Op | Opinium

What people think,
feel and do

US Political Polling

Political polling update

Key findings
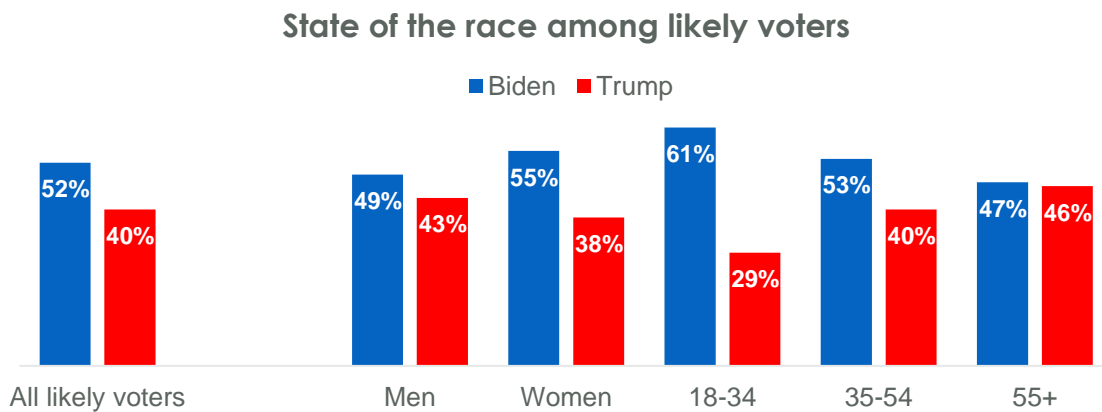
9 July 2020

In our first public poll of the presidential race in collaboration with Guardian US, Opinium surveyed 2,000 US adults 18+ between June 19th and 24rd. The survey was conducted online and weighted to represent the US adult population according to demographics, education and past voting behavior. Here's what we found—
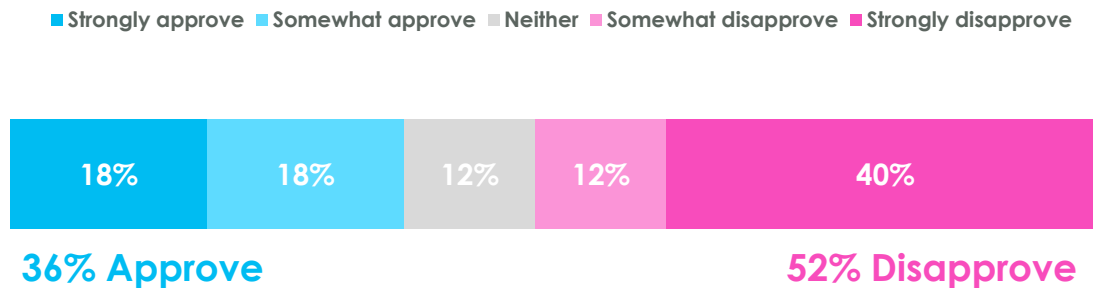
State of the race

Biden leads Trump by 12 among likely voters

Among those who are registered to vote and indicate that they are 10/10 certain to vote in November's election, former Vice President Joe Biden leads President Donald Trump by 52% to 40%.

State of the race among likely voters

■ Biden ■ Trump

	Biden	Trump
All likely voters	52%	40%
Men	49%	43%
Women	55%	38%
18-34	61%	29%
35-54	53%	40%
55+	47%	46%

52% of Americans disapprove of the job Donald Trump is doing as president while 36% approve.

To what extent do you approve or disapprove of the way Donald Trump is handling his job as President?

■ Strongly approve ■ Somewhat approve ■ Neither ■ Somewhat disapprove ■ Strongly disapprove

18%	18%	12%	12%	40%

36% Approve   **52% Disapprove**

In contrast to the gender gap in voting intention, men and women give Trump similar approval scores: 35% of women approve vs. 37% of men, 53% of women disapprove vs. 51% of men.
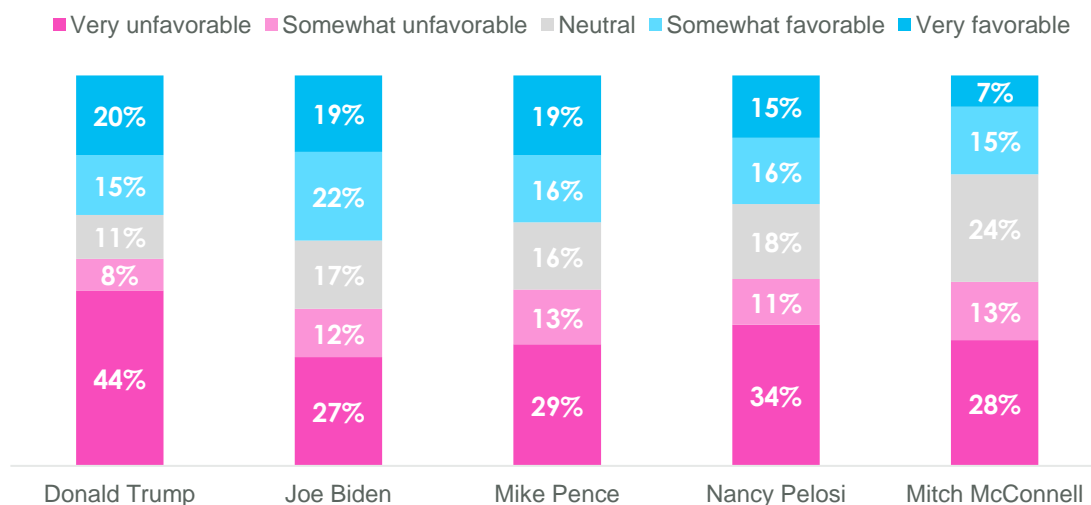
In contrast, approval of Joe Biden is more mixed. While being the presumptive Democratic nominee is not a "job" as such, we asked whether people approved or disapproved of how the former vice president is handling being the nominee. Overall 41% approved while 38% disapproved.

Biden also leads among those who dislike both candidates

The approval figures mirror the favorability scores each candidate has, with Biden viewed almost evenly (40% favorable vs. 38% unfavorable) and Trump's figures similar to his job approval (35% favorable, 51% unfavorable).

Views of Vice President Mike Pence are more mixed, as are views of the leaders of the House and Senate.

Favorability of key political leaders

Legend: Very unfavorable, Somewhat unfavorable, Neutral, Somewhat favorable, Very favorable

	Donald Trump	Joe Biden	Mike Pence	Nancy Pelosi	Mitch McConnell
Very favorable	20%	19%	19%	15%	7%
Somewhat favorable	15%	22%	16%	16%	15%
Neutral	11%	17%	16%	18%	24%
Somewhat unfavorable	8%	12%	13%	11%	13%
Very unfavorable	44%	27%	29%	34%	28%

However, the real purpose behind this question is to identify those who are unfavorable to both Trump and Biden. Among those with an unfavorable view of both candidates but are still 10/10 likely to vote in November, Biden leads Trump by 37% to 14% with 26% voting for third party candidates and 23% answering "don't know".

Democrats lead by 8 in generic ballot

47% of registered voters would vote for the Democratic candidate in their district if elections to the House of Representatives were held tomorrow while 39% would vote for the Republican.

By 3 to 1 Americans say the country is divided

70% say that the United States is either completely (21%) or mostly (49%) divided vs. 23% who believe the country is either mostly (20%) or completely (3%) united.
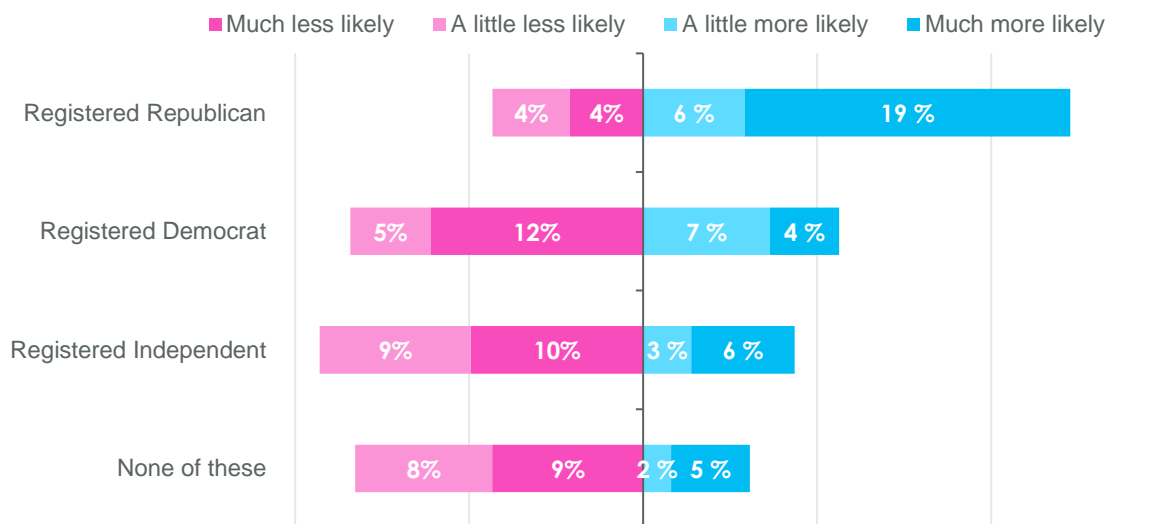
Majorities of both parties feel this way although the feeling is stronger among Democrats (79%) than Republicans (63%).

Bolton's book has further entrenched political division along party lines but has discouraged independents from voting for Trump

The book has made 25% of Registered Republicans *more* likely to vote for Trump and only 9% less likely to vote for him. On the other side of the aisle, the book has made 17% of Registered Democrats *less* likely to vote for Trump.

However, the majority of Americans have either not heard anything about John Bolton's book (17%) or say it has not changed their likelihood of voting for Donald Trump (54%).

Does Bolton's book make you more/less likely to vote for Donald Trump in the presidential eleciton?

■ Much less likely ■ A little less likely ■ A little more likely ■ Much more likely

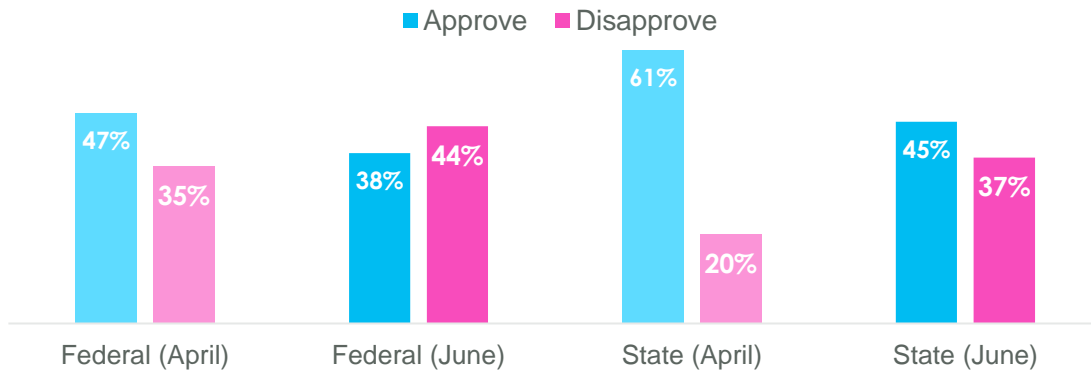|	Much less likely	A little less likely	A little more likely	Much more likely
Registered Republican	4%	4%	6%	19%
Registered Democrat	5%	12%	7%	4%
Registered Independent	9%	10%	3%	6%
None of these	8%	9%	2%	5%

Coronavirus update

Americans still rate their state's response higher than the federal government

Views of the federal response have turned negative since April and, while views of respondents' state governments' responses remain net positive, they have become significantly more negative in the intervening months.

Do you approve or disapprove of the federal government / your state government's response to the Coronavirus situation so far?

■ Approve ■ Disapprove

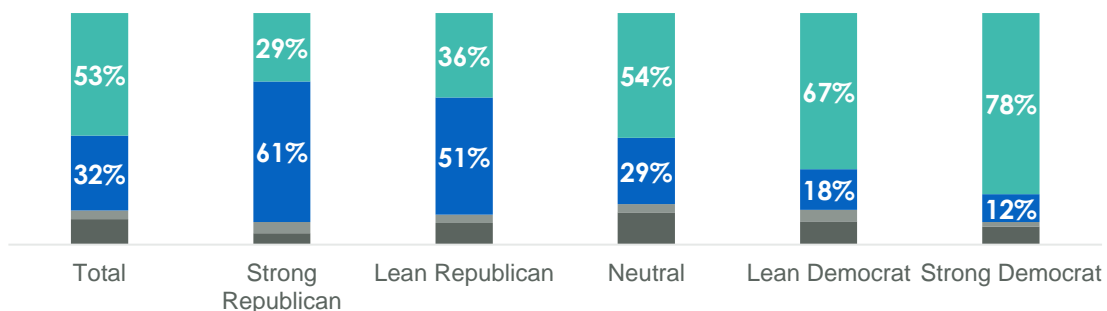|	Approve	Disapprove
Federal (April)	47%	35%
Federal (June)	38%	44%
State (April)	61%	20%
State (June)	45%	37%

Americans think combatting coronavirus should take priority over the economy

By 53% to 32% Americans say that the priority should be "Saving as many lives as possible from coronavirus regardless of the impact on the economy" over "Restoring jobs and getting the economy back up and running regardless of the risks from coronavirus".

While there are few gender and age differences, there are, as expected, strong partisan differences:

What should be the priority as states re-open?

■ Saving as many lives as possible from coronavirus regardless of the impact on the economy

■ Restoring jobs and getting the economy back up and running regardless of the risks from coronavirus

■ Other (please specify)

■ Don't know

	Total	Strong Republican	Lean Republican	Neutral	Lean Democrat	Strong Democrat
Saving lives	53%	29%	36%	54%	67%	78%
Restoring jobs	32%	61%	51%	29%	18%	12%

About Opinium

OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think**, **feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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