



PRRI July 2020 Survey
July 7, 2020 – July 12, 2020
N=1,000

Would you say your overall opinion of Donald Trump is very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

	<u>Very favorable</u>	<u>Mostly favorable</u>	<u>Mostly unfavorable</u>	<u>Very unfavorable</u>	<u>Have not heard of</u>	<u>Don't Know/Refused</u>
July 7-12	18	20	21	38	*	3=100
June 29-July 5	15	20	19	42	*	3=100
May 26-31	18	23	19	36	0	3=100
April 21-26	17	26	20	34	*	2=100
March 17-22	24	25	17	29	*	4=100
February 11-16	20	20	17	39	*	4=100
March–Dec. 2019	19	22	18	37	1	4=100

Would you say your overall opinion of Joe Biden is very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

<u>July 2020</u>	<u>Sept. 2019</u>	<u>Sept. 2013</u>	<u>Sept. 2012</u>	
14	13	9	16	Very favorable
34	35	31	28	Mostly favorable
20	24	22	21	Mostly unfavorable
25	21	26	24	Very unfavorable
3	4	8	4	Have not heard of
<u>4</u>	<u>1</u>	<u>4</u>	<u>8</u>	Don't know/Refused (VOL.)
100	100	100	100	Total

Survey Methodology

Results of the survey are based on bilingual (Spanish and English) RDD telephone interviews conducted between July 7 and July 12, 2020, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,003 adults 18 years of age or older living in the United States (701 respondents were interviewed on a cell phone). The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection is based on stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cell phone numbers. The sample is designed to represent the total U.S. adult population and includes respondents from all 50 states, including Hawaii and Alaska. The landline and cell phone samples are provided by Marketing Systems Group.

This SSRS Omnibus insert was weighted to provide nationally representative and projectable estimates of the adult population 18 years of age and older as well as the adult population in Texas. The weighting process took into account the disproportionate probabilities of household and respondent selection due to the number of separate telephone landlines and cellphones answered by respondents and their households, as well as the probability associated with the random selection of an individual household member. Following application of the above weights, the sample was post-stratified and balanced by key demographics such as age, race, sex, region, and education. The sample was also weighted to reflect the distribution of phone usage in the general population, meaning the proportion of those who are cell phone only, landline only, and mixed users.

With the base-weight applied, the sample underwent the process of iterative proportional fitting (IPF), in which the sample was balanced to match known adult-population parameters based on the most recent March Supplement of the U.S. Census Bureau's Current Population Survey (CPS)¹. This process of weighting was repeated until the root mean square error for the differences between the sample and the population parameters was 0 or near-zero. Two raking groups were used to account for the National and the oversample of Texas.

The National population parameters used for post-stratification are: Age (18-29; 30-49; 50-64; 65+) by Gender, Census region (Northeast, North-Central, South, West) by Gender, Education (less than high school, high school graduate, some college, four-year college or more), Race/ethnicity (white non-Hispanic; Black non-Hispanic; Hispanic and born in the U.S.; Hispanic and born outside of the U.S.²; Other non-Hispanic), Marital status

¹ Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, and J. Robert Warren. Integrated Public Use Microdata Series, Current Population Survey: Version 6.0 [dataset]. Minneapolis, MN: IPUMS, 2018. <https://doi.org/10.18128/D030.V6.0>

² Since this is meant to address the percent of Spanish speakers in the weighted sample, respondents born in Puerto Rico are included with those born outside of the U.S.

(married/not married), Population density (divided into quintiles) and Phone-usage (cell phone only, landline only, both).

The sample weighting is accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the survey is +/- 3.5 percentage points at the 95% level of confidence, which includes the design effect for the survey of 1.3. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.