



TOPLINE AND METHODOLOGY

Medill School of Journalism/Ipsos Poll: Non-Voters in 2020 U.S. Election

Conducted by Ipsos Public Affairs' KnowledgePanel®

A survey of American adults

Interview dates: November 4-13, 2020

Number of total interviews: N=1,843

Number of non-voter interviews: N=1,103

Number of voter interviews: N=740

Margin of error among total: +/- 2.9 percentage points at the 95% confidence level

Margin of error among non-voters: +/- 3.5 percentage points at the 95% confidence level

Margin of error among voters: +/- 3.9 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. Are you registered to vote?

	Total	Non-voter	Voter
Yes	76%	30%	100%
No	24%	70%	-
Skipped	*	*	-

2. Did you vote in the presidential and congressional elections that were held on November 3rd, did something prevent you from voting, or did you choose not to vote?

	Total	Non-voter	Voter
Yes, I voted	66%	-	100%
Chose not to vote	27%	81%	-
Something prevented me from voting	6%	18%	-
Skipped	*	1%	-

3. Do you feel things in this country are generally going in the right direction today, or do you feel things have gotten off on the wrong track?

	Total	Non-voter	Voter
Right direction	29%	25%	31%
Wrong track	70%	73%	68%
Skipped	2%	3%	1%

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4. What is the most important problem facing this country today?

Open-end verbatim responses provided separately. .

5. How serious of a problem, if at all, is the coronavirus pandemic...

Summary	Total	Non-voter	Voter
	Total Serious Problem	Total Serious Problem	Total Serious Problem
In the world	90%	91%	90%
In this country	90%	90%	90%
In your state	85%	88%	84%
In your community	73%	71%	74%

a. In the world

	Total	Non-voter	Voter
Very serious problem	63%	64%	63%
Somewhat serious problem	27%	27%	27%
Not a very serious problem	7%	7%	7%
Not a problem at all	2%	2%	2%
Skipped	1%	*	1%
Total Serious Problem	90%	91%	90%
Total Not Serious Problem	9%	9%	9%

b. In this country

	Total	Non-voter	Voter
Very serious problem	66%	66%	66%
Somewhat serious problem	24%	23%	24%
Not a very serious problem	8%	7%	8%
Not a problem at all	2%	2%	2%
Skipped	1%	1%	1%
Total Serious Problem	90%	90%	90%
Total Not Serious Problem	9%	9%	9%

c. In your state

	Total	Non-voter	Voter
Very serious problem	52%	54%	50%
Somewhat serious problem	34%	34%	34%
Not a very serious problem	12%	10%	13%
Not a problem at all	2%	2%	1%
Skipped	1%	*	1%
Total Serious Problem	85%	88%	84%
Total Not Serious Problem	14%	12%	15%

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d. In your community

	Total	Non-voter	Voter
Very serious problem	33%	36%	32%
Somewhat serious problem	40%	36%	42%
Not a very serious problem	23%	24%	22%
Not a problem at all	4%	4%	4%
Skipped	1%	1%	1%
Total Serious Problem	73%	71%	74%
Total Not Serious Problem	26%	28%	25%

6. Some people follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Do you follow what's going on in government and public affairs....?

	Total	Non-voter	Voter
Most of the time	40%	14%	53%
Some of the time	29%	27%	30%
Only now and then	15%	24%	11%
Hardly at all	13%	29%	6%
Don't Know	3%	6%	1%
Skipped	*	1%	*
Total Most/Some of the Time	69%	41%	83%
Total Now and Then/Hardly at all	29%	52%	16%

7. Thinking about the Democratic and Republican parties, is there...?

	Total	Non-voter	Voter
A great deal of difference in what they stand for	59%	43%	66%
A fair amount of difference in what they stand for	30%	35%	28%
Hardly any difference in what they stand for	9%	18%	4%
Skipped	2%	4%	1%

8. Over the course of the next year, do you think you and your family's financial situation will...?

	Total	Non-voter	Voter
Improve a lot	4%	5%	4%
Improve a little	18%	18%	18%
Stay the same	50%	50%	50%
Get a little worse	19%	18%	19%
Get a lot worse	8%	9%	7%
Skipped	1%	*	1%
Total Improve	22%	22%	22%
Total Get Worse	27%	27%	27%

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9. How much do you agree or disagree with each of the following statements?

Summary	Total	Non-voter	Voter
	Total Agree	Total Agree	Total Agree
Traditional parties and politicians don't care about people like me.	75%	80%	73%
The mainstream media is more interested in making money than telling the truth.	75%	80%	72%
The American economy is rigged to advantage the rich and powerful.	72%	78%	69%
We should have a third major political party in addition to the Democrats and Republicans.	66%	64%	67%
News organizations can take a side on an issue and still be truthful.	52%	50%	53%
Success in life is pretty much determined by forces outside our control.	38%	46%	34%
Most issues discussed in Washington don't affect me personally.	37%	47%	32%

a. Success in life is pretty much determined by forces outside our control.

	Total	Non-voter	Voter
Strongly agree	7%	11%	6%
Somewhat agree	31%	36%	28%
Somewhat disagree	39%	37%	40%
Strongly disagree	21%	15%	25%
Skipped	1%	1%	2%
Total Agree	38%	46%	34%
Total Disagree	62%	54%	66%

b. Most issues discussed in Washington don't affect me personally.

	Total	Non-voter	Voter
Strongly agree	6%	10%	4%
Somewhat agree	31%	37%	27%
Somewhat disagree	38%	36%	40%
Strongly disagree	23%	14%	28%
Skipped	2%	3%	1%
Total Agree	37%	47%	32%
Total Disagree	63%	53%	68%

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c. We should have a third major political party in addition to the Democrats and Republicans.

	Total	Non-voter	Voter
Strongly agree	27%	24%	28%
Somewhat agree	39%	40%	38%
Somewhat disagree	19%	18%	20%
Strongly disagree	12%	13%	12%
Skipped	3%	5%	1%
Total Agree	66%	64%	67%
Total Disagree	34%	36%	33%

d. Traditional parties and politicians don't care about people like me.

	Total	Non-voter	Voter
Strongly agree	30%	35%	27%
Somewhat agree	45%	45%	45%
Somewhat disagree	20%	14%	24%
Strongly disagree	3%	2%	3%
Skipped	2%	4%	1%
Total Agree	75%	80%	73%
Total Disagree	25%	20%	27%

e. The mainstream media is more interested in making money than telling the truth.

	Total	Non-voter	Voter
Strongly agree	42%	41%	43%
Somewhat agree	32%	39%	29%
Somewhat disagree	17%	14%	19%
Strongly disagree	7%	4%	9%
Skipped	1%	2%	1%
Total Agree	75%	80%	72%
Total Disagree	25%	20%	28%

f. News organizations can take a side on an issue and still be truthful.

	Total	Non-voter	Voter
Strongly agree	14%	10%	16%
Somewhat agree	38%	41%	37%
Somewhat disagree	24%	31%	21%
Strongly disagree	23%	17%	26%
Skipped	1%	2%	1%
Total Agree	52%	50%	53%
Total Disagree	48%	50%	47%



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g. The American economy is rigged to advantage the rich and powerful.

	Total	Non-voter	Voter
Strongly agree	34%	35%	33%
Somewhat agree	38%	43%	36%
Somewhat disagree	19%	15%	21%
Strongly disagree	7%	4%	9%
Skipped	2%	3%	1%
Total Agree	72%	78%	69%
Total Disagree	28%	22%	31%

10. How much do you agree or disagree with each of the following statements?

Summary	Total	Non-voter	Voter
	Total Agree	Total Agree	Total Agree
We should do away with the Electoral College and elect presidents by the popular vote.	59%	61%	57%
Voting in elections has little to do with the way that real decisions are made in our country.	52%	66%	45%
Elections in this country are free and fair for all.	52%	45%	56%
It makes no difference who is elected president – things go on just as they did before.	34%	53%	24%
I'm only one person, so my vote doesn't make a difference.	28%	50%	17%
There will be a peaceful transition period between Election Day and when the next presidential term begins in January.	26%	23%	27%
Voting in my state is harder than it should be.	14%	19%	12%
[If non-voter] I'm basically satisfied with the way the country is going so I don't need to vote.	-	15%	-

a. **[If non-voter]** I'm basically satisfied with the way the country is going so I don't need to vote.

	Non-voter
Strongly agree	2%
Somewhat agree	13%
Somewhat disagree	40%
Strongly disagree	40%
Skipped	6%
Total Agree	15%
Total Disagree	79%

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b. It makes no difference who is elected president – things go on just as they did before.

	Total	Non-voter	Voter
Strongly agree	7%	15%	3%
Somewhat agree	27%	37%	21%
Somewhat disagree	31%	28%	33%
Strongly disagree	33%	16%	42%
Skipped	2%	3%	1%
Total Agree	34%	53%	24%
Total Disagree	64%	44%	75%

c. I'm only one person, so my vote doesn't make a difference.

	Total	Non-voter	Voter
Strongly agree	8%	17%	3%
Somewhat agree	20%	33%	14%
Somewhat disagree	28%	30%	27%
Strongly disagree	42%	15%	55%
Skipped	2%	5%	1%
Total Agree	28%	50%	17%
Total Disagree	70%	45%	82%

d. Voting in elections has little to do with the way that real decisions are made in our country.

	Total	Non-voter	Voter
Strongly agree	13%	22%	9%
Somewhat agree	39%	45%	36%
Somewhat disagree	29%	21%	33%
Strongly disagree	17%	8%	21%
Skipped	2%	5%	1%
Total Agree	52%	66%	45%
Total Disagree	46%	29%	55%

e. Voting in my state is harder than it should be.

	Total	Non-voter	Voter
Strongly agree	3%	5%	2%
Somewhat agree	11%	14%	9%
Somewhat disagree	30%	43%	24%
Strongly disagree	53%	31%	64%
Skipped	3%	6%	1%
Total Agree	14%	19%	12%
Total Disagree	83%	75%	87%



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f. We should do away with the Electoral College and elect presidents by the popular vote.

	Total	Non-voter	Voter
Strongly agree	32%	29%	33%
Somewhat agree	27%	32%	24%
Somewhat disagree	15%	21%	12%
Strongly disagree	23%	12%	29%
Skipped	3%	6%	1%
Total Agree	59%	61%	57%
Total Disagree	39%	33%	41%

g. There will be a peaceful transition period between Election Day and when the next presidential term begins in January.

	Total	Non-voter	Voter
Strongly agree	6%	4%	7%
Somewhat agree	20%	19%	20%
Somewhat disagree	41%	41%	41%
Strongly disagree	31%	32%	31%
Skipped	2%	5%	1%
Total Agree	26%	23%	27%
Total Disagree	72%	73%	71%

h. Elections in this country are free and fair for all.

	Total	Non-voter	Voter
Strongly agree	17%	11%	21%
Somewhat agree	35%	34%	35%
Somewhat disagree	28%	31%	26%
Strongly disagree	18%	19%	17%
Skipped	2%	5%	1%
Total Agree	52%	45%	56%
Total Disagree	45%	50%	43%

11. How concerned, if at all, are you about each of the following?

Summary	Total	Non-voter	Voter
	Total Concerned	Total Concerned	Total Concerned
That all votes were counted accurately in the election	53%	48%	55%
The votes cast by mail were counted accurately in the election	52%	47%	55%
Voter suppression in your state	36%	34%	37%
Voter fraud in your state	35%	35%	35%
[If voter] That your vote was counted accurately in the election	-	-	35%



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a. That all votes were counted accurately in the election

	Total	Non-voter	Voter
Very concerned	32%	23%	36%
Somewhat concerned	21%	25%	19%
Not very concerned	22%	25%	21%
Not at all concerned	23%	22%	23%
Skipped	2%	4%	1%
Total Concerned	53%	48%	55%
Total Not Concerned	45%	47%	44%

b. The votes cast by mail were counted accurately in the election

	Total	Non-voter	Voter
Very concerned	29%	22%	33%
Somewhat concerned	23%	25%	21%
Not very concerned	21%	26%	19%
Not at all concerned	25%	23%	26%
Skipped	2%	4%	1%
Total Concerned	52%	47%	55%
Total Not Concerned	46%	49%	45%

c. [If voter] That your vote was counted accurately in the election

	Voter
Very concerned	19%
Somewhat concerned	16%
Not very concerned	23%
Not at all concerned	41%
Skipped	1%
Total Concerned	35%
Total Not Concerned	64%

d. Voter suppression in your state

	Total	Non-voter	Voter
Very concerned	14%	11%	15%
Somewhat concerned	22%	23%	22%
Not very concerned	32%	33%	32%
Not at all concerned	30%	28%	30%
Skipped	2%	5%	1%
Total Concerned	36%	34%	37%
Total Not Concerned	62%	61%	62%



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e. Voter fraud in your state

	Total	Non-voter	Voter
Very concerned	17%	14%	18%
Somewhat concerned	18%	21%	17%
Not very concerned	28%	31%	27%
Not at all concerned	35%	30%	37%
Skipped	2%	5%	1%
Total Concerned	35%	35%	35%
Total Not Concerned	63%	60%	64%

12. How favorable or unfavorable are you towards each of the following?

Summary	Total	Non-voter	Voter
	Total Favorable	Total Favorable	Total Favorable
The religion or religious institution you are most familiar with	66%	62%	69%
Your city or county council	65%	55%	71%
The Supreme Court	58%	53%	60%
Labor Unions	52%	50%	53%
Joe Biden	48%	41%	51%
The Democratic Party	44%	37%	48%
The Republican Party	42%	40%	44%
Donald Trump	37%	36%	37%
The news media	36%	28%	39%
The U.S. Congress	33%	36%	32%

Summary	Total	Non-voter	Voter
	Total Unfavorable	Total Unfavorable	Total Unfavorable
The U.S. Congress	63%	57%	66%
The news media	62%	66%	59%
Donald Trump	60%	58%	61%
The Republican Party	55%	53%	55%
The Democratic Party	53%	56%	51%
Joe Biden	49%	53%	47%
Labor Unions	45%	43%	46%
The Supreme Court	39%	41%	38%
Your city or county council	31%	38%	27%
The religion or religious institution you are most familiar with	31%	33%	30%



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a. Donald Trump

	Total	Non-voter	Voter
Very favorable	17%	11%	20%
Somewhat favorable	10%	9%	10%
Lean towards favorable	10%	15%	7%
Lean towards unfavorable	8%	14%	5%
Somewhat unfavorable	7%	8%	6%
Very unfavorable	45%	36%	50%
Skipped	3%	6%	2%
Total Favorable	37%	36%	37%
Total Unfavorable	60%	58%	61%

b. Joe Biden

	Total	Non-voter	Voter
Very favorable	19%	12%	23%
Somewhat favorable	14%	10%	16%
Lean towards favorable	15%	19%	12%
Lean towards unfavorable	12%	17%	9%
Somewhat unfavorable	10%	12%	9%
Very unfavorable	27%	24%	29%
Skipped	3%	7%	1%
Total Favorable	48%	41%	51%
Total Unfavorable	49%	53%	47%

c. The Republican Party

	Total	Non-voter	Voter
Very favorable	11%	7%	13%
Somewhat favorable	15%	11%	17%
Lean towards favorable	17%	21%	14%
Lean towards unfavorable	14%	20%	11%
Somewhat unfavorable	11%	11%	12%
Very unfavorable	29%	23%	33%
Skipped	3%	7%	1%
Total Favorable	42%	40%	44%
Total Unfavorable	55%	53%	55%



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d. The Democratic Party

	Total	Non-voter	Voter
Very favorable	10%	7%	12%
Somewhat favorable	15%	10%	18%
Lean towards favorable	19%	20%	18%
Lean towards unfavorable	13%	22%	9%
Somewhat unfavorable	11%	11%	11%
Very unfavorable	29%	23%	32%
Skipped	3%	7%	1%
Total Favorable	44%	37%	48%
Total Unfavorable	53%	56%	51%

e. The U.S. Congress

	Total	Non-voter	Voter
Very favorable	2%	2%	3%
Somewhat favorable	9%	8%	10%
Lean towards favorable	21%	26%	19%
Lean towards unfavorable	28%	28%	28%
Somewhat unfavorable	17%	13%	19%
Very unfavorable	18%	16%	18%
Skipped	4%	7%	2%
Total Favorable	33%	36%	32%
Total Unfavorable	63%	57%	66%

f. Labor Unions

	Total	Non-voter	Voter
Very favorable	9%	7%	10%
Somewhat favorable	16%	14%	17%
Lean towards favorable	27%	29%	26%
Lean towards unfavorable	20%	22%	19%
Somewhat unfavorable	12%	9%	14%
Very unfavorable	13%	12%	13%
Skipped	3%	7%	2%
Total Favorable	52%	50%	53%
Total Unfavorable	45%	43%	46%



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g. The Supreme Court

	Total	Non-voter	Voter
Very favorable	10%	5%	12%
Somewhat favorable	18%	14%	21%
Lean towards favorable	30%	34%	28%
Lean towards unfavorable	21%	23%	19%
Somewhat unfavorable	11%	8%	12%
Very unfavorable	8%	9%	7%
Skipped	3%	7%	2%
Total Favorable	58%	53%	60%
Total Unfavorable	39%	41%	38%

h. Your city or county council

	Total	Non-voter	Voter
Very favorable	8%	4%	11%
Somewhat favorable	20%	13%	24%
Lean towards favorable	37%	38%	37%
Lean towards unfavorable	16%	21%	14%
Somewhat unfavorable	8%	8%	8%
Very unfavorable	7%	9%	6%
Skipped	4%	7%	2%
Total Favorable	65%	55%	71%
Total Unfavorable	31%	38%	27%

i. The religion or religious institution you are most familiar with

	Total	Non-voter	Voter
Very favorable	25%	21%	28%
Somewhat favorable	17%	15%	18%
Lean towards favorable	24%	26%	23%
Lean towards unfavorable	11%	12%	10%
Somewhat unfavorable	9%	7%	10%
Very unfavorable	11%	14%	9%
Skipped	3%	5%	1%
Total Favorable	66%	62%	69%
Total Unfavorable	31%	33%	30%



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j. The news media

	Total	Non-voter	Voter
Very favorable	3%	2%	4%
Somewhat favorable	14%	9%	17%
Lean towards favorable	18%	18%	18%
Lean towards unfavorable	19%	24%	16%
Somewhat unfavorable	13%	16%	12%
Very unfavorable	30%	26%	32%
Skipped	3%	6%	1%
Total Favorable	36%	28%	39%
Total Unfavorable	62%	66%	59%

13. Generally speaking, how often do you...?

Summary	Total	Non-voter	Voter
	Every day	Every day	Every day
Watch a TV news program	31%	21%	36%
Use social media platforms	31%	28%	33%
Read, watch or listen to news on a mobile device	24%	15%	29%
Visit online news sites	23%	13%	28%
Read, watch or listen to news on a laptop or desktop computer	20%	11%	25%
Discuss politics with members of your family	13%	5%	17%
Read, watch or listen to news on a tablet	12%	7%	15%
Read a newspaper (print)	9%	3%	11%
Discuss politics with your friends	6%	2%	8%
Blog or post something online about current events	2%	2%	2%

a. Read a newspaper (print)

	Total	Non-voter	Voter
Every day	9%	3%	11%
Several times a week	6%	5%	7%
Once a week or less	22%	21%	23%
Never	62%	69%	59%
Skipped	1%	1%	*

b. Visit online news sites

	Total	Non-voter	Voter
Every day	23%	13%	28%
Several times a week	21%	17%	23%
Once a week or less	30%	30%	30%
Never	25%	38%	18%
Skipped	1%	2%	1%

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c. Watch a TV news program

	Total	Non-voter	Voter
Every day	31%	21%	36%
Several times a week	19%	19%	20%
Once a week or less	28%	29%	27%
Never	21%	29%	17%
Skipped	1%	2%	*

d. Use social media platforms

	Total	Non-voter	Voter
Every day	31%	28%	33%
Several times a week	18%	19%	18%
Once a week or less	17%	16%	18%
Never	32%	36%	30%
Skipped	1%	1%	1%

e. Blog or post something online about current events

	Total	Non-voter	Voter
Every day	2%	2%	2%
Several times a week	5%	4%	6%
Once a week or less	18%	11%	21%
Never	74%	82%	70%
Skipped	1%	2%	1%

f. Discuss politics with members of your family

	Total	Non-voter	Voter
Every day	13%	5%	17%
Several times a week	24%	12%	31%
Once a week or less	39%	40%	39%
Never	23%	41%	13%
Skipped	1%	2%	1%

g. Discuss politics with your friends

	Total	Non-voter	Voter
Every day	6%	2%	8%
Several times a week	21%	9%	26%
Once a week or less	39%	35%	41%
Never	33%	53%	24%
Skipped	1%	1%	1%



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h. Read, watch or listen to news on a laptop or desktop computer

	Total	Non-voter	Voter
Every day	20%	11%	25%
Several times a week	20%	14%	23%
Once a week or less	27%	29%	26%
Never	32%	44%	26%
Skipped	1%	1%	1%

i. Read, watch or listen to news on a tablet

	Total	Non-voter	Voter
Every day	12%	7%	15%
Several times a week	12%	10%	13%
Once a week or less	20%	21%	20%
Never	55%	61%	51%
Skipped	1%	1%	1%

j. Read, watch or listen to news on a mobile device

	Total	Non-voter	Voter
Every day	24%	15%	29%
Several times a week	21%	15%	24%
Once a week or less	26%	31%	24%
Never	28%	37%	23%
Skipped	1%	1%	1%

14. Over the past few months how closely would you say you read or followed stories about the presidential and congressional campaigns?

	Total	Non-voter	Voter
Very closely	29%	10%	39%
Fairly closely	36%	28%	40%
Not too closely	21%	32%	15%
Not closely at all	13%	29%	5%
Skipped	1%	1%	1%
Total Closely	65%	38%	79%
Total Not Closely	34%	61%	20%



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15. Which of the following is your main source of news?

	Total	Non-voter	Voter
ABC / CBS / NBC News	23%	23%	22%
FOX News	13%	8%	15%
Digital or online news	13%	13%	14%
CNN	7%	7%	7%
Public television or radio	7%	6%	7%
Social media	7%	10%	5%
New York Times or Washington Post (either print or digital)	4%	1%	5%
MSNBC	3%	2%	3%
Your local newspaper	3%	2%	4%
Friends and Family	3%	6%	2%
Telemundo / Univision	1%	1%	1%
Other	8%	6%	10%
None of these	8%	16%	3%
Skipped	1%	*	1%

16. Over the past few months were you personally contacted by a political candidate or someone working on a political campaign who offered you campaign information or asked you to vote?

	Total	Non-voter	Voter
No, not contacted	60%	77%	51%
Yes, contacted	39%	22%	48%
Skipped	1%	1%	1%

17. In the past year, have you done any of the following?

Summary	Total	Non-voter	Voter
	Total Yes	Total Yes	Total Yes
Volunteered for a charity, religious organization or other non-profit group	31%	17%	38%
Been active in a community group or club that is not related to government or politics	22%	10%	29%
Sent a letter or email to a media outlet or government official	16%	5%	22%
Participated in a march, demonstration or protest	9%	3%	13%
Been active in a club or organization that deals with government and politics	7%	2%	9%
Volunteered in a political campaign	6%	3%	8%



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a. Volunteered for a charity, religious organization or other non-profit group

	Total	Non-voter	Voter
Yes, on a regular basis	15%	9%	18%
Yes, occasionally	12%	6%	16%
Yes, as a one-time thing	4%	3%	4%
No	68%	82%	62%
Skipped	1%	1%	1%
Total Yes	31%	17%	38%

b. Volunteered in a political campaign

	Total	Non-voter	Voter
Yes, on a regular basis	1%	*	2%
Yes, occasionally	3%	1%	4%
Yes, as a one-time thing	2%	1%	2%
No	93%	96%	92%
Skipped	1%	1%	*
Total Yes	6%	3%	8%

c. Been active in a club or organization that deals with government and politics

	Total	Non-voter	Voter
Yes, on a regular basis	1%	*	2%
Yes, occasionally	3%	1%	5%
Yes, as a one-time thing	2%	1%	2%
No	93%	96%	91%
Skipped	1%	1%	1%
Total Yes	7%	2%	9%

d. Been active in a community group or club that is not related to government or politics

	Total	Non-voter	Voter
Yes, on a regular basis	10%	4%	13%
Yes, occasionally	10%	5%	13%
Yes, as a one-time thing	2%	1%	2%
No	77%	89%	71%
Skipped	1%	1%	1%
Total Yes	22%	10%	29%



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e. Sent a letter or email to a media outlet or government official

	Total	Non-voter	Voter
Yes, on a regular basis	1%	*	2%
Yes, occasionally	9%	3%	12%
Yes, as a one-time thing	6%	2%	8%
No	83%	94%	78%
Skipped	1%	1%	*
Total Yes	16%	5%	22%

f. Participated in a march, demonstration or protest

	Total	Non-voter	Voter
Yes, on a regular basis	1%	*	1%
Yes, occasionally	5%	1%	7%
Yes, as a one-time thing	4%	2%	5%
No	90%	96%	87%
Skipped	1%	1%	1%
Total Yes	9%	3%	13%

18. Leading up to the 2020 election did you...?

	Total	Non-voter	Voter
Watch the presidential debates	52%	31%	63%
Watch the vice-presidential debate	37%	17%	47%
Watch the Democratic National Convention	17%	6%	23%
Donate money to a political candidate or cause	15%	1%	22%
Watch the Republican National Convention	15%	5%	20%
None of these	42%	66%	30%
Skipped	1%	1%	*

19. In general, how easy or difficult do you think it is to vote in national elections?

	Total	Non-voter	Voter
Very easy	49%	29%	59%
Somewhat easy	35%	46%	30%
Somewhat difficult	11%	16%	9%
Very difficult	2%	5%	1%
Skipped	2%	5%	1%
Total Easy	84%	75%	89%
Total Difficult	13%	20%	10%

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20. Thinking about all the various types of elections you have a chance to vote in – from local school board elections, to statewide elections for governor, to presidential and congressional elections – how often would you say you vote?

	Total	Non-voter	Voter
Always vote	36%	1%	54%
Vote most of the time	21%	5%	29%
Vote now and then	11%	12%	11%
Hardly ever vote	10%	21%	5%
Never vote	21%	60%	1%
Skipped	1%	1%	1%

21. To the best of your knowledge, how many of your friends voted in this year's presidential election, held on Tuesday November 3rd?

	Total	Non-voter	Voter
Most of my friends voted	62%	28%	80%
Some of my friends voted	13%	20%	9%
Few, if any, of my friends voted	4%	11%	1%
Don't know	20%	40%	10%
Skipped	1%	1%	*

22. To the best of your knowledge, how many of your family members voted in this year's presidential election, held on Tuesday November 3rd?

	Total	Non-voter	Voter
Most of my family voted	65%	31%	83%
Some of my family voted	13%	22%	9%
Few, if any, of my family voted	6%	13%	3%
Don't know	15%	33%	5%
Skipped	1%	1%	*



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23. **[If non-voter]** What was it that kept you from voting in this year’s presidential election?

	Non-voter
Not registered	29%
Not interested in politics	23%
Didn't like the candidates	20%
Vote wouldn't have made a difference	16%
Undecided on who to vote for	10%
Fear of contracting COVID-19	8%
Didn't have time/Busy/Working	6%
Didn't know enough about the candidates	5%
Illness	4%
Worry that my vote wouldn't be counted	4%
Not sure if I'm eligible to vote	3%
Process is too confusing	2%
Forgot	1%
Requested a mail-in ballot, but it never came	1%
Other	17%
No particular reason	9%
Don't know	5%
Skipped	1%

24. **[If non-voter]** Did you try to vote in person but were unable to, for any reason?

	Non-voter
No, did not try to vote in person	97%
Yes, tried to vote in person	2%
Skipped	1%

25. **[If tried to vote in person but was unable to]** Why were you unable to vote in person in this year’s presidential election

	Non-voter (N=22)
Lines were too long/Wait time too long	22%
Polling location closed before I could get there	19%
No way to get to the polls	5%
Experienced intimidation from people or crowds	-
Machines weren't working	-
Couldn't find polling location	-
Other	51%
Skipped	2%



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26. **[If not registered to vote or skipped Q1]** What would you say is the main reason you're not registered to vote?

	Non-voter (N=760)
Don't care much about politics	27%
Just never been registered	16%
Don't want to get my name on the list for jury duty	11%
Wanted to register, but it was too late to vote	4%
Have recently moved	3%
Change addresses/move frequently	3%
Registered to vote at a previous address	2%
Laziness	2%
Place where have to go to register is inconvenient/too far from home	1%
Did not have time	1%
Forgot	1%
Don't know how to register	*
Other	19%
Don't know	10%
Skipped	2%

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27. Which of the following do you think would most encourage people like you to vote? Select all that apply.

	Total	Non-voter	Voter
Cleaning up the government	35%	27%	39%
Make Election Day a national holiday	33%	15%	42%
Allowing everyone to vote by mail	27%	13%	34%
Being automatically registered to vote	24%	16%	29%
Being automatically mailed a ballot	24%	13%	30%
Making voting/registration easier	21%	11%	26%
Having more accessible polling places	21%	7%	28%
Keeping people more informed	21%	10%	27%
Allowing people to register and vote on the same day	21%	12%	26%
Having more candidates to choose from	19%	20%	19%
Holding elections on the weekend	16%	6%	20%
Extending the voting hours in my state	13%	6%	17%
Relaxing voter ID laws	9%	3%	12%
None/nothing	21%	35%	13%
Other	6%	7%	6%
Skipped	1%	2%	1%

28. **[If voter]** Who did you vote for in the presidential election? **[If non-voter]** If you had voted in the presidential election, who would you have voted for?

	Total	Non-voter	Voter
Joe Biden, the Democrat	44%	29%	51%
Donald Trump, the Republican	35%	29%	38%
Jo Jorgensen, the Libertarian	3%	2%	4%
Howie Hawkins, Green Party	1%	1%	*
Other	4%	8%	2%
Not sure	11%	28%	2%
Skipped	3%	4%	2%

29. Did you happen to vote in any previous presidential elections? Select all that apply.

	Total	Non-voter	Voter
2016 presidential election (Trump vs. Clinton)	58%	13%	81%
2012 presidential election (Obama vs. Romney)	54%	14%	75%
2008 presidential election (Obama vs. McCain)	50%	13%	68%
2004 presidential election (Bush vs. Kerry)	42%	8%	59%
Any earlier presidential election	32%	7%	46%
None of these	32%	71%	13%
Skipped	1%	2%	1%

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30. [If voted in 2016 presidential election] For whom did you vote for president in 2016?

	Total (N=738)	Non-voter (N=147)	Voter (N=591)
Hillary Clinton, the Democrat	46%	43%	46%
Donald Trump, the Republican	41%	37%	41%
Other	12%	19%	11%
Not sure	1%	1%	1%
Skipped	1%	-	1%

31. How long have you lived at your present address?

	Total	Non-voter	Voter
Less than 6 months	6%	8%	6%
More than 6 months but less than 1 year	5%	7%	5%
More than 1 year but less than 2 years	9%	9%	9%
More than 2 years	79%	76%	80%
Skipped	*	*	*

32. How would you describe your views on most political matters? Generally, do you think of yourself as...?

	Total	Non-voter	Voter
Liberal	16%	11%	18%
Moderate	37%	28%	41%
Conservative	26%	17%	31%
Don't know	19%	40%	9%
Skipped	2%	3%	1%

33. In politics, do you consider yourself...?

	Total	Non-voter	Voter
Republican	26%	19%	30%
Democrat	26%	18%	31%
Independent	33%	32%	34%
Something else	12%	27%	5%
Skipped	2%	4%	1%

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34. **[If Republican]** Would you call yourself a...?

	Total (N=431)	Non-voter (N=222)	Voter (N=209)
Strong Republican	49%	28%	56%
Not very strong Republican	50%	71%	43%
Skipped	1%	1%	1%

35. **[If Democrat]** Would you call yourself a...?

	Total (N=415)	Non-voter (N=184)	Voter (N=231)
Strong Democrat	54%	34%	60%
Not very strong Democrat	46%	66%	40%
Skipped	*	-	*

36. **[If Independent OR Something else OR skipped Q33]** Do you think of yourself as closer to the...?

	Total (N=997)	Non-voter (N=697)	Voter (N=300)
Republican Party	23%	19%	27%
Democratic Party	28%	13%	40%
Neither	46%	66%	30%
Skipped	3%	3%	3%

37. Please indicate your work status.

	Total	Non-voter	Voter
Employed full-time (by someone else)	43%	37%	46%
Retired	22%	15%	26%
Homemaker	7%	11%	6%
Employed part-time (by someone else)	6%	7%	6%
Self-employed	6%	5%	6%
Currently laid off	4%	6%	3%
Full-time student	3%	3%	3%
On furlough	1%	1%	1%
Other	7%	14%	3%
Skipped	1%	1%	1%



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Methodology

This Medill School of Journalism/Ipsos Poll was conducted November 4-13, 2020, using the probability-based KnowledgePanel®. This poll was based on a nationally-representative probability sample of U.S. adults (n=1,843) with 1,103 non-voters and 740 voters in the 2020 U.S. presidential election.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The survey was conducted in English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, voter status by gender, voter status by education, voter status by race/ethnicity, and voter status by Census region. The demographic weighting benchmarks are from the KnowledgePanel; the KnowledgePanel was first weighted to the 2020 March supplement of the U.S. Census Bureau's Current Population Survey (CPS) and benchmarks from the KnowledgePanel were generated for citizen voters and citizen non-voters. Due to the oversample of non-voters, voter status proportions were adjusted to reflect current 2020 voter turnout estimates based on The United States Elections Project Data.¹

The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School graduate, Some College, Bachelor's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household income (Less than \$25K, \$25K-50K, \$50K-\$100K, \$100K+)
- Voter status (Voter, Non-Voter) by Gender (Male, Female) by Age (18-44, 45+)
- Voter status (Voter, Non-Voter) by Education (Less than Bachelor, Bachelor's degree or higher)

¹ McDonald, Michael P. 2020. "2020 November General Election Turnout Rates" United States Elections Project. <http://www.electproject.org/2020g>, Date Accessed: November 13, 2020.



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- Voter status (Voter, Non-Voter) by Race/Hispanic Ethnicity (White/Other/2+ races/Non-Hispanic, Black/Non-Hispanic, Hispanic)
- Voter status (Voter, Non-Voter) by Census region (Northeast, Midwest, South, West)

The margin of sampling error among the total sample is plus or minus 2.9 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.58 percentage points for all respondents. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The margin of sampling error among the non-voter sample is plus or minus 3.5 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.42 percentage points for non-voters. The margin of sampling error among the voter sample is plus or minus 3.9 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.20 percentage points for voters.



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About Ipsos

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