



LONG ISLAND UNIVERSITY

**STEVEN S. HORNSTEIN CENTER
FOR POLICY, POLLING, AND ANALYSIS**

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FOR RELEASE: SEPTEMBER 28, 2020

LONG ISLAND UNIVERSITY HORNSTEIN CENTER NATIONAL POLL: WHAT AMERICANS THINK BEFORE HIGHLY ANTICIPATED FIRST PRESIDENTIAL DEBATE

BROOKVILLE, NY, September 28, 2020 – Results of a breaking Long Island University Steven S. Hornstein Center for Policy, Polling and Analysis pre-debate national poll were announced on the eve of the first presidential debate for Election 2020.

HIGH VIEWERSHIP EXPECTED

National poll results found that 75 percent of Americans are following closely news about candidates for the 2020 presidential election. A high viewership is expected with 78 percent of Americans saying they plan to tune into watch President Donald Trump debate former Vice President Joe Biden on Tuesday, Sept. 29, 2020.

BIDEN IN THE LEAD:

BIDEN 48%; TRUMP 30%; UNDECIDED 10%; ANOTHER CANDIDATE 5%

The importance of presidential debates is widely known to influence voters. Before the presidential debates kick off on Tuesday evening, Americans were asked who they would vote for if the election were held today. Respondents said they would vote today for Biden (48 percent), Trump (30 percent), and another candidate (5 percent). An additional 10 percent of respondents said they were undecided and 6 percent said they wouldn't vote if the elections were held today. Respondents also believe that Biden will do a better job in the debate. Among respondents, 43 percent of Americans believe that Biden will do a better job in the debate, while 32 percent believe that Trump will have a stronger performance.

ECONOMY IS THE ONE ISSUE THAT MATTERS MOST FOR VOTERS

While a variety of reasons were mentioned, the one issue that mattered most on deciding how to vote among respondents was the economy (26 percent). Following close behind was racial inequality (13 percent), health care (11 percent), coronavirus (10 percent), and law and order (10 percent). Americans between the age of 30 and 60 and those with higher household income reported the economy at a higher rate as the most important issue than other demographics. Americans between the age of 18 and 29 reported racial inequality at double the rate of other age demographics (24 percent).

MINDS MADE UP

Among respondents, the majority of Americans (73 percent) say their mind is made up on their election vote, while 14 percent say they might change their minds and 13 percent say they aren't sure.

VOTER LIKELIHOOD

Among the respondents, 87 percent said they are likely to vote in the November elections (1,314 total likely voters).

IN-PERSON VOTING – METHOD OF CHOICE

Among the respondents, 47 percent of Americans said they plan to vote in person, 36 percent plan to mail in their ballot, and 17 percent said they still aren't sure. Americans over the age of 60 plan to mail in their ballot at a higher rate than other demographics.

METHODOLOGY

This Long Island University Steven S. Hornstein Center for Policy, Polling & Analysis online poll was conducted through SurveyMonkey from September 24-26, 2020 among a national sample of 1,508 adults ages 18 and up. Respondents for this survey were selected from the nearly three million people who take surveys on the SurveyMonkey platform each day. Data for this week have been weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States. The modeled error estimate for this survey is plus or minus 3.5 percentage points.

ABOUT THE LONG ISLAND UNIVERSITY STEVEN S. HORNSTEIN CENTER FOR POLICY, POLLING, AND ANALYSIS

The Long Island University Steven S. Hornstein Center for Policy, Polling, and Analysis conducts independent polling, empirical research, and analysis on a wide range of public issues. Our studies inform the public and policy makers about critical issues, attitudes, and trends shaping the world. Faculty and scholars from all schools of study at Long Island University participate in data collection and analysis. Visit liu.edu/Hornstein for more information and results from this national poll.

ABOUT LONG ISLAND UNIVERSITY

Long Island University, founded in 1926, continues to redefine higher education, providing high quality academic instruction by world-class faculty. Recognized by Forbes for its emphasis on experiential learning and by the Brookings Institution for its "value added" to student outcomes, LIU offers over 250 degree programs, with a network of 270,000 alumni that includes industry leaders and entrepreneurs across the globe. Visit liu.edu for more information.



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NATIONAL POLL
SEPTEMBER 24-26, 2020
1,508 RESPONDENTS
MODELED ERROR ESTIMATE +/- 3.5%

How closely have you been following news about candidates for the 2020 presidential election?

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME				
		Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Very closely	40%	44%	37%	27%	38%	42%	59%	38%	39%	44%	52%	53%
Fairly closely	35%	35%	35%	39%	37%	35%	27%	34%	36%	38%	34%	35%
Not too closely	18%	16%	19%	24%	19%	16%	9%	20%	17%	15%	9%	13%
Not at all closely	7%	5%	9%	11%	7%	6%	5%	8%	7%	3%	4%	0%

How much of the upcoming presidential debate do you plan to watch?

	TOTAL	GENDER		AGE				HOUSEHOLD INCOME				
		Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Plan to watch all	32%	34%	29%	23%	27%	33%	47%	30%	29%	38%	40%	45%
Plan to watch some	30%	30%	29%	34%	30%	29%	23%	27%	33%	31%	27%	33%
Plan to watch a little	16%	15%	16%	19%	18%	15%	9%	19%	13%	14%	12%	7%
No plan to watch	18%	17%	19%	17%	20%	19%	17%	18%	21%	13%	15%	15%
Don't know	5%	3%	7%	7%	5%	4%	5%	6%	3%	3%	6%	0%

Who do you think is likely to do a better job in the presidential debates?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Trump	32%	34%	30%	23%	27%	38%	38%	28%	35%	28%	42%	29%
Biden	43%	43%	43%	47%	44%	39%	45%	42%	42%	50%	45%	51%
No difference	11%	11%	11%	12%	15%	10%	6%	13%	9%	10%	7%	9%
No Opinion	15%	12%	16%	18%	14%	13%	12%	17%	14%	12%	6%	11%

If the election for president were being held today, for whom would you vote?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Trump	30%	31%	29%	21%	25%	36%	35%	28%	33%	25%	40%	27%
Biden	48%	48%	49%	54%	48%	44%	51%	48%	46%	56%	46%	58%
Another candidate	5%	6%	4%	8%	7%	4%	3%	5%	5%	5%	7%	2%
Wouldn't vote	6%	6%	6%	8%	8%	6%	3%	8%	6%	3%	1%	7%
Undecided	10%	9%	12%	10%	13%	11%	8%	11%	10%	10%	4%	5%

Is your mind made up, or do you think you might change your mind before the election?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Mind made up	73%	72%	73%	63%	68%	76%	86%	68%	75%	76%	85%	82%
Might change	14%	17%	12%	21%	17%	11%	8%	17%	13%	13%	12%	16%
Don't Know/No Answer	13%	11%	15%	16%	14%	13%	6%	16%	12%	11%	3%	2%

What one issue matters most to you in deciding how you vote for president?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Economy	26%	27%	25%	16%	27%	31%	26%	23%	27%	27%	36%	38%
Racial inequality	13%	12%	14%	24%	13%	10%	6%	14%	13%	13%	9%	15%
Law and order	10%	12%	8%	9%	8%	11%	10%	9%	12%	7%	6%	5%
Coronavirus	10%	10%	9%	9%	9%	10%	11%	11%	11%	10%	10%	4%
Foreign policy	2%	3%	1%	2%	2%	2%	2%	1%	2%	3%	3%	0%
Health care	11%	9%	12%	8%	11%	13%	12%	12%	9%	13%	12%	5%
Climate change	7%	6%	9%	11%	8%	4%	9%	6%	8%	7%	7%	11%
Immigration	2%	2%	3%	4%	3%	1%	2%	4%	2%	2%	0%	2%
Supreme Court	3%	3%	3%	3%	1%	3%	3%	2%	3%	5%	1%	5%
Education	2%	2%	2%	2%	4%	1%	1%	3%	1%	1%	1%	0%
Other	14%	14%	14%	11%	15%	13%	17%	15%	12%	13%	13%	15%

Thinking about how you feel about the 2020 presidential election and the next president, what is the importance of who wins to the future of our country?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Really matters who wins	78%	76%	79%	70%	76%	78%	91%	73%	79%	83%	88%	85%
Doesn't really matter who wins	12%	15%	9%	18%	14%	11%	4%	13%	14%	8%	4%	13%
Unsure/No answer	10%	9%	12%	13%	10%	11%	5%	14%	8%	8%	7%	2%

How likely are you to vote this November in the election?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Definitely will vote	74%	73%	76%	59%	71%	80%	90%	68%	77%	81%	87%	82%
Probably will vote	13%	15%	11%	22%	13%	10%	5%	16%	12%	12%	9%	7%
Probably will not vote	6%	6%	7%	10%	8%	5%	2%	8%	6%	4%	1%	4%
Definitely will not vote	7%	7%	6%	9%	9%	5%	3%	8%	5%	4%	3%	7%

Do you believe that all voters in the United States should be allowed to vote by mail in the presidential election in November due to the coronavirus pandemic?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Should be allowed	64%	62%	65%	65%	68%	60%	63%	63%	62%	70%	72%	69%
Don't think so	24%	26%	22%	19%	19%	27%	28%	22%	25%	21%	24%	25%
Unsure/No answer	13%	12%	13%	16%	13%	13%	9%	15%	13%	8%	4%	5%

Do you plan to vote in person or will you mail in your ballot?

	GENDER			AGE				HOUSEHOLD INCOME				
	TOTAL	Male	Female	18-29	30-44	45-60	60+	\$0-\$49,999	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Vote in person	47%	48%	45%	39%	46%	53%	45%	43%	49%	51%	49%	53%
Mail in ballot	36%	36%	37%	40%	36%	30%	44%	37%	35%	35%	43%	35%
Not sure	17%	16%	18%	21%	19%	16%	11%	20%	16%	14%	7%	13%

Nature of Sample:

AGE	Percentage
< 18	0%
18-29	24%
30-44	24%
45-60	36%
> 60	17%

GENDER	Percentage
Male	47%
Female	53%

HOUSEHOLD INCOME	Percentage
\$0-\$49,999	38%
\$50,000-\$99,999	32%
\$100,000-\$149,999	14%
\$150,000-\$199,999	4%
\$200,000+	4%
Prefer not to answer	8%

REGION	Percentage
New England	5%
Middle Atlantic	15%
East North Central	15%
West North Central	5%
South Atlantic	20%
East South Central	5%
West South Central	12%
Mountain	7%
Pacific	17%

DEVICE TYPE	Percentage
iOS Phone / Tablet	54%
Android Phone / Tablet	38%
Other Phone / Tablet	0%
Windows Desktop / Laptop	6%
MacOS Desktop / Laptop	1%
Other	1%