

turning questions into answers

# Shy Trump Voters: A Closer Look At The 2020 Election

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### Methodology

Each election year Public Opinion Strategies conducts an election night survey.

The data represented here was collected on November 3<sup>rd</sup>, 2020 from a telephone survey of N=1,600 registered voters and has a margin of error of ±2.45%.





# One in five Trump supporters kept their vote a secret from friends.

"During this campaign, did you keep your support for Donald Trump a secret from most of your friends?"

	Asked among Trump voters (N=360)	Overall
Yes		19%
No		80%

"During this campaign, did you keep your support for Joe Biden a secret from most of your friends?"

Asked among Biden voters (N=400)	Overall
Yes	8%
No	92%



### Those more likely to be a "Shy Trump voter"

Men \$60k+

**Voters of Color** 

**Independent** 

White Women College +

**Married Women** 

**Moderate** 

College +

Suburban Women

Women

**Working Women** 

**Ages 18-34** 

**Some College** 

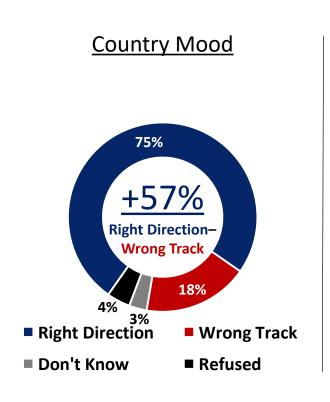
Urban

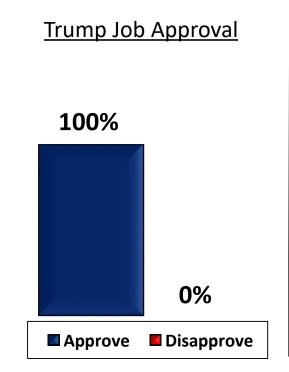
**Post-Grad** 

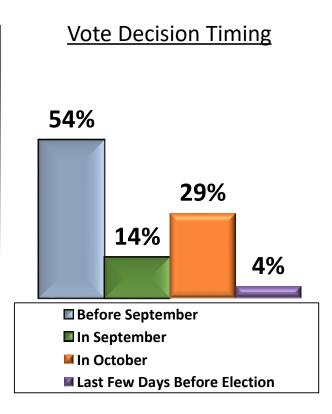
**Republican Women** 



# It's not that these shy Trump voters didn't like him or had a hard time making up their mind. In fact, it's exactly the opposite.









"Would you say your vote more for Donald Trump or more against Joe Biden?"

More for Donald Trump	<b>75%</b>
More against Joe Biden	18%
Some of Both	7%



# Most important to them was the President's handling of the economy. They also believe the President has kept the country safe.

"Now, thinking about Donald Trump's stances on the issues, which ONE of the following would you say are the biggest reasons why you voted for Trump for President?...And, which is the next most important to you?"

Ranked by First Choice	First Choice	Combined Choice
Trump's position on the economy and jobs	57%	<b>79</b> %
Trump's position on foreign policy and national security issues	21%	64%
Trump's positioning on handling the Coronavirus	7%	14%
Trump's leadership style	7%	11%
Trump's position on immigration	4%	18%
Trump's position on health care	-	11%
Other/Don't Know/Refused	4%	4%



# Open end responses affirm these voters' support of Trump's economic policy.

"What are some of the reasons you decided to vote for Trump, but did not want to tell your friends? Were there things you felt the President was doing well but did not want to voice out loud to your friends?"

Helped minorities
Cares about the american people He's honest
Brought down unemployment Created space force
Stopped travel from China He is plain spoken He is about action
Can't discuss at work Made NATO pay fair share

Trump immigration policy
He challenges the status quo
He's not socialist
Trump economic policy
His morals Trump COVID policy

Trump made peace in the middle east

Supports second amendment

Protects Americans Down to earth

People lack civility Health care stance Pro-life
Trump policy on national security Trump tax policy

Sincere He brought back jobs Keep politics privates

Supports first amendment



To capture a better understanding of these "Shy Trump voters," the day after the election we re-contacted them and asked them why they felt the need to keep their vote for Trump a secret. Here's what they said...





# We asked these voters why they felt the need to keep their vote for Trump a secret.

### They fear...

- Gross intolerance and ostracization from family and friends who are left-leaning.
- Concerns for personal safety.
- Being inappropriately labeled as "racist."



# Hidden Trump voter explanations for why they kept their votes a secret...

"When we spoke to you, you mentioned that you kept your support for Donald Trump a secret from most of your friends. Can you tell me a little more about some of the reasons you did that?"

"I got called a white supremacist and a racist so I kept it to myself so I wouldn't hear those words."

"I got blocked on Facebook. Some aren't talking to me."

"It was for my own safety. Some of my friends could be very negative. I did not want friendships to end."

"I had neighbors say they would like to kill all Trump supporters. These were people with whom I really got along with well."

"You talk to a Democrat and ask them a question, and why they support Biden. They get rude and nasty with you. So you just keep quiet. They get nasty with you and call him a liar. Tell me one lie he said to you."

"People I have known my entire life have said things like anybody who votes for Trump should get diarrhea for the rest of their lives. It's just not worth getting into an argument."

"I did not want to get in trouble with friends. I did not want to get called a racist."

"I don't want to get beat up."



## Hidden Trump voter explanations for why they kept their votes a secret...

"People on the left do not want to talk, they just want to name call."

"I have a lot of liberal friends.

They get angry. They have anger issues when it comes to politics. Oh my God, I can't believe you're voting for him, what's wrong with you, oh he committed fraud. He's a racist. Homophobic."

"Prior to Trump you could talk to people about politics without them flipping out."

"If I voice my opinions, my friends stop talking to me."

"I was afraid for my safety.

Because of the way the media had portrayed everything... that it was okay to be a Democrat, but not a Republican."

"A lot of my friends are judgmental.

They are all Democratic. They would be mad and say how could you. Them thinking that I would be hateful."

"I have had three people unfriend me on Facebook."

"I didn't want to start an argument. It wrecks friendships."

"Why would I engage with people who don't read the facts?"



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