Key Findings: Public Opinion Strategies Election Night Survey

November 9, 2020

PREPARED BY:
Public Opinion Strategies
Public Opinion Strategies completed two national surveys of N=800 actual voters conducted on November 3, 2020. These surveys were merged for a total of N=1,600 actual voters nationally.

The surveys was conducted November 3, 2020 and has a margin of error of +2.45%.
Take-Aways
Take-Aways

1. President Trump and former Vice President Biden overwhelmingly won the support from voters in their respective parties, but Independent voters swung the election to Biden, as he won not only among Independent women, but also among the more traditionally GOP-tilting Independent men.

2. As was expected, there was a significant generation gap and gender gap in the data, with younger voters and women more likely to support Vice President Biden and older voters and men supporting President Trump.

3. Education and geography also played a key role in this election; lower educated voters and rural voters were supporting President Trump while higher educated and those in urban areas were on Biden’s side.
Take-Aways

4. The President scored well among Hispanic men (47% of the vote) and nearly broke into double-digits among Blacks.

5. While fully 81% of voters decided their Presidential ballots prior to September, those who decided late turned to the candidate they knew the best – President Trump, as he won those late-deciders by a wide margin (53%-27%).

6. The “Age of the Ticket-splitters” seems to have disappeared; fully 91% of voters say they voted a straight ticket in this election.
7. Despite the fact that the country is going through an historic pandemic, “the economy” was Americans’ top issue, followed by “Coronavirus” and “race relations” in deciding their vote for President. The President scored well among those most concerned about the economy, crime and violence, guns, and abortion. Biden overwhelmingly won voter support from those most focused on coronavirus, race relations, health care, and climate change.

8. Biden’s voters, especially those who are more liberal, say (by 72%-21%) that their vote for the former VP is also a vote for Democratic policies like the Green New Deal and Medicare For All.
9. Despite the best efforts of the Trump campaign to make this race a choice between the President and the former Vice President, it clearly turned out to be a referendum on President Trump. Fully 77% of Trump’s voters said their vote was more of a vote for Trump rather than against Biden. A majority of Biden voters said their vote was more of a vote against Trump than for their candidate – Joe Biden.

10. Hidden Trump voters exist. Not only that, but there is evidence of Hidden Biden voters as well. Reflecting the extreme polarization of partisan politics these days, fully 19% of Trump’s voters said they kept their preference for the President a secret from their friends, while 8% of Biden voters said the same about their vote.
Take-Aways

11. Americans are not optimistic about the coronavirus pandemic; a majority believe the worst is yet to come, they view coronavirus as more of a health problem than an economic problem, and two-thirds say the virus has changed their lives.
Bottom Line

This election was a referendum on President Trump, and considering the President’s 46%-52% approval score, it did not turn out well for him. While the President scored well with rural voters, evangelicals, lower educated Americans and Hispanic men, his failure to hit his numbers among Independents, especially Independent men, left him a little short.

The polling clearly shows the effect of the extreme political polarization on the electorate – a significant chunk of Trump supporters kept their vote secret from their friends for fear of being ostracized or worse.

Expect President-elect Biden’s Administration to be pulled to the left by the overwhelming majority of his voters who also support his party’s more liberal policies such as the Green New Deal and Medicare For All.
Key Election-Night Poll Findings
Voters were pretty evenly divided on when/how they voted; a new record (69%) saying they voted before Election Day.
Vote by mail voters were strongly D, in-person early voters were divided by partisanship, and E-Day voters tilted GOP.
While just over one-third of voters believed the country was headed in the right direction, the President’s job approval hit 46%.

Now, generally speaking, would you say that things in the COUNTRY are going in the right direction, or have they pretty seriously gotten off on the wrong track?

-25

60%

35%

Total

Do you approve or disapprove of the job Donald Trump is doing as President?

-6

46%

52%

Total

Right Direction | Wrong Track

Approve | Disapprove
While it’s a relatively small sample size, Jorgensen’s voters gave the President a positive job approval.
Our poll’s estimate shows the President trailing in popular vote by five.

And, for which of the following candidates will/did you vote for President...
As expected, there is a significant gender gap.

And, for which of the following candidates will/did you vote for President...
While the President lost big among working women, he won among stay-at-home moms.

And, for which of the following candidates will/did you vote for President...
Biden’s margins were entirely among voters younger than age 45.

And, for which of the following candidates will/did you vote for President...
President Trump failed to hit double-digits among Blacks on our poll, but won one-third of Hispanics.

And, for which of the following candidates will/did you vote for President...
While partisans supported their candidates in equal proportions, Independents swung the ballot to Biden.

And, for which of the following candidates will/did you vote for President...
The President lost among both IND men and women.

-5

38% 43%
IND Men (9%)

26% 60%
IND Women (7%)

And, for which of the following candidates will/did you vote for President...
Like 2016, education provided a significant cut of the data – lower educated voters being the President’s base.

And, for which of the following candidates will/did you vote for President...
That is even more pronounced among white voters.

And, for which of the following candidates will/did you vote for President...
Rural America also anchored the President’s support.

-32
-0-
+30

Urban (30%)
32%
64%
Trump
Biden

Suburban (55%)
47%
47%

Rural (16%)
62%
32%
Trump
Biden

And, for which of the following candidates will/did you vote for President...
Note the lack of a gender gap among rural Americans.
The President scored well among church-attendees.

And, for which of the following candidates will/did you vote for President...
More than 80% of voters made their final vote decision prior to September.

Now, some people decide early in a campaign how they will vote. Others make their decisions just before the election. When would you say you made your FINAL decision on which candidate you were going to vote for in the election for President?
And, the President won late-deciders by a significant margin.

-8

-3

+15

+26

And, for which of the following candidates will/did you vote for President...

Before September (81%)

September (6%)

October (7%)

Today/Last Few Days Before Election (4%)

Trump

Biden
Republicans lost the national Congressional ballot by a similar margin as the President.

And, for whom did you vote in the election for U.S. Congress in your district...
The Republican candidate ... or... The Democratic candidate?/And, for which of the following candidates you vote for President...
There was little ticket-splitting this year.

43% of the electorate voted for Trump and the GOP Congressional candidate

48% of the electorate voted for Biden and the Democratic candidate

That’s 91% of voters who voted a straight ticket
Voter decision-making was later in Congressional races than in the Presidential.

### Congressional Races

Before September: 60%
- September: 9%
- During the first two weeks in October: 9%
- During the last two weeks in October: 8%
- During the last few days before the election: 6%
- Today: 4%

### Presidential Race

- Today: 2%
- During the last few days before the election: 2%
- During the last two weeks in October: 3%
- During the first two weeks in October: 3%
- September: 6%
- Before September: 81%

And, when would you say you made your FINAL decision on which candidate you were going to vote for in the election for U. S. CONGRESS? When would you say you made your FINAL decision on which candidate you were going to vote for in the election for President?
Similar to the Presidential campaign, late Congressional deciders went for the GOP.

And, for whom you vote in the election for U.S. Congress in your district...
When voters were asked their top two issues in deciding how to vote for President...

*Which one or two of these issues, were the MOST important to you in deciding how to vote for president?*

- The Coronavirus
- Guns
- The Economy
- Race Relations
- Abortion
- Health Care
- Climate change
- Crime and Violence
- Immigration
The economy and coronavirus topped the list.

Which one or two of these issues, were the MOST important to you in deciding how to vote for president?
Priorities by party differ greatly.

<table>
<thead>
<tr>
<th>%Combined By Party</th>
<th>Total</th>
<th>GOP (40%)</th>
<th>IND (16%)</th>
<th>DEM (43%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The economy</td>
<td>41%</td>
<td>65%</td>
<td>38%</td>
<td>19%</td>
</tr>
<tr>
<td>The coronavirus</td>
<td>32%</td>
<td>10%</td>
<td>33%</td>
<td>53%</td>
</tr>
<tr>
<td>Race relations</td>
<td>21%</td>
<td>8%</td>
<td>25%</td>
<td>33%</td>
</tr>
<tr>
<td>Health care</td>
<td>18%</td>
<td>6%</td>
<td>21%</td>
<td>29%</td>
</tr>
<tr>
<td>Crime and violence</td>
<td>15%</td>
<td>28%</td>
<td>19%</td>
<td>2%</td>
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<tr>
<td>Guns</td>
<td>14%</td>
<td>26%</td>
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<td>Abortion</td>
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<td>Climate change</td>
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<td>2%</td>
<td>13%</td>
<td>20%</td>
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<tr>
<td>Immigration</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
<td>10%</td>
</tr>
</tbody>
</table>
While Trump dominated on voters concerned about the economy, crime and violence, guns, and abortion, Biden won those concerned about coronavirus, race relations, health care, and climate change.

Which one or two of these issues were the MOST important to you in deciding how to vote for president?
Trump’s voters cite his position on the economy and foreign policy as their main reasons for voting for him.

Now, thinking about Donald Trump’s stances on the issues, which ONE of the following would you say is the biggest reason why you voted for Trump for President?

- The Economy and Jobs: 79%
- Foreign Policy and National Security: 49%
- Leadership Style: 29%
- Immigration: 18%
- Handling the Coronavirus: 8%
- Heath Care: 6%

*Combined Choice: 79%*
On the other hand, Biden’s voters are supporting him based on his position on coronavirus and “his leadership style.”

Now, thinking about Joe Biden’s stances on the issues, which ONE of the following would you say is the biggest reason why you voted for Biden for President?

- Handling the Coronavirus: 57%
- Leadership Style: 52%
- Healthcare: 32%
- The Economy and Jobs: 19%
- Foreign Policy and National Security: 17%
- Immigration: 9%
Biden voters also say that their vote for him is a vote for Democratic policy proposals like the “Green New Deal” and “Medicare For All.” (That’s a sentiment strongly shared by his most liberal supporters.)

Which of the following two statements best describe your vote…

- Your vote for Joe Biden is also a vote for Democratic policy proposals like the Green New Deal and Medicare For All.
- Your vote for Joe Biden does not mean that you support Democratic policy proposals like the Green New Deal and Medicare For All.
This election was clearly about the President: Three-fourths of Trump’s voters say they were voting FOR the President, while a slim majority of Biden voters were voting AGAINST Trump.

Would you say your vote more FOR Donald Trump or more AGAINST Joe Biden?

- Trump Voters
  - For Trump: 77%
  - Against Biden: 18%
  - Net: +59

Would you say your vote was more FOR Joe Biden or more AGAINST Donald Trump?

- Biden Voters
  - For Biden: 46%
  - Against Trump: 50%
  - Net: -4
Speaking of “Hidden Trump voters”...
Turns out they are real, and that there are even some “Hidden Biden voters.”

**Secret Trump Voter?**
- Yes: 19%
- No: 80%

**Secret Biden Voter?**
- Yes: 8%
- No: 92%

*Shy Trump voters tend to be older, more female, higher educated, and married with higher incomes.*
On Coronavirus...
A majority of Americans believe the worst is yet to come.

Which of the following best describes your feelings about the coronavirus in the United States?

- The worst is behind us
- The worst is yet to come

Total: 71% (The worst is behind us), 29% (The worst is yet to come)

GOP: 40% (The worst is behind us), 60% (The worst is yet to come)

IND: 38% (The worst is behind us), 62% (The worst is yet to come)

DEM: 13% (The worst is behind us), 87% (The worst is yet to come)
Fully two-thirds say coronavirus has changed their lives.

Thinking about what, if any, impact the coronavirus has had on you and your family’s day to day life, would you say it has changed your life in a very major way, a fairly major way, only a small way or has it not changed your life in any way?

- **Total**
  - Very/Fairly Major: 67%
  - Small/No Impact: 33%

- **GOP (41%)**
  - Very/Fairly Major: 46%
  - Small/No Impact: 54%
  - Very: 16%
  - Fairly: 30%
  - No Imp.: 12%

- **IND (16%)**
  - Very/Fairly Major: 74%
  - Small/No Impact: 26%
  - Very: 41%
  - Fairly: 33%

- **DEM (43%)**
  - Very/Fairly Major: 83%
  - Small/No Impact: 17%
  - Very: 47%
  - Fairly: 36%
Voters are divided as to whether their state moved too quickly in loosening coronavirus restrictions, or took too long.

<table>
<thead>
<tr>
<th>Moved too quickly in loosening restrictions</th>
<th>Took too long in loosening restrictions</th>
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<tbody>
<tr>
<td><strong>Total</strong></td>
<td></td>
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<tr>
<td>42%</td>
<td>39%</td>
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<tr>
<td><strong>GOP (40%)</strong></td>
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<td>18%</td>
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<tr>
<td><strong>IND (16%)</strong></td>
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<td>40%</td>
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<td><strong>DEM (43%)</strong></td>
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<td>67%</td>
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<td><strong>Trump (45%)</strong></td>
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<td>16%</td>
<td>16%</td>
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<td><strong>Biden (51%)</strong></td>
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<td>66%</td>
<td>16%</td>
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</table>

Thinking about your own state and the coronavirus, which of these worries you more – that your state...
A majority of voters view coronavirus as a health care problem rather than as an economic problem.
Americans are evenly divided as to what concerns them more – children going back to school and spreading the virus or not going back to school and falling behind in their education.

Now I would like to read you two statements, and please tell me which comes closest to your own opinion...