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UMassAmherst | UMass Poll

Crosstabs*
October 2020 University of Massachusetts Amherst Poll of Likely Voters

YouGov interviewed 1,792 respondents who were then matched down to a sample of 1,667 registered voters and then subset on 1,500 likely voters to produce the final dataset. The likely voter subset included an oversample of 500 white voters with lower educational attainment.

The full set of survey starts were matched to a sampling frame of registered voters on gender, age, race, and education. The frame was constructed by stratified sampling from the registered voter portion of the 2016 Current Population Survey sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, and years of education. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2016 Presidential vote choice, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories). Finally, the weights were subset on likely voters and trimmed and re-centered to produce the final weight.

*The following crosstabs should be interpreted as "among likely voters who ranked each president 1st, 2nd, or 3rd, % of respondents were (fill in the demographic/political category)"

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PRESIDENTIAL RANKINGS

	Category	Lincoln			Trump			Obama			LBJ			Clinton			Ike		
		1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd	1st	2nd	3rd
Gender	Men	51%	40%	56%	41%	57%	51%	33%	44%	44%	60%	55%	40%	41%	33%	48%	65%	44%	50%
	Women	49%	60%	44%	59%	43%	49%	67%	56%	56%	40%	45%	60%	59%	67%	52%	35%	56%	50%
Age	18-29	10%	21%	24%	11%	7%	15%	28%	18%	15%	24%	10%	11%	11%	20%	11%	42%	13%	14%
	30-54	37%	32%	43%	36%	36%	38%	38%	49%	32%	15%	32%	42%	75%	39%	34%	24%	30%	37%
	>55	53%	47%	33%	53%	57%	47%	35%	33%	53%	61%	58%	47%	14%	41%	55%	34%	57%	49%
Education	HS or less	27%	30%	32%	44%	35%	24%	24%	25%	24%	13%	21%	32%	29%	28%	27%	34%	33%	30%
	Some Coll.	21%	28%	24%	19%	15%	28%	28%	28%	27%	28%	24%	18%	39%	21%	20%	51%	22%	24%
	Coll. Deg.	35%	35%	31%	32%	37%	41%	37%	33%	30%	52%	35%	30%	14%	34%	37%	0%	36%	40%
	Postgrad	17%	7%	13%	6%	14%	6%	11%	14%	20%	8%	20%	20%	18%	17%	16%	14%	9%	7%
Income	<$40k	33%	39%	34%	38%	25%	42%	37%	39%	38%	27%	32%	34%	33%	30%	37%	51%	52%	28%
	$40k-$100k	44%	46%	44%	47%	49%	43%	45%	36%	44%	52%	42%	42%	36%	56%	45%	31%	41%	47%
	>100k	23%	15%	22%	15%	26%	16%	17%	26%	19%	21%	26%	23%	31%	13%	18%	18%	7%	25%
PartyID	Dem.	47%	47%	71%	3%	4%	11%	80%	79%	70%	77%	68%	49%	85%	70%	61%	36%	22%	32%
	Ind.	11%	11%	10%	14%	7%	23%	7%	9%	12%	17%	12%	3%	10%	12%	14%	33%	23%	9%
	Rep.	42%	42%	19%	82%	89%	66%	13%	11%	18%	5%	20%	48%	5%	18%	24%	30%	55%	59%
Ideology	Lib	36%	27%	45%	0%	2%	4%	51%	60%	50%	36%	54%	41%	32%	36%	41%	27%	13%	18%
	Mod.	27%	29%	41%	17%	18%	32%	37%	32%	34%	49%	26%	22%	68%	49%	35%	48%	41%	21%
	Cons.	38%	44%	14%	83%	79%	64%	12%	8%	16%	15%	20%	37%	0%	15%	25%	24%	46%	61%
Race	White	78%	75%	61%	88%	82%	90%	62%	66%	74%	73%	82%	70%	26%	59%	73%	65%	85%	81%
	Black	8%	7%	21%	0%	3%	7%	20%	17%	13%	13%	7%	13%	50%	25%	10%	0%	9%	4%
	Latino	8%	12%	18%	9%	9%	3%	10%	13%	9%	13%	7%	8%	24%	10%	9%	35%	4%	11%
	Asian	1%	4%	0%	2%	1%	0%	4%	2%	0%	2%	0%	3%	0%	1%	4%	0%	0%	1%
Vote 2020	Trump	46%	47%	22%	97%	99%	79%	11%	10%	19%	1%	24%	46%	38%	16%	27%	15%	68%	70%
	Biden	50%	51%	72%	0%	0%	10%	88%	82%	78%	87%	72%	54%	62%	81%	68%	61%	26%	27%
White Working Class	All Others	82%	76%	81%	61%	73%	77%	87%	90%	86%	89%	84%	80%	90%	88%	81%	80%	67%	77%
	WWC	18%	24%	19%	39%	27%	23%	13%	10%	14%	11%	16%	20%	10%	12%	19%	20%	33%	23%
Media	No Fox News	60%	58%	72%	33%	25%	46%	77%	78%	76%	85%	78%	60%	80%	77%	73%	60%	54%	42%
	Fox News	40%	42%	28%	67%	75%	54%	23%	22%	24%	15%	22%	40%	20%	23%	27%	40%	46%	58%