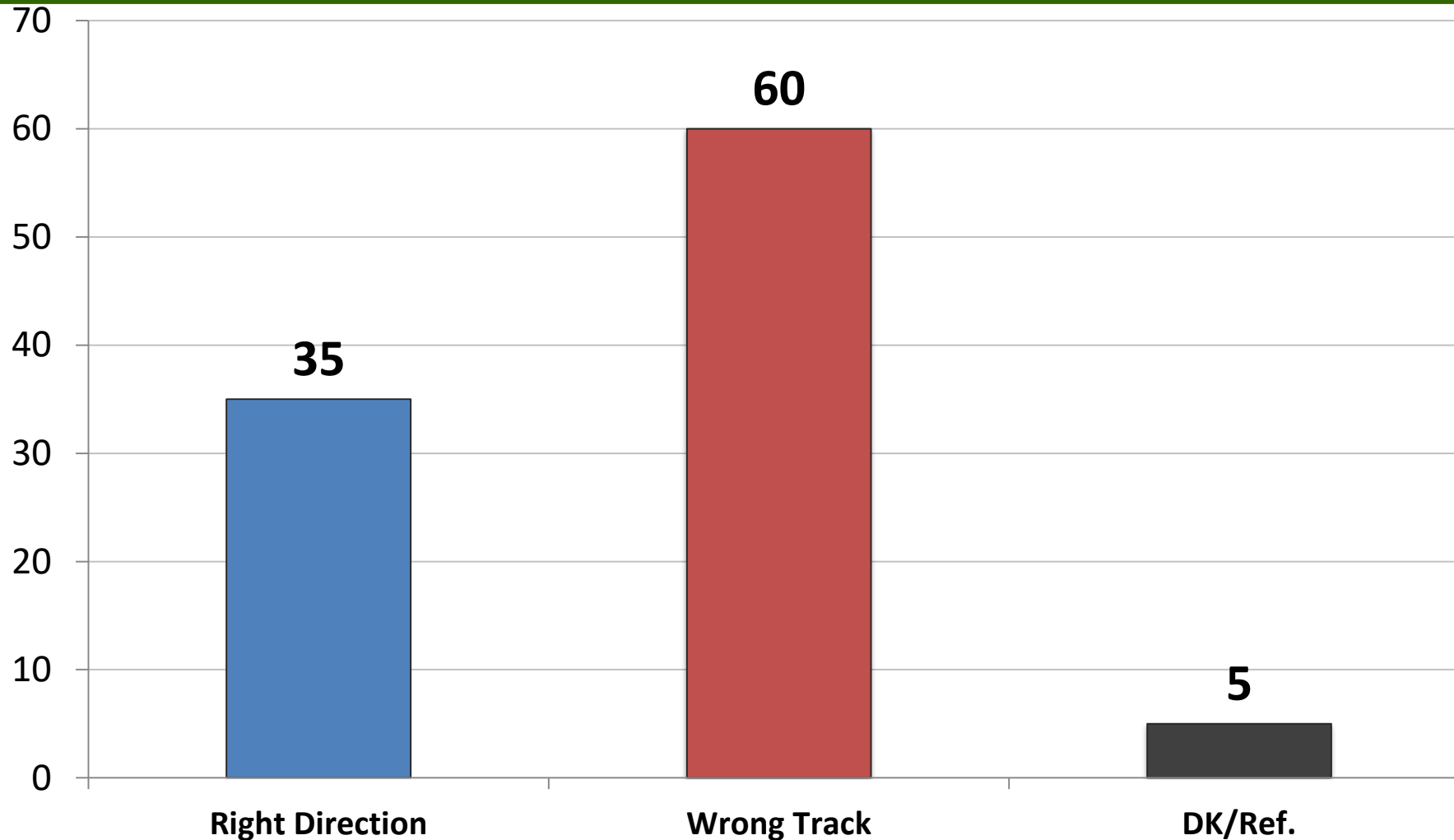
**[www.mclaughlinonline.com](http://www.mclaughlinonline.com)**

# Direction: United States

## Time Series



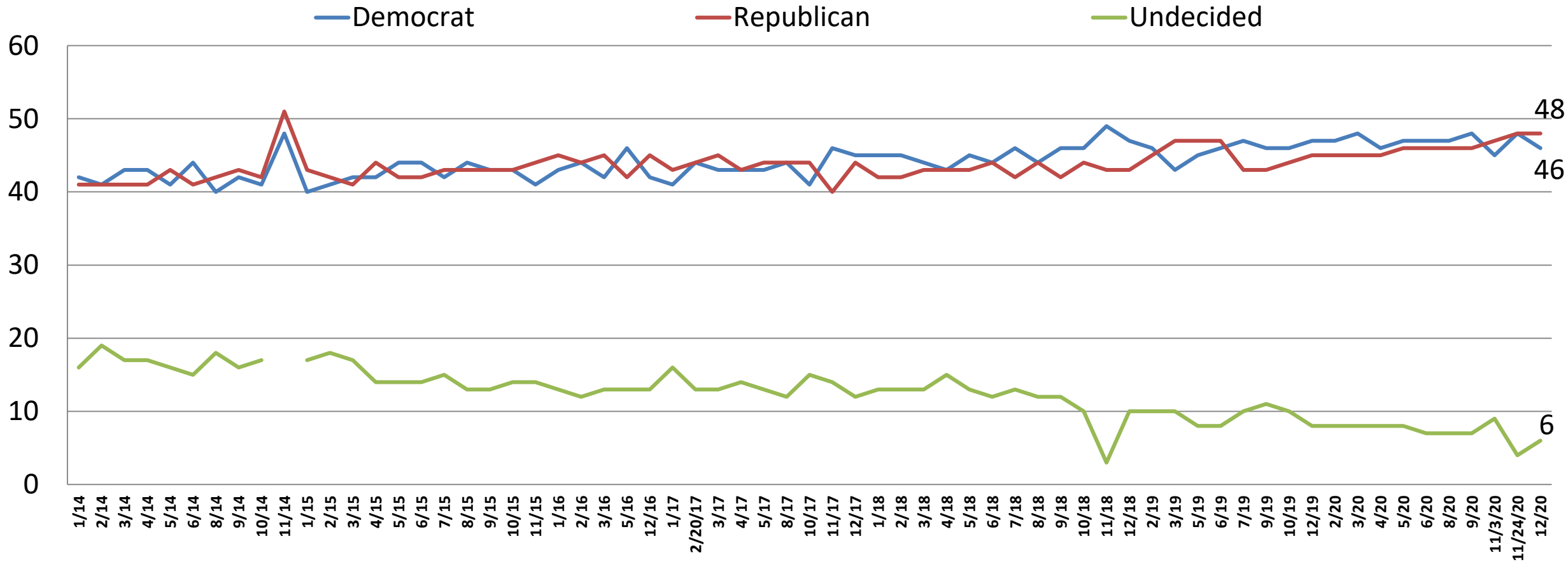
# Direction: *United States*



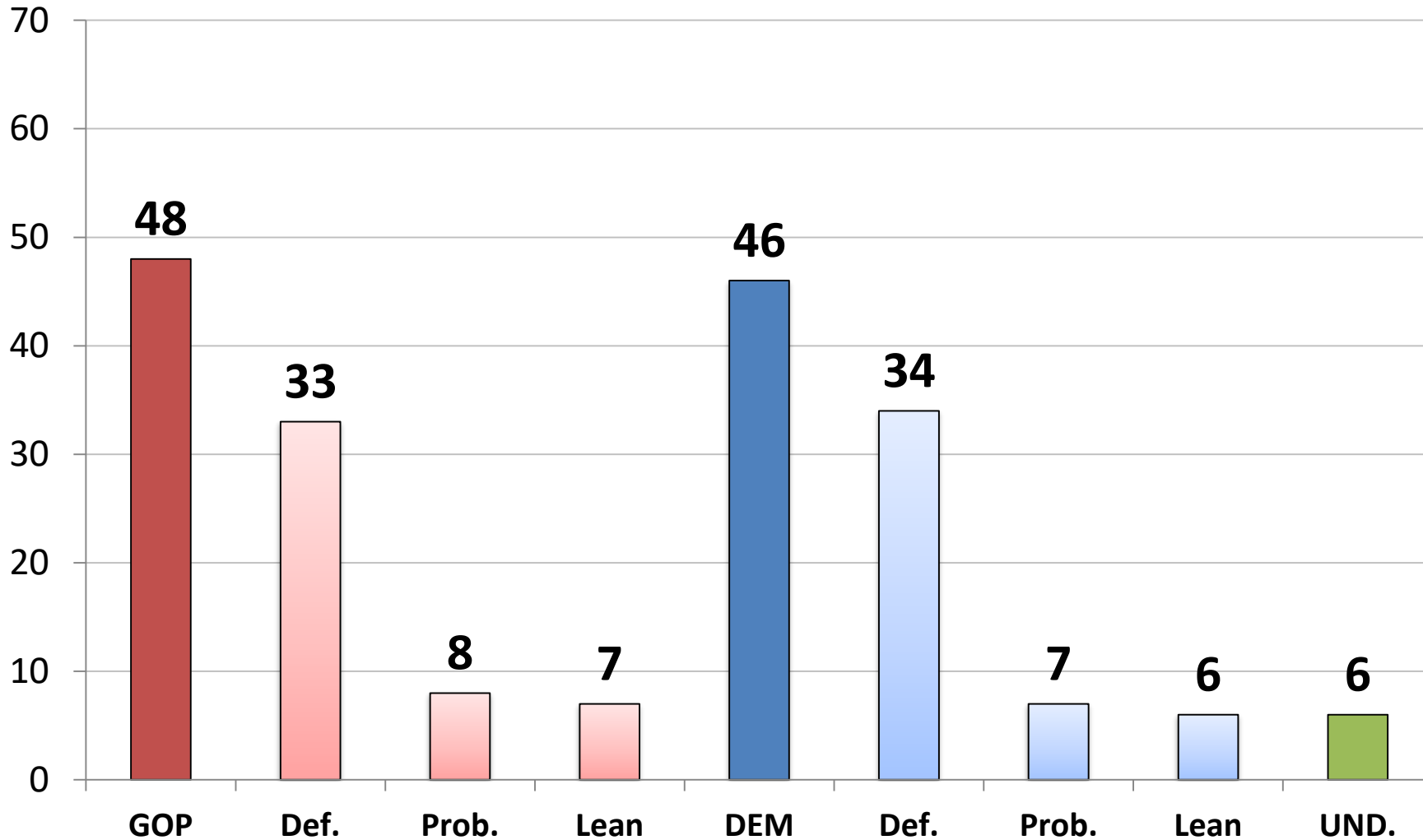
	R	W
East	34	61
Midwest	34	61
South	37	59
West	35	58
Vote Trump	47	48
Vote Biden	25	70
Vote Cong. – GOP	49	47
Vote Cong. – DEM	25	71
Vote Cong. – UND	11	75
Republican	47	47
Democrat	33	62
Independent	22	72
Liberal	36	60
Moderate	24	69
Conservative	45	51
White	39	57
African- American	14	78
Hispanic	45	49
Under 55	37	57
Over 55	33	64
Married	47	50
Single	26	67
Men	47	50
Women	25	68
Live in Urban Area	47	49
Live in Suburban Area	31	63
Live in Rural Area	28	69

# Generic Ballot: U.S. Congress

## Time Series



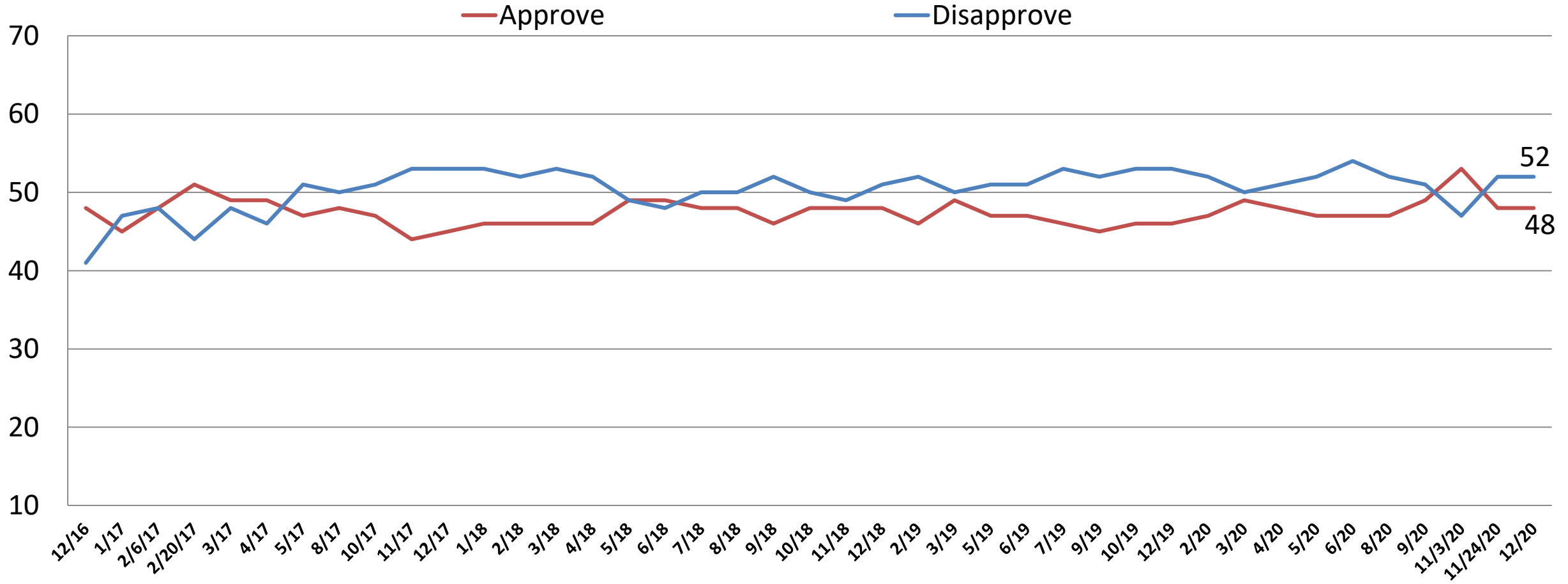
# Generic Ballot: *U.S. Congress*



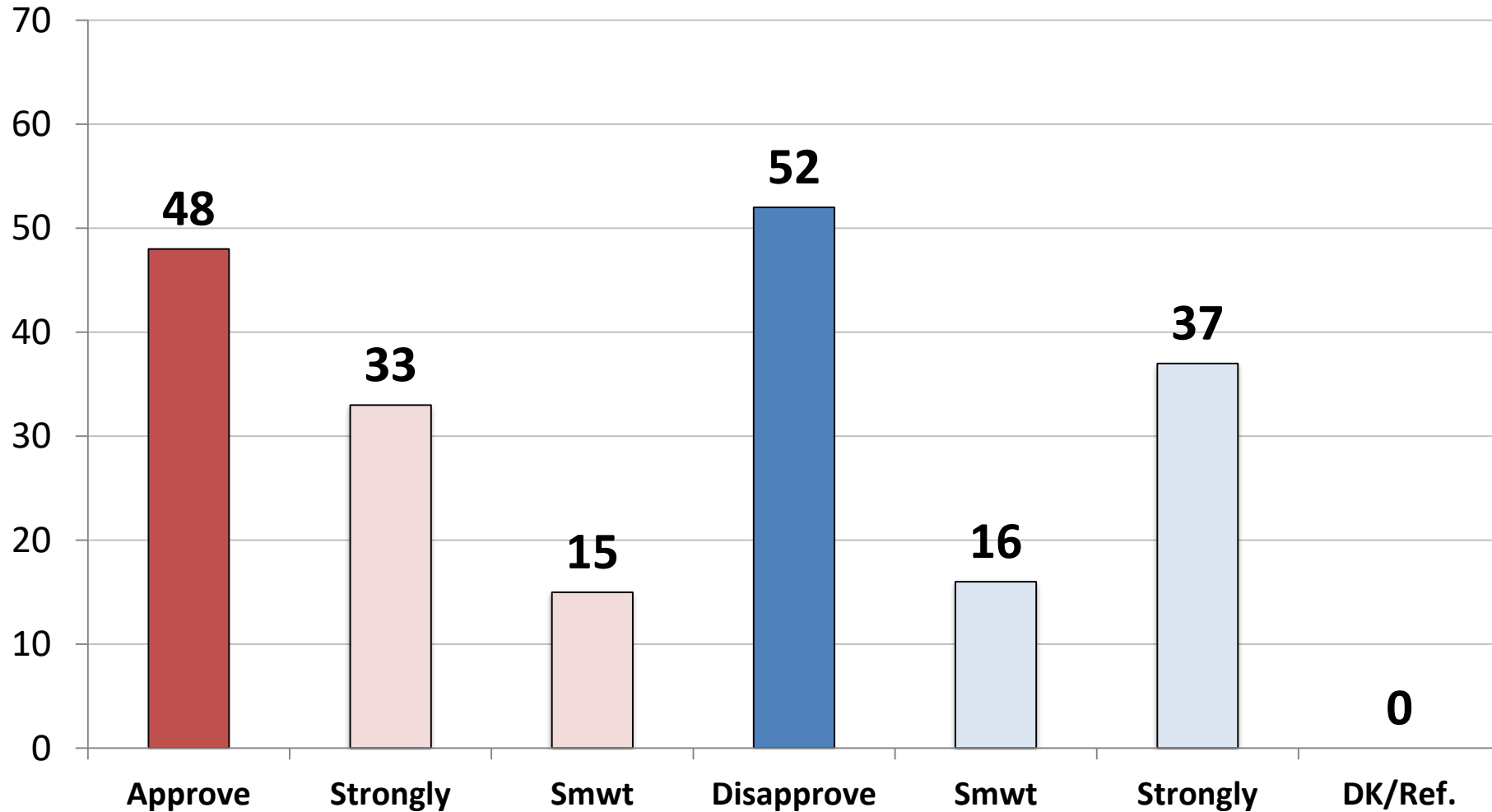
	<u>GOP</u>	<u>DEM.</u>	<u>UND.</u>
East	50	44	6
Midwest	50	44	7
South	47	47	6
West	46	51	3
Vote Trump	90	5	5
Vote Biden	10	85	5
Vote Cong. – GOP	100	0	0
Vote Cong. – DEM	0	100	0
Vote Cong.– UND	0	0	100
Republican	93	5	2
Democrat	7	92	1
Independent	43	39	18
Liberal	18	79	3
Moderate	33	54	13
Conservative	85	13	2
White	58	35	6
African- American	9	86	5
Hispanic	42	56	3
Under 55	38	57	5
Over 55	62	31	7
Married	57	38	5
Single	34	61	5
Men	56	41	3
Women	41	51	8
Live in Urban Area	36	62	2
Live in Suburban Area	54	39	7
Live in Rural Area	54	38	8

# Job Rating: Donald Trump

## Time Series



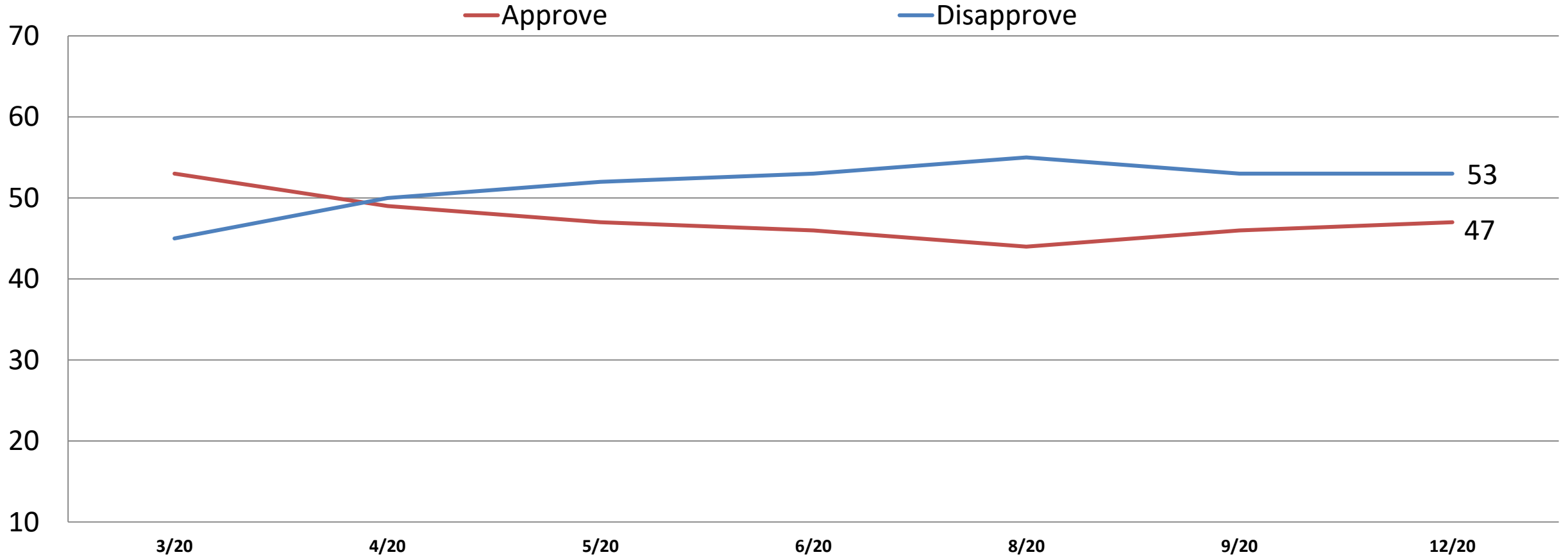
# Job Rating: *Donald Trump*



	App.	Disapp.
East	41	59
Midwest	48	52
South	51	49
West	47	53
Vote Trump	87	13
Vote Biden	12	88
Vote Cong. – GOP	85	15
Vote Cong. – DEM	11	89
Vote Cong. – UND	30	69
Republican	83	17
Democrat	18	82
Independent	41	59
Liberal	27	73
Moderate	32	68
Conservative	78	22
White	55	45
African- American	11	89
Hispanic	52	49
Under 55	42	58
Over 55	55	45
Married	59	41
Single	33	68
Men	54	46
Women	42	58
Live in Urban Area	39	61
Live in Suburban Area	50	50
Live in Rural Area	55	45

# Job Rating: Donald Trump handling the Coronavirus

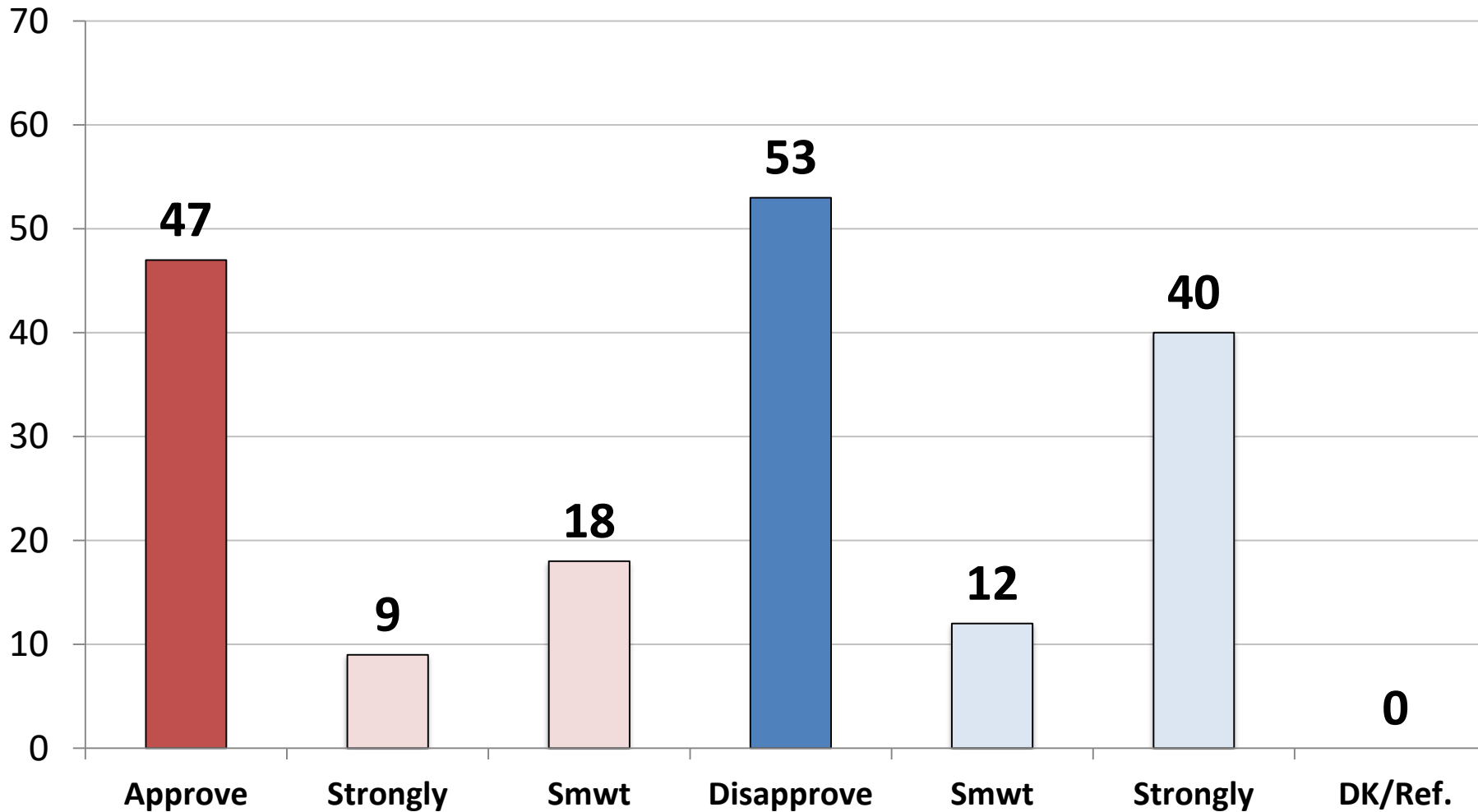
*Time Series*





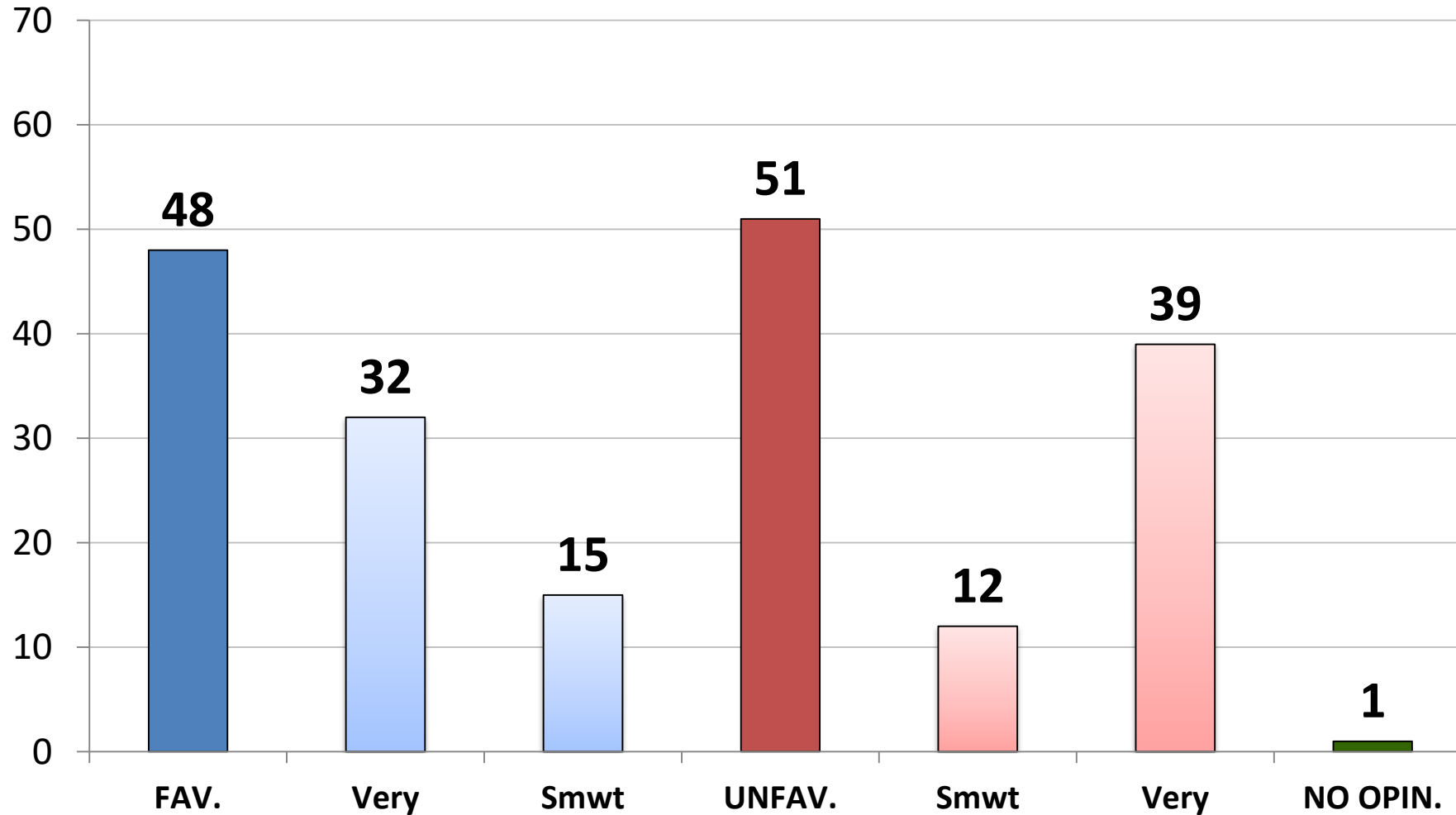
# Job Rating:

## *Donald Trump handling the Coronavirus*



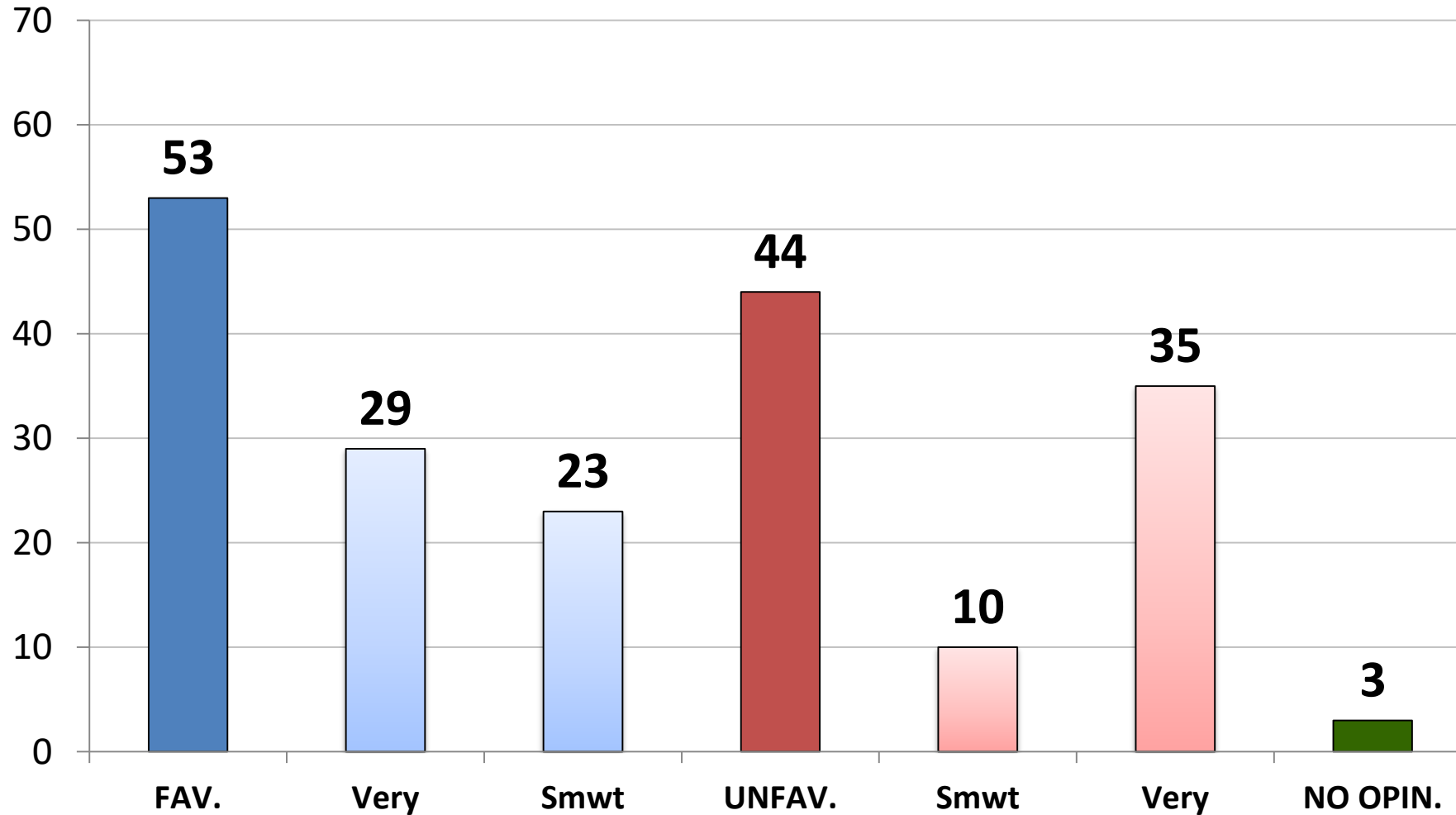
	App.	Disapp.
East	38	62
Midwest	51	50
South	48	51
West	49	51
Vote Trump	85	15
Vote Biden	13	86
Vote Cong. – GOP	83	17
Vote Cong. – DEM	13	87
Vote Cong. – UND	27	73
Republican	82	18
Democrat	20	80
Independent	38	62
Liberal	29	71
Moderate	30	69
Conservative	77	23
White	54	46
African- American	10	89
Hispanic	55	44
Under 55	42	58
Over 55	54	45
Married	59	41
Single	32	67
Men	54	46
Women	41	58
Live in Urban Area	41	59
Live in Suburban Area	49	51
Live in Rural Area	53	47

# Opinion: *Donald Trump*



	Fav.	Unfav.
East	42	57
Midwest	49	48
South	49	50
West	47	52
Vote Trump	88	11
Vote Biden	11	88
Vote Cong. – GOP	84	16
Vote Cong. – DEM	11	86
Vote Cong. – UND	35	64
Republican	86	14
Democrat	17	81
Independent	39	60
Liberal	26	72
Moderate	31	66
Conservative	79	21
White	55	44
African- American	10	87
Hispanic	51	47
Under 55	41	57
Over 55	56	43
Married	59	40
Single	32	66
Men	55	45
Women	41	57
Live in Urban Area	38	60
Live in Suburban Area	51	48
Live in Rural Area	55	44

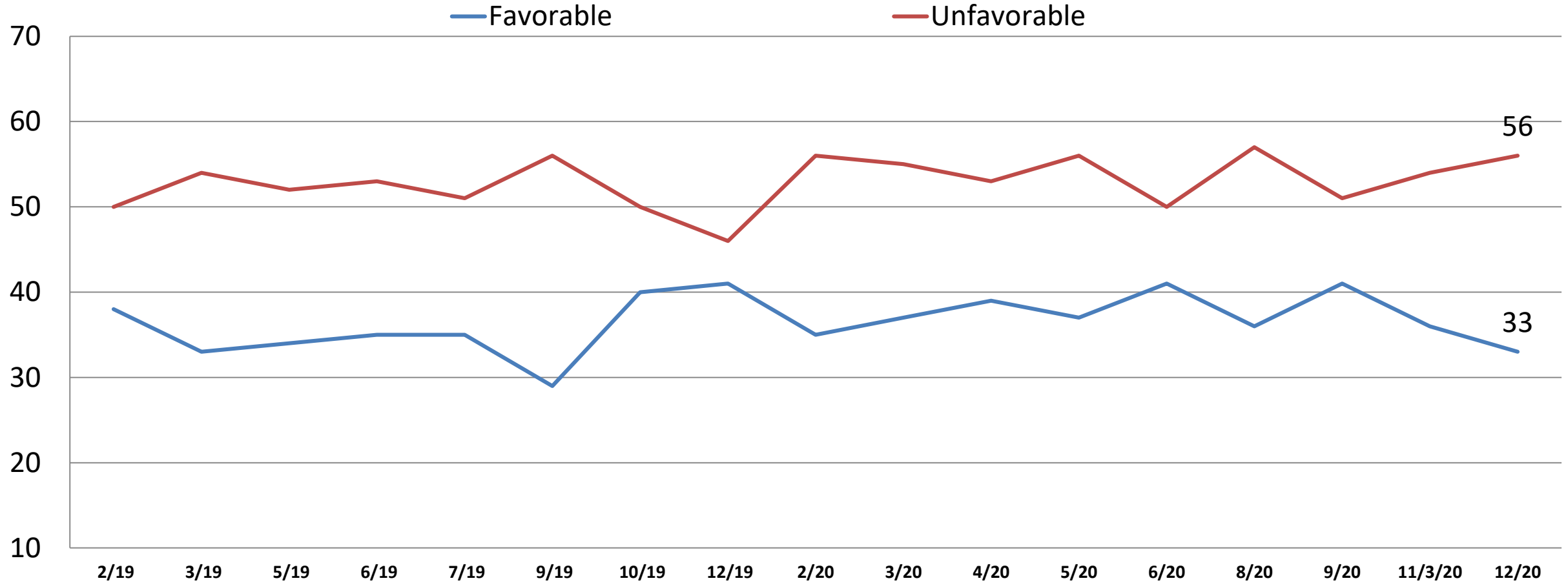
# Opinion: *Joe Biden*



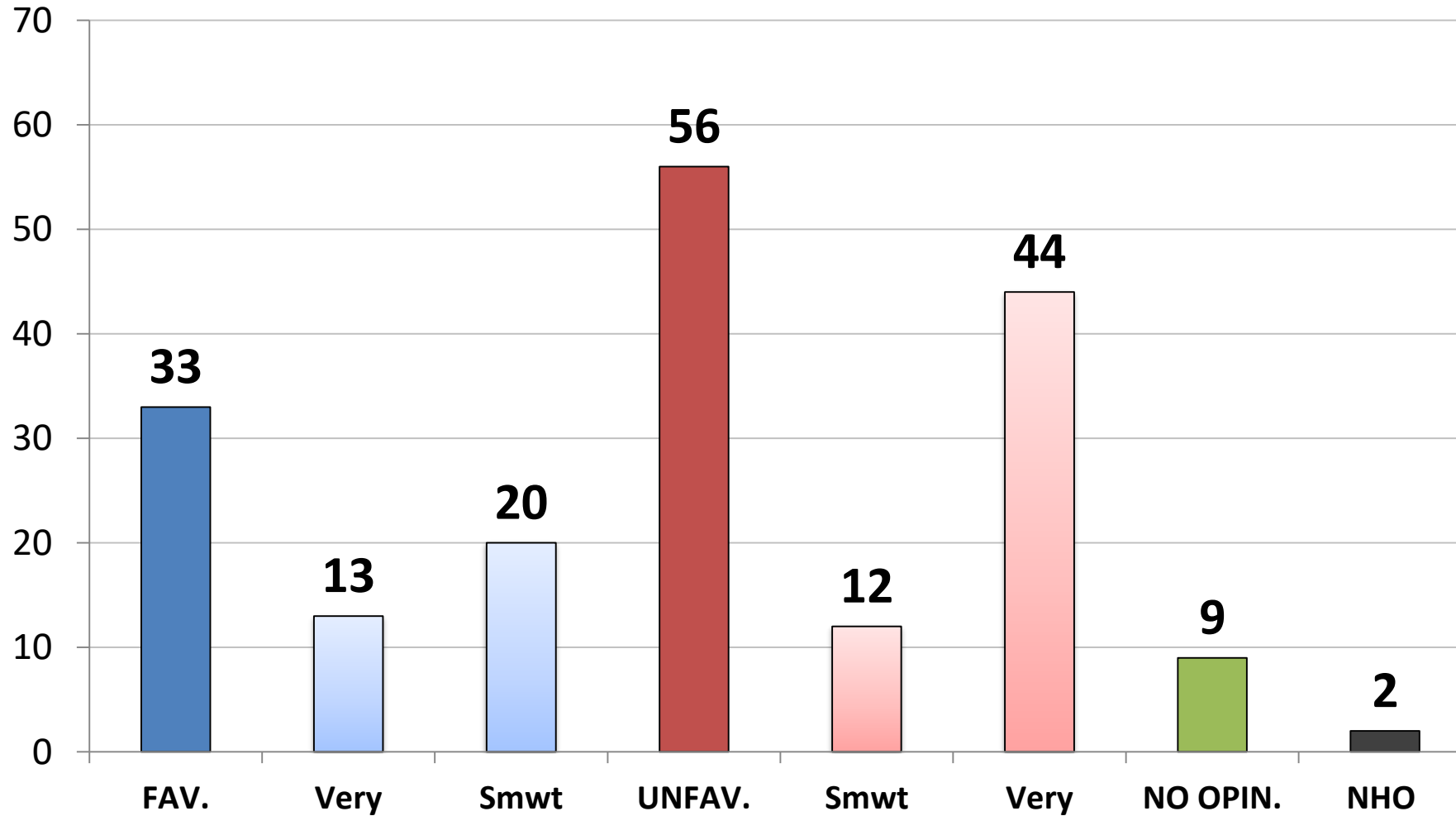
	Fav.	Unfav.
East	53	45
Midwest	50	45
South	52	46
West	56	40
Vote Trump	14	83
Vote Biden	90	8
Vote Cong. – GOP	18	81
Vote Cong. – DEM	90	8
Vote Cong. – UND	48	38
Republican	17	81
Democrat	91	6
Independent	48	48
Liberal	85	13
Moderate	60	34
Conservative	20	79
White	42	55
African- American	92	6
Hispanic	66	31
Under 55	63	34
Over 55	39	59
Married	46	52
Single	63	34
Men	51	48
Women	55	41
Live in Urban Area	69	28
Live in Suburban Area	47	50
Live in Rural Area	40	58

# Opinion: Nancy Pelosi

*Time Series*



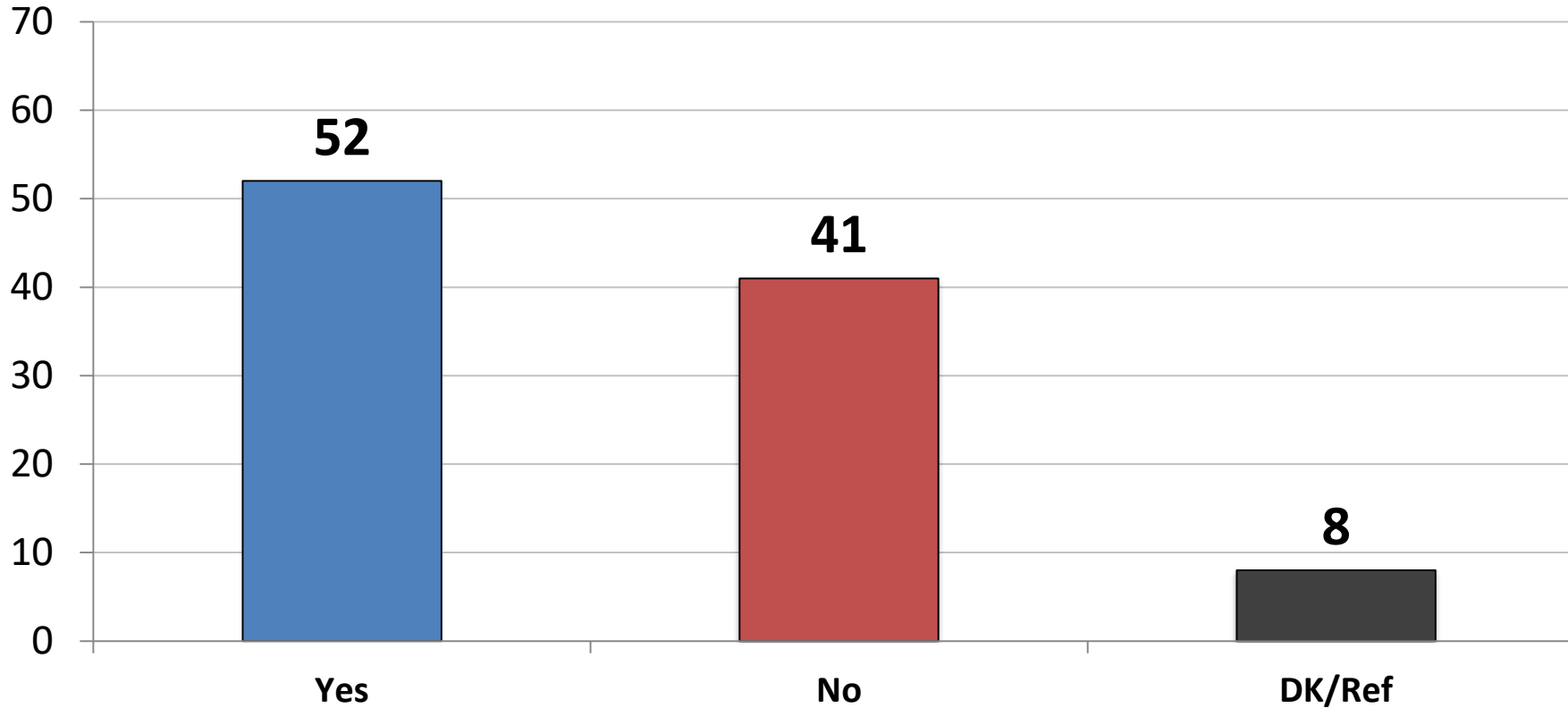
# Opinion: *Nancy Pelosi*



	Fav.	Unfav.
East	30	63
Midwest	27	58
South	36	54
West	37	52
Vote Trump	10	86
Vote Biden	55	29
Vote Cong. – GOP	12	85
Vote Cong. – DEM	57	27
Vote Cong. – UND	12	58
Republican	12	84
Democrat	60	21
Independent	25	68
Liberal	60	24
Moderate	34	53
Conservative	11	85
White	25	68
African- American	59	20
Hispanic	49	37
Under 55	39	46
Over 55	25	71
Married	32	62
Single	33	50
Men	35	58
Women	31	55
Live in Urban Area	46	41
Live in Suburban Area	29	61
Live in Rural Area	22	71

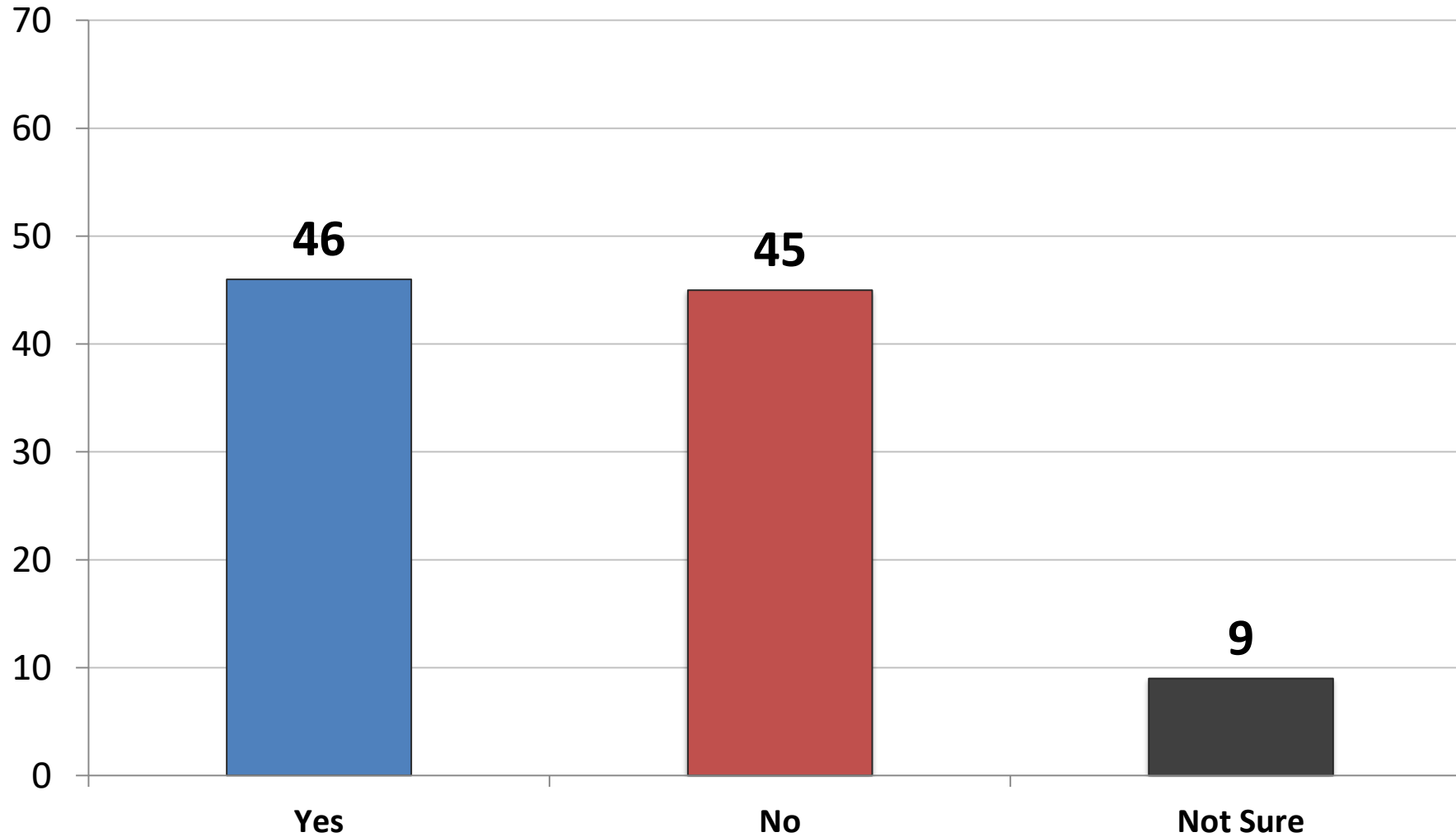
# Should President Trump continue to fight to change Washington?

	7/19	10/19	12/19	2/20	3/20	4/20	5/20	6/20	8/20	9/20	12/20
Yes	51	49	50	53	56	51	52	54	53	52	52
No	38	38	39	37	32	38	37	37	38	38	41



	Yes	No
East	49	41
Midwest	53	40
South	54	40
West	48	44
Vote Trump	90	7
Vote Biden	17	72
Vote Cong. – GOP	87	10
Vote Cong. – DEM	17	72
Vote Cong. – UND	36	48
Republican	83	13
Democrat	23	66
Independent	48	44
Liberal	29	62
Moderate	38	53
Conservative	82	13
White	59	34
African- American	19	72
Hispanic	53	38
Under 55	46	45
Over 55	59	35
Married	63	31
Single	37	53
Men	59	37
Women	45	45
Live in Urban Area	45	46
Live in Suburban Area	54	40
Live in Rural Area	57	35

*Do you believe there was election and voter fraud in the Presidential election between Joe Biden and Donald Trump back in November?*



	Yes	No
East	43	45
Midwest	47	43
South	49	44
West	43	46
Vote Trump	80	10
Vote Biden	16	76
Vote Cong. – GOP	78	14
Vote Cong. – DEM	16	76
Vote Cong. – UND	26	51
Republican	75	15
Democrat	22	69
Independent	41	51
Liberal	29	64
Moderate	30	57
Conservative	74	19
White	53	37
African- American	12	78
Hispanic	50	42
Under 55	43	47
Over 55	50	42
Married	59	33
Single	31	57
Men	55	36
Women	38	53
Live in Urban Area	40	50
Live in Suburban Area	46	44
Live in Rural Area	55	38

All things being equal, do you prefer:

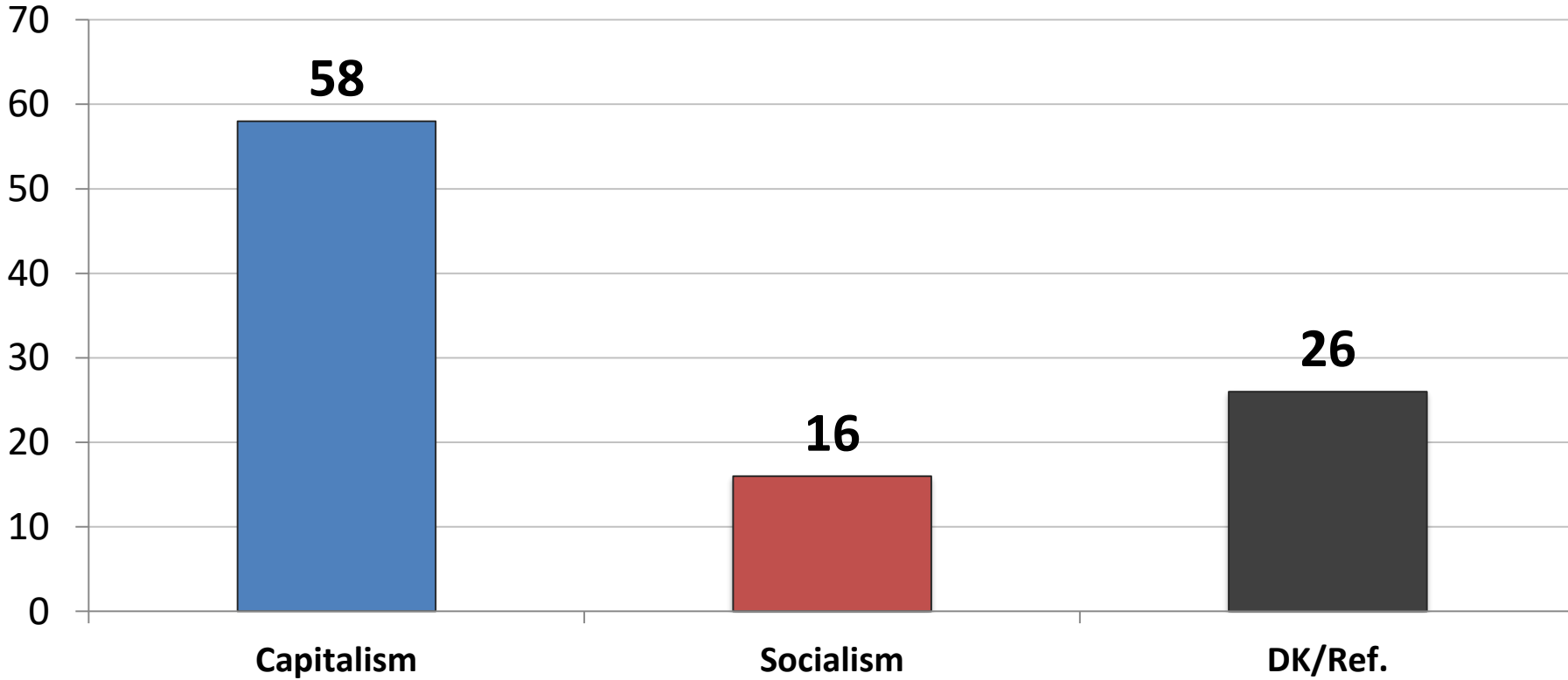
1. *Free Market Capitalism*

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	11/3/20	12/20
Capitalism	63	60	61	63	60	61	62	59	61	62	59	60	76	58
Socialism	14	14	15	14	16	12	13	17	16	15	17	18	24	16

	<u>C</u>	<u>S</u>
East	62	15
Midwest	54	17
South	57	17
West	60	16
Vote Trump	77	7
Vote Biden	40	25
Vote Cong. – GOP	79	7
Vote Cong. – DEM	39	27
Vote Cong. – UND	31	3
Republican	75	9
Democrat	38	30
Independent	62	7
Liberal	42	32
Moderate	48	12
Conservative	79	7
White	63	15
African- American	34	16
Hispanic	55	26
Under 55	49	24
Over 55	69	6
Married	63	17
Single	49	20
Men	70	19
Women	46	14
Live in Urban Area	52	26
Live in Suburban Area	59	12
Live in Rural Area	63	9



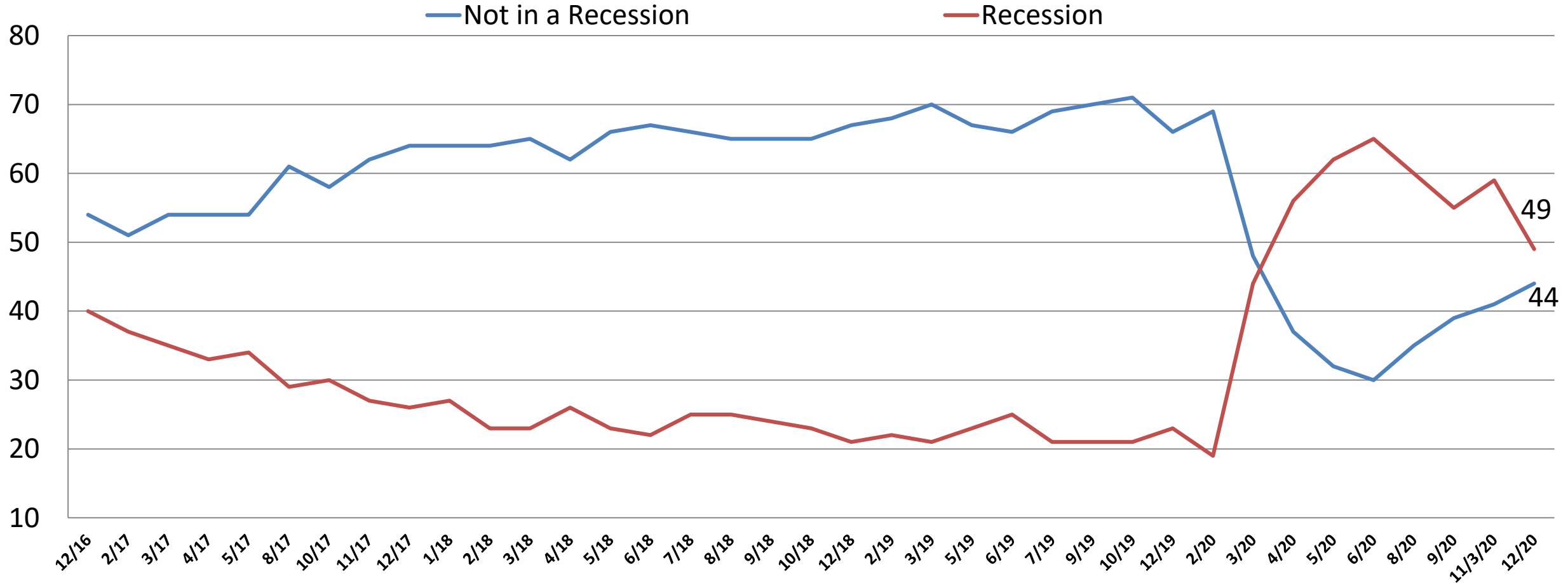


# Now, from the following list, which issue is personally most important to you?

	4/20	5/20	6/20	8/20	9/20	12/20	Rep	Dem	Ind	Lib	Mod	Cons	Under 55	Over 55	Men	Women
<b>SOCIAL</b>	<b>18</b>	<b>20</b>	<b>30</b>	<b>23</b>	<b>27</b>	<b>22</b>	<b>14</b>	<b>32</b>	<b>18</b>	<b>35</b>	<b>21</b>	<b>12</b>	<b>28</b>	<b>13</b>	<b>21</b>	<b>22</b>
Reforming Health care	7	7	7	6	7	7	4	10	8	12	6	5	10	3	7	7
Improve Race Relations	*	*	8	7	6	5	2	10	2	8	6	1	6	3	5	5
Protect Medicare	4	4	5	5	6	4	4	3	4	3	4	4	2	6	3	4
Reduce Climate Change	4	6	5	4	5	3	2	5	3	8	3	1	5	2	3	4
Improving Education	3	4	5	4	3	3	2	4	2	5	2	1	4	0.4	3	2
<b>CORONAVIRUS</b>	<b>41</b>	<b>31</b>	<b>24</b>	<b>30</b>	<b>25</b>	<b>30</b>	<b>21</b>	<b>37</b>	<b>31</b>	<b>35</b>	<b>34</b>	<b>22</b>	<b>27</b>	<b>33</b>	<b>24</b>	<b>35</b>
Stop Spread	22	15	13	17	17	21	13	27	23	25	26	13	20	23	15	26
Create Vaccine	19	17	12	13	8	9	8	10	9	9	9	9	8	11	9	9
<b>ECONOMIC</b>	<b>26</b>	<b>31</b>	<b>22</b>	<b>23</b>	<b>22</b>	<b>26</b>	<b>36</b>	<b>17</b>	<b>23</b>	<b>17</b>	<b>20</b>	<b>37</b>	<b>27</b>	<b>24</b>	<b>31</b>	<b>20</b>
Reopening the Economy	11	16	11	13	10	12	20	6	11	8	7	20	13	12	14	11
Create Jobs	5	7	8	7	9	9	13	7	6	7	8	11	10	7	11	7
Reduce Gov't Waste	4	3	4	3	3	4	4	3	6	3	5	6	4	6	6	3
Manufacturing Return	3	3	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Fix Infrastructure	3	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<b>SECURITY</b>	<b>6</b>	<b>5</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>8</b>	<b>11</b>	<b>7</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>10</b>
Restore Law & Order	*	*	5	5	6	5	6	3	5	2	4	7	4	6	5	4
National Security/Terrorism	3	3	3	4	4	3	5	3	3	2	3	5	3	4	4	3
Fix Immigration	3	2	3	2	2	3	4	2	3	2	3	3	3	2	3	3
<b>HONESTY/INTEGRITY/D.C.</b>	<b>8</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>5</b>	<b>15</b>	<b>5</b>	<b>12</b>	<b>14</b>	<b>6</b>	<b>16</b>	<b>10</b>	<b>10</b>
DK/Refused	2	1	2	2	3	2	2	2	2	2	3	1	3	1	1	3

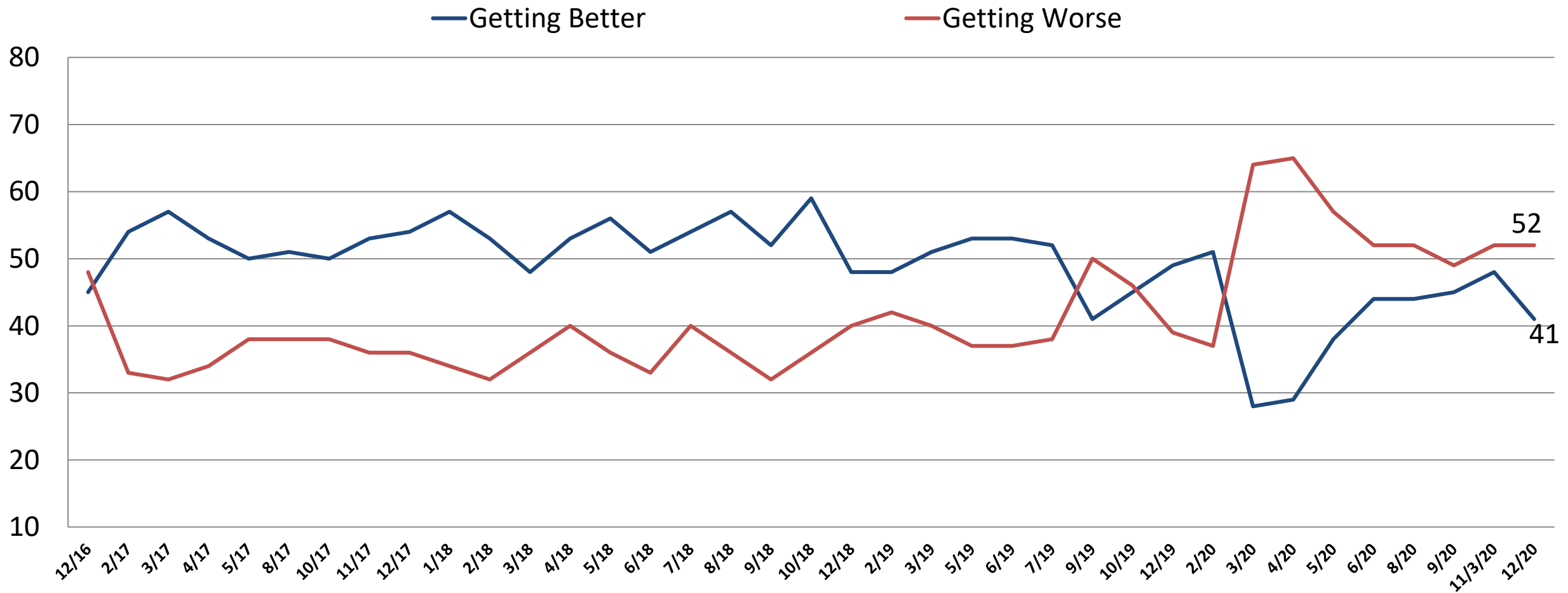
# Current Opinion of the U.S. Economy

## *Time Series*



# Current Opinion of the U.S. Economy

## *Time Series*



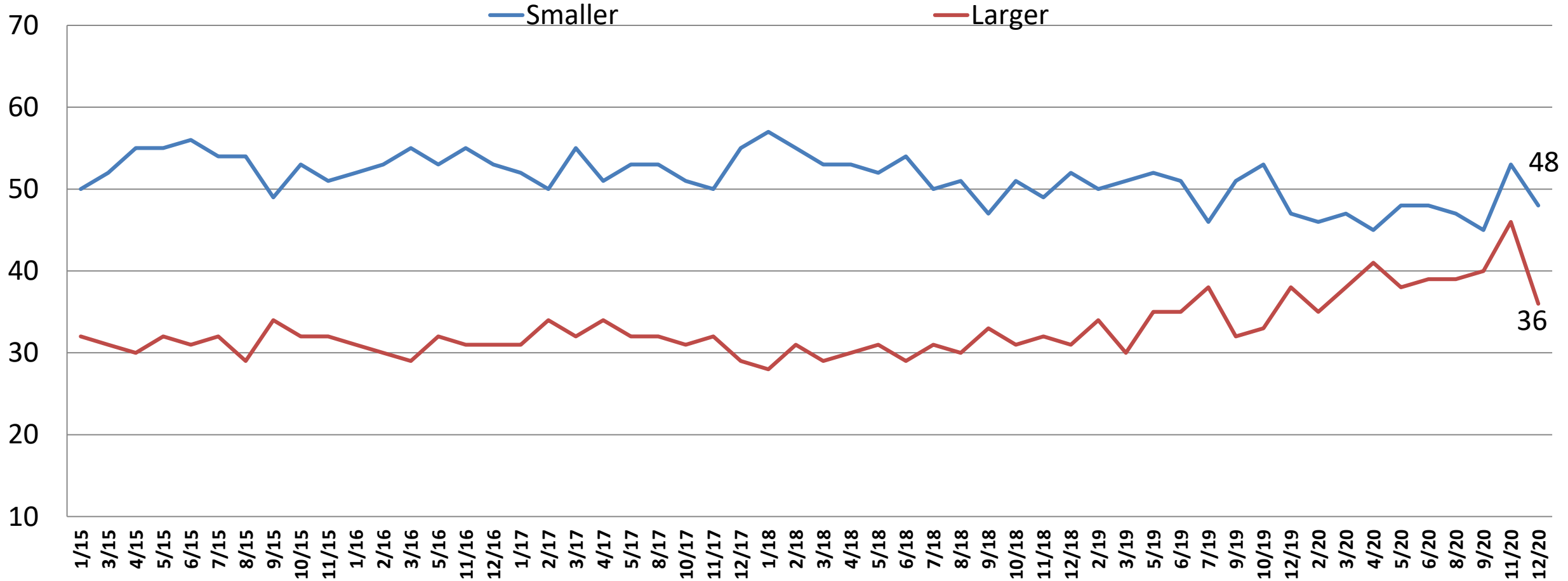
# Current Opinion of the U.S. Economy

## *Time Series*

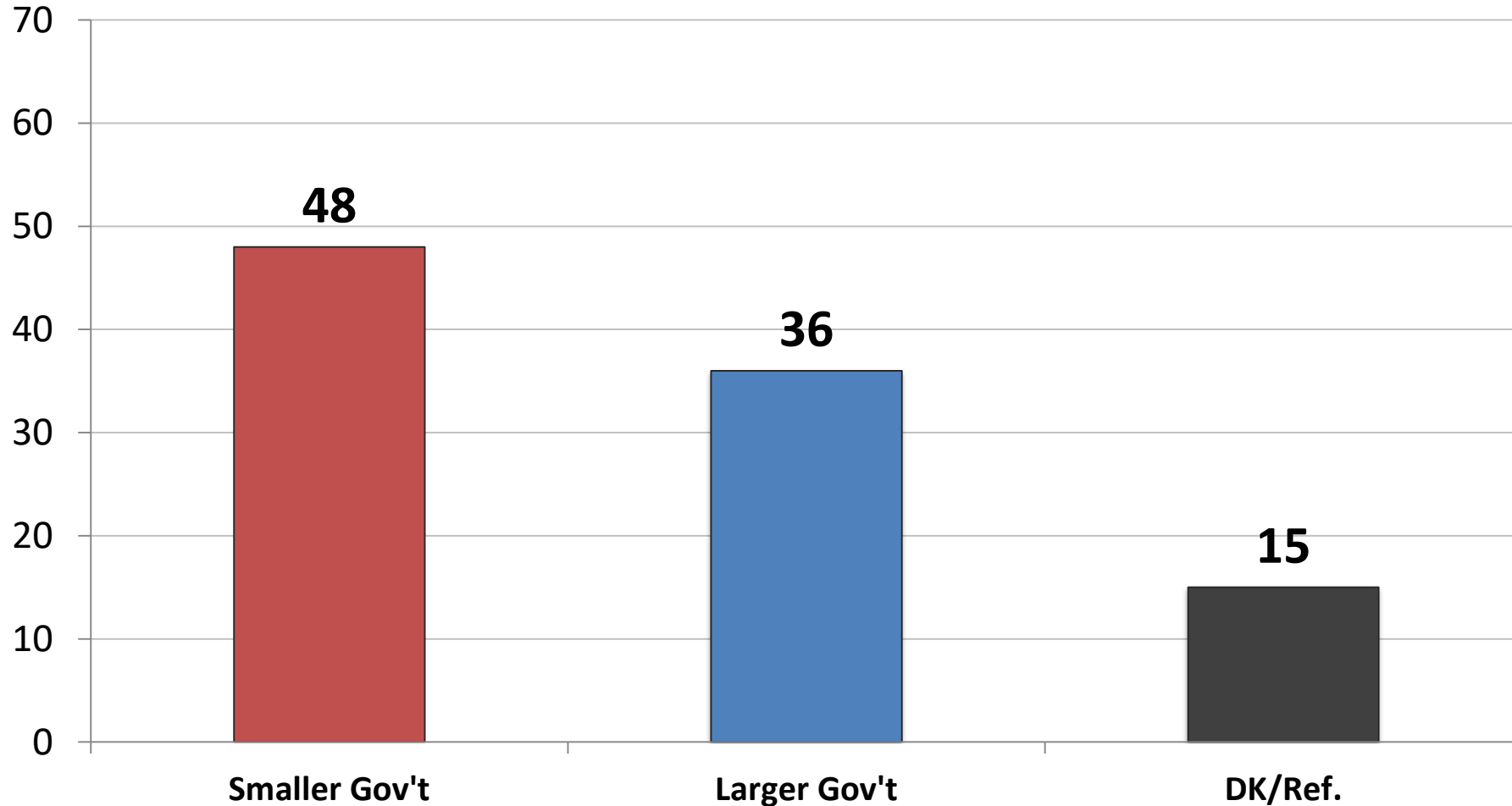
	<u>9/19</u>	<u>10/19</u>	<u>12/19</u>	<u>2/20</u>	<u>3/20</u>	<u>4/20</u>	<u>5/20</u>	<u>6/20</u>	<u>8/20</u>	<u>9/20</u>	<u>11/3/20</u>	<u>12/20</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Con</u>	<u>Under 55</u>	<u>Over 55</u>	<u>Men</u>	<u>Women</u>
NOT RECESSION	70	71	66	69	48	37	32	30	35	39	41	44	53	39	38	42	36	51	39	50	53	35
Getting Better	33	36	38	43	17	14	12	16	18	21	20	23	34	16	17	23	12	32	20	27	31	15
Getting Worse	37	35	28	27	30	24	20	15	17	18	21	21	19	22	21	19	24	19	19	22	22	20
RECESSION	21	21	23	19	44	56	62	65	60	55	59	49	40	56	52	52	55	41	54	42	42	55
Getting Better	8	9	12	9	11	15	25	29	26	25	28	18	20	16	18	14	20	19	18	18	20	16
Getting Worse	14	11	11	11	34	41	37	37	34	31	31	31	21	39	34	38	35	22	36	25	22	39
D.K./REFUSED	9	9	12	12	9	7	6	4	5	6	0	8	7	6	10	5	9	8	7	8	5	10
GETTING BETTER	41	45	49	52	28	29	38	44	44	45	48	41	54	33	35	38	31	52	38	45	51	32
GETTING WORSE	50	46	39	39	64	65	57	52	52	49	52	52	39	61	55	57	60	40	55	47	44	59
D.K./REFUSED	9	9	12	12	9	7	6	4	5	6	0	8	7	6	10	5	9	8	7	8	5	10
Net Diff.	-10	-0.6	10	13	-36	-37	-19	-7.7	-25	-3.5	-3	-11	14.1	-29	-20	-19	-28	11.2	-17	-2.2	6.9	-27

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

## Time Series

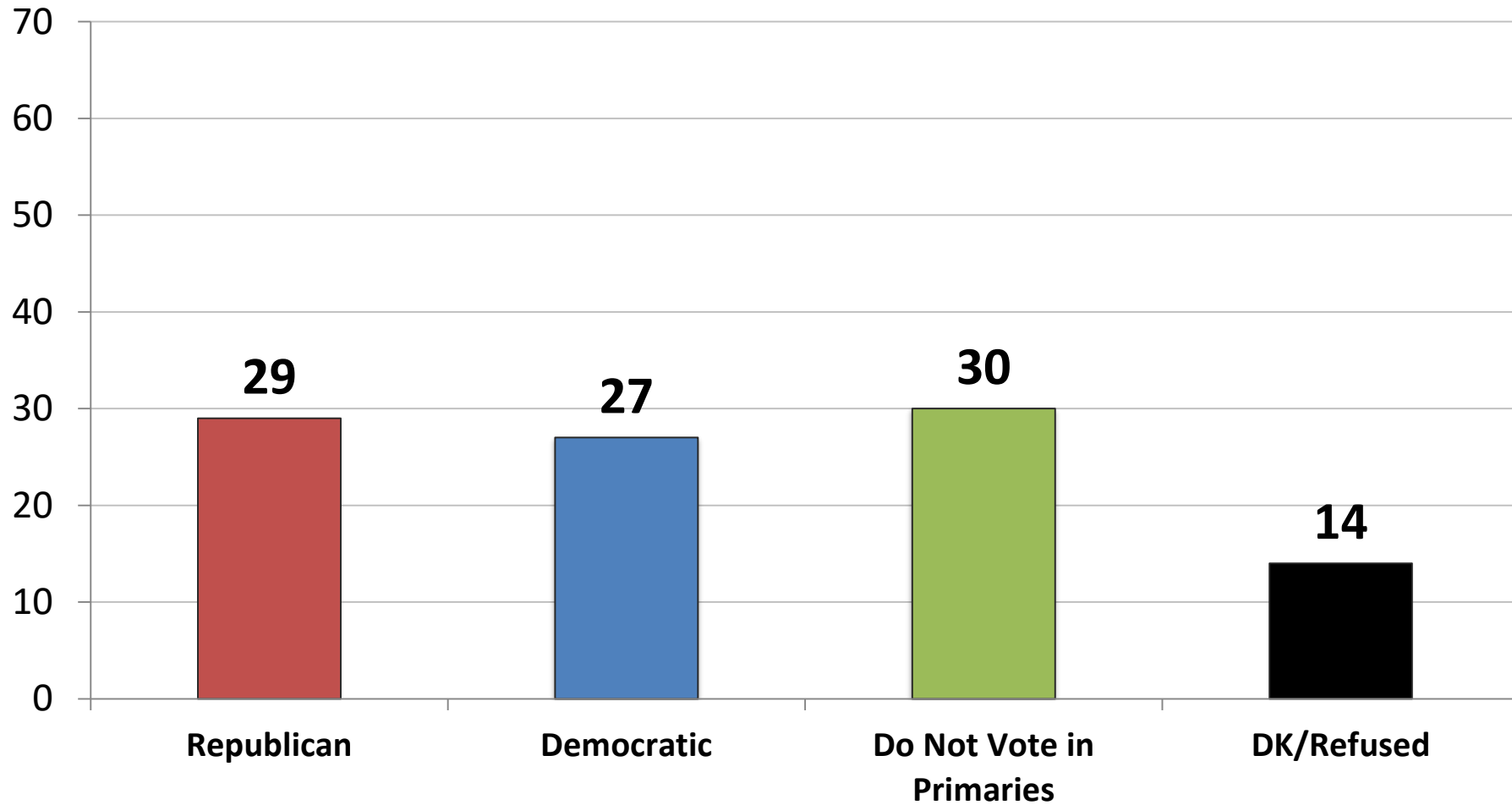


Would you say you most favor a smaller government with fewer services or a larger government with many services?



	<u>Smaller</u>	<u>Larger</u>
East	50	35
Midwest	47	36
South	50	36
West	46	39
Vote Trump	72	16
Vote Biden	27	55
Vote Cong. – GOP	72	17
Vote Cong. – DEM	26	58
Vote Cong.– UND	34	23
Republican	70	19
Democrat	28	58
Independent	48	30
Liberal	28	59
Moderate	41	36
Conservative	71	19
White	54	31
African- American	33	46
Hispanic	44	46
Under 55	41	45
Over 55	58	25
Married	53	34
Single	41	43
Men	58	35
Women	39	37
Live in Urban Area	41	48
Live in Suburban Area	50	32
Live in Rural Area	57	27

**INDEPENDENTS ONLY: Thinking ahead to the 2024 primary election for President, in which party's primary are you more likely to vote – the Republican primary or the Democratic primary**



	<u>GOP</u>	<u>DEM</u>
East	25	27
Midwest	31	25
South	26	23
West	36	35
Vote Trump	55	4
Vote Biden	4	50
Vote Cong. – GOP	61	9
Vote Cong. – DEM	2	57
Vote Cong. – UND	11	6
Republican	-	-
Democrat	-	-
Independent	29	27
Liberal	10	52
Moderate	25	30
Conservative	51	5
White	28	27
African- American	19	36
Hispanic	40	31
Under 55	30	33
Over 55	28	22
Married	30	16
Single	27	47
Men	36	29
Women	24	26
Live in Urban Area	33	36
Live in Suburban Area	24	27
Live in Rural Area	35	20

**Thinking ahead to the 2024 Democratic primary election for President, if that election were held today among the following candidates, for whom would you vote?  
(Democrat Primary Voters)**

<b>(11/20: N=445) (12/20: N=443)</b>	<b>11/20</b>	<b>12/20</b>
Kamala Harris	29	25
Michelle Obama	23	29
Pete Buttigieg	6	5
Alexandria Ocasio-Cortez	6	7
Andrew Cuomo	5	5
Cory Booker	2	3
Amy Klobuchar	2	2
John Hickenlooper	1	3
Deval Patrick	1	1
Kirsten Gillibrand	1	1
Tim Kaine	1	2
Ilhan Omar	1	1
Undecided	23	18

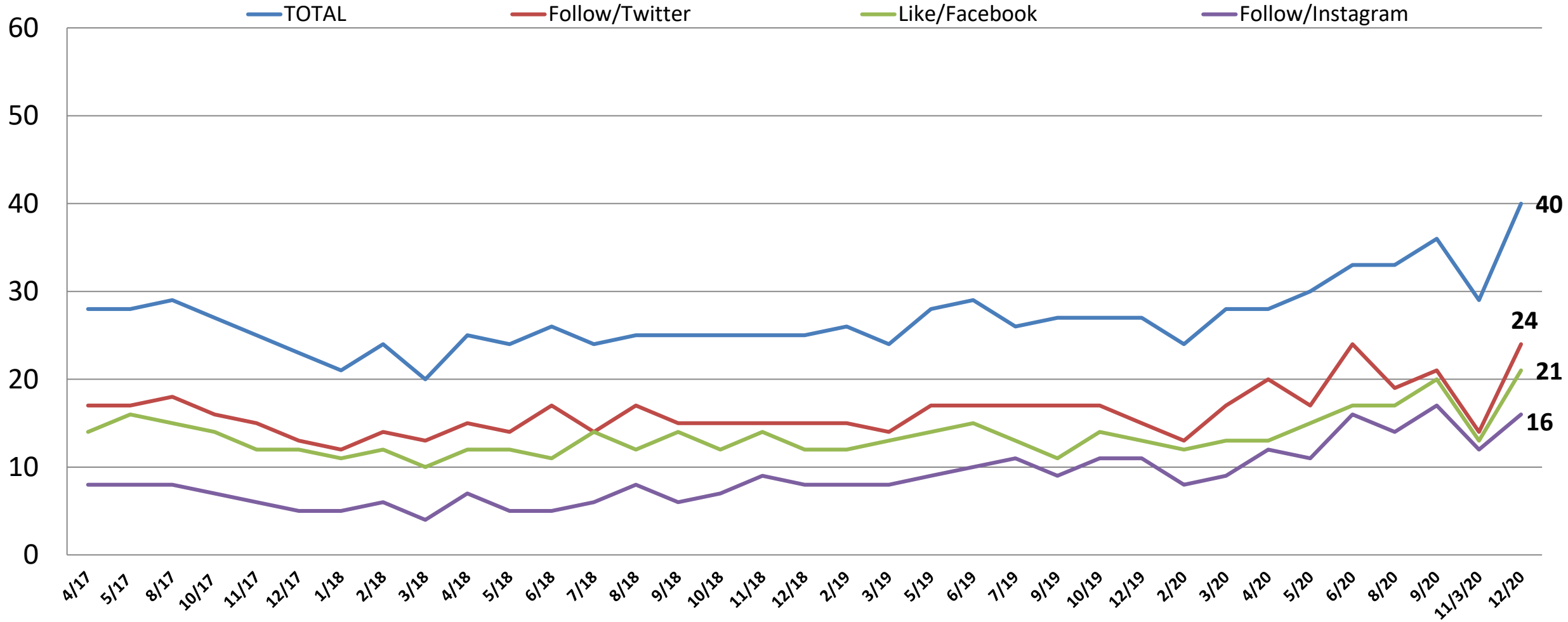


**Thinking ahead to the 2024 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote?  
(Republican Primary Voters)**

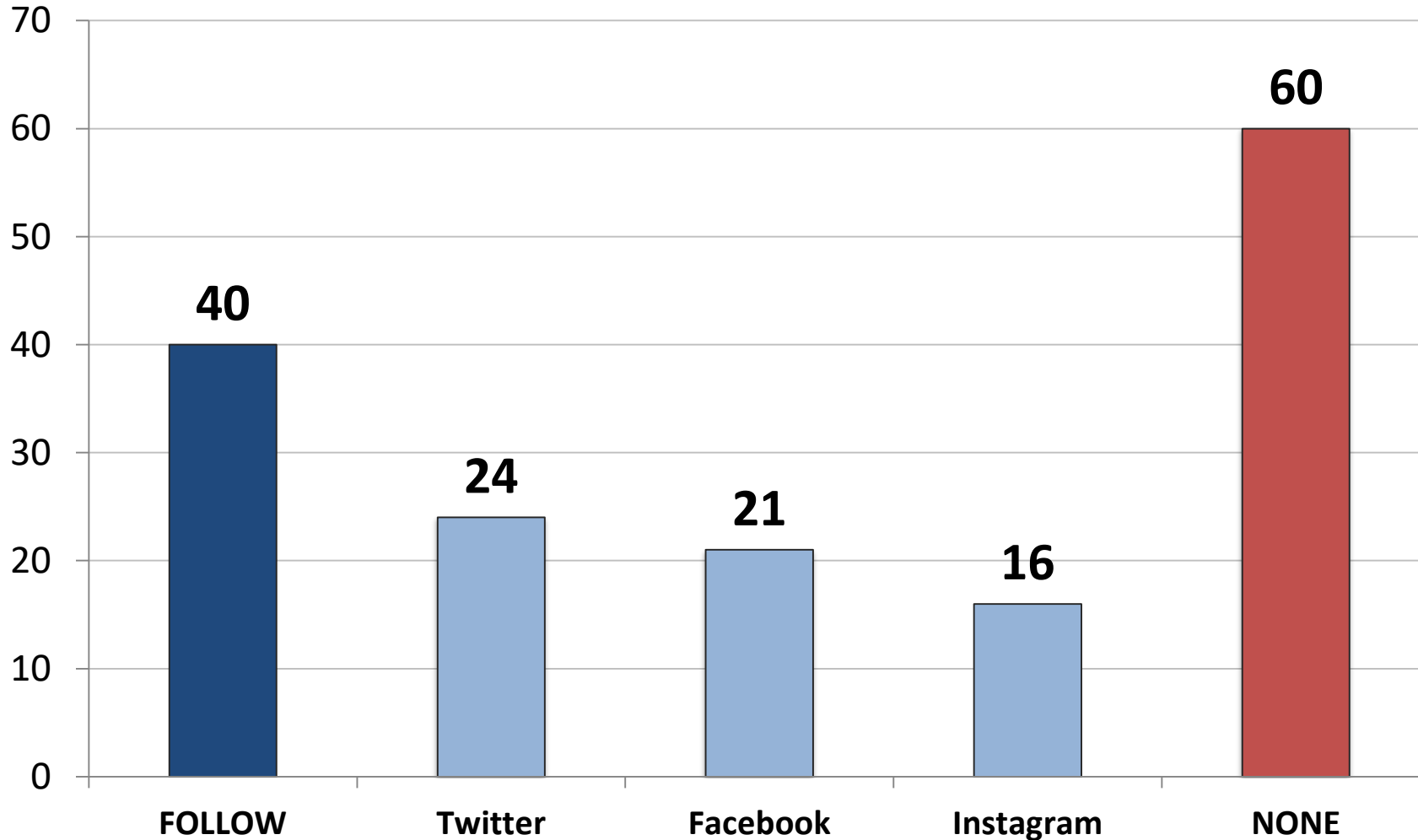
<b>(11/20: N=442) (12/20: N=438)</b>	<b>11/20</b>	<b>12/20</b>
Donald Trump	53	56
Mike Pence	9	11
Ted Cruz	4	5
Nikki Haley	4	3
Mitt Romney	4	4
John Kasich	3	2
Marco Rubio	2	1
Ron DeSantis	2	1
Rick Scott	1	0
Tom Cotton	1	1
Tucker Carlson	1	3
Kristi Noem	1	2
Tim Scott	1	1
Mike Pompeo	1	1
Undecided	15	10

# 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?



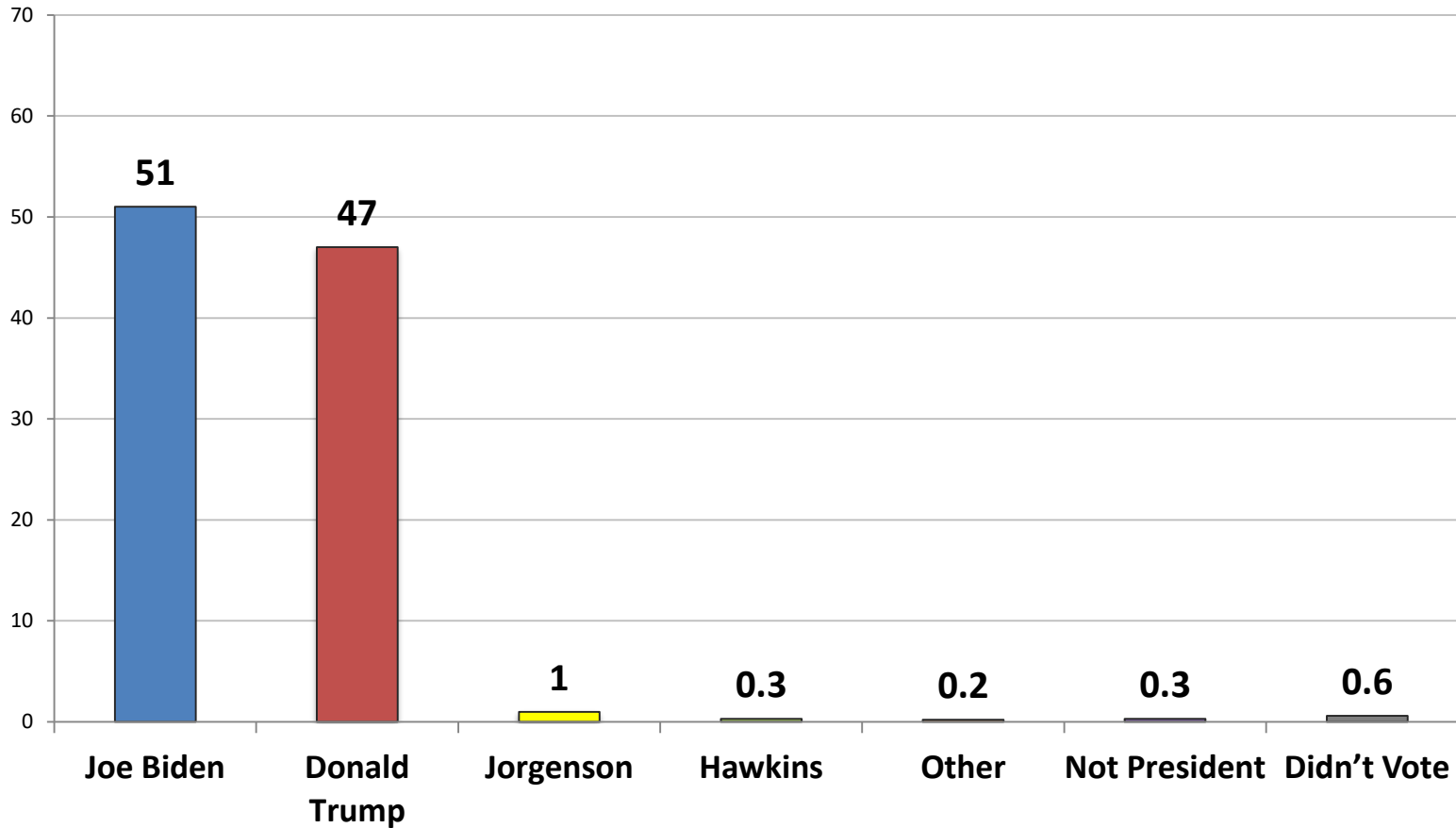
	Follow	None
East	34	66
Midwest	37	63
South	45	55
West	40	60
Vote Trump	48	52
Vote Biden	33	67
Vote Cong. – GOP	51	49
Vote Cong. – DEM	33	67
Vote Cong. – UND	10	90
Republican	51	49
Democrat	42	58
Independent	22	78
Liberal	45	55
Moderate	27	73
Conservative	49	52
White	40	60
African- American	23	77
Hispanic	66	34
Under 55	51	49
Over 55	25	75
Married	47	53
Single	38	62
Men	49	51
Women	32	68
Live in Urban Area	51	49
Live in Suburban Area	35	65
Live in Rural Area	35	65

# 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>Under 55</u>	<u>Over 55</u>	<u>Men</u>	<u>Women</u>
<b>Facebook</b>	80	79	82	79	79	83	79	83	76	74	86
<b>YouTube</b>	62	59	72	51	72	54	60	73	46	61	63
<b>Instagram</b>	48	38	64	38	63	44	38	65	23	45	50
<b>Twitter</b>	42	36	52	35	56	35	37	56	22	47	37
<b>Pinterest</b>	29	30	26	30	28	30	28	31	25	16	40
<b>Linked-In</b>	27	23	29	28	32	25	23	33	18	31	23
<b>Snapchat</b>	23	20	33	15	33	21	18	34	9	19	27
<b>TikTok</b>	19	15	26	14	27	20	12	27	7	15	23
<b>WhatsApp</b>	16	12	26	10	26	14	11	24	6	21	12
<b>Reddit</b>	16	11	21	15	23	16	10	23	5	16	15
<b>Tumblr</b>	9	5	12	9	15	8	4	14	2	8	9
<b>Other</b>	2	2	1	3	1	1	3	1	3	2	2
<b>None</b>	6	6	3	8	3	6	7	2	11	7	5

# Who did you vote for President?

	11/3/20	11/24/20	12/20
Trump	48	47	47
Biden	50	51	51



	Biden	Trump
East	50	50
Midwest	48	50
South	47	51
West	43	54
Vote Trump	100	0
Vote Biden	0	100
Vote Cong. – GOP	88	10
Vote Cong. – DEM	5	94
Vote Cong. – UND	42	47
Republican	90	9
Democrat	5	94
Independent	48	48
Liberal	15	84
Moderate	37	60
Conservative	82	17
White	59	40
African- American	6	92
Hispanic	36	61
Under 55	37	61
Over 55	61	37
Married	56	42
Single	31	67
Men	50	48
Women	44	54
Live in Urban Area	32	66
Live in Suburban Area	52	46
Live in Rural Area	58	39

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

## Field Dates 12/9 – 12/13

Party	Total	Age	Total	Region	TOTAL
Republican	36	18-29	17	East	18
Democrat	37	30-40	16	Midwest	23
Independent	27	41-55	25	South	38
<u>Ideology</u>		56-65	20	West	22
Liberal	30	Over 65	22	<u>Area</u>	
Moderate	33	<u>Race</u>		Urban	33
Conservative	37	White	67	Suburban	46
<u>Voting Behavior</u>		African American	13	Rural	21
Always Vote	64	Hispanic	13		
Almost Always Vote	24	Asian	4		
Vote Most of the Time	12	<u>Gender</u>			
		Male	48		
		Female	52		



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