



PUBLIC OPINION  
STRATEGIES

turning questions into answers

# Election Night Survey

## Suburban Women

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# Methodology

Each election year **Public Opinion Strategies** conducts an election night survey. The data represented here was collected from telephone surveys from 1,600 2020 voters. Suburban women represent 455 interviews conducted.

The deck also references previous election night surveys conducted by **Public Opinion Strategies**:

- 1,600 voters, including 430 suburban women in 2016.
- 1,600 voters, including 437 suburban women in 2012.
- 2,400 voters, including 671 suburban women in 2008.

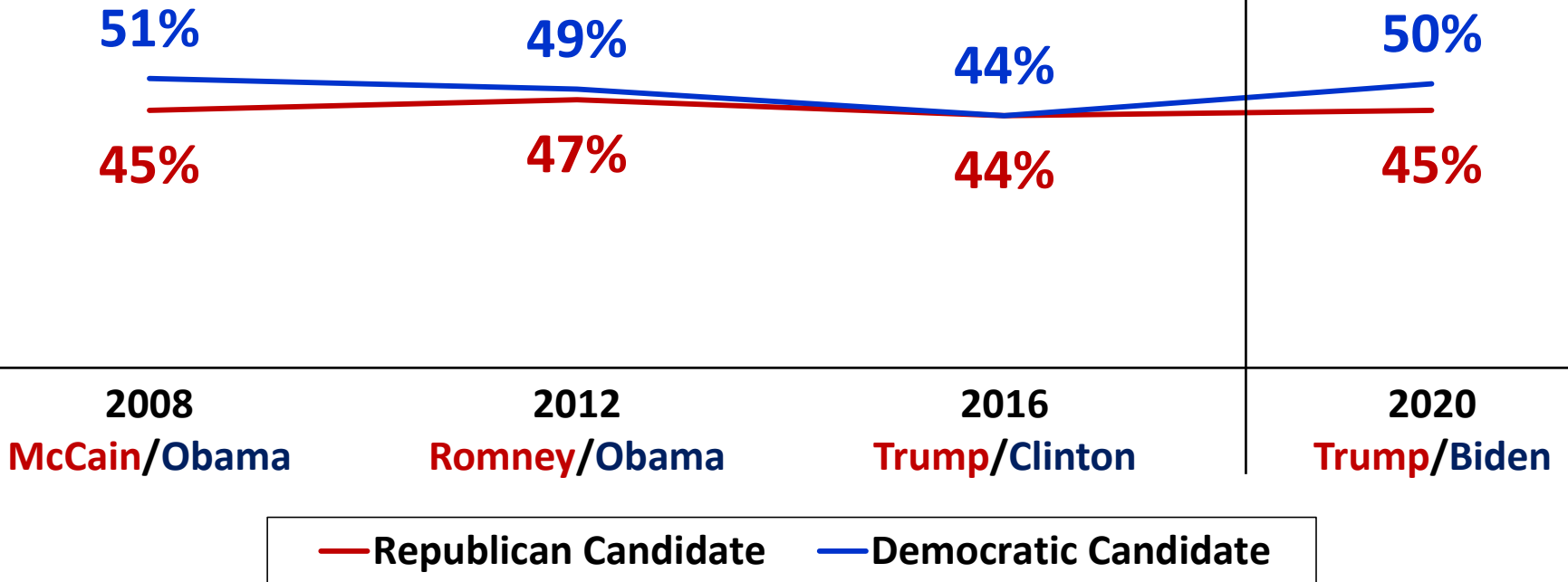
# Key Findings

**Suburban women were consequential to the presidential outcome. Some of the key numbers from our election night survey:**

- **The Biden margin was the largest dating back to 2008 among suburban women.**
- **For the first time in eight years, the Republican candidate lost the white suburban women's vote.**
- **Women wrestled with this decision – waiting longer to make up their minds – with a high number keeping their vote a secret.**
- **It came down to the economy and the virus with suburban women prioritizing each equally. Trump won by a huge margin among economy voters, but Biden by an even bigger number among virus voters.**

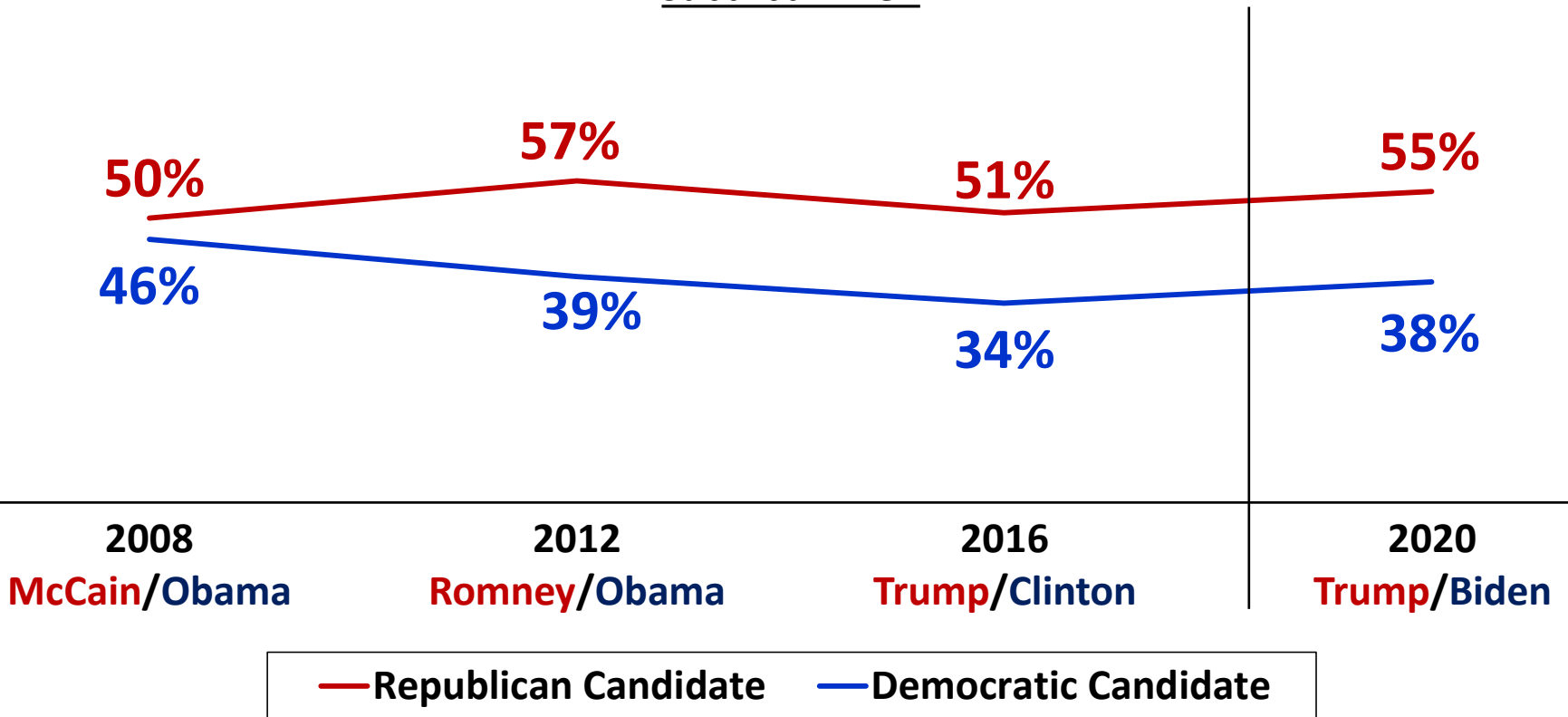
# Presidential Election Night Survey Ballot Trend

*All Voters*



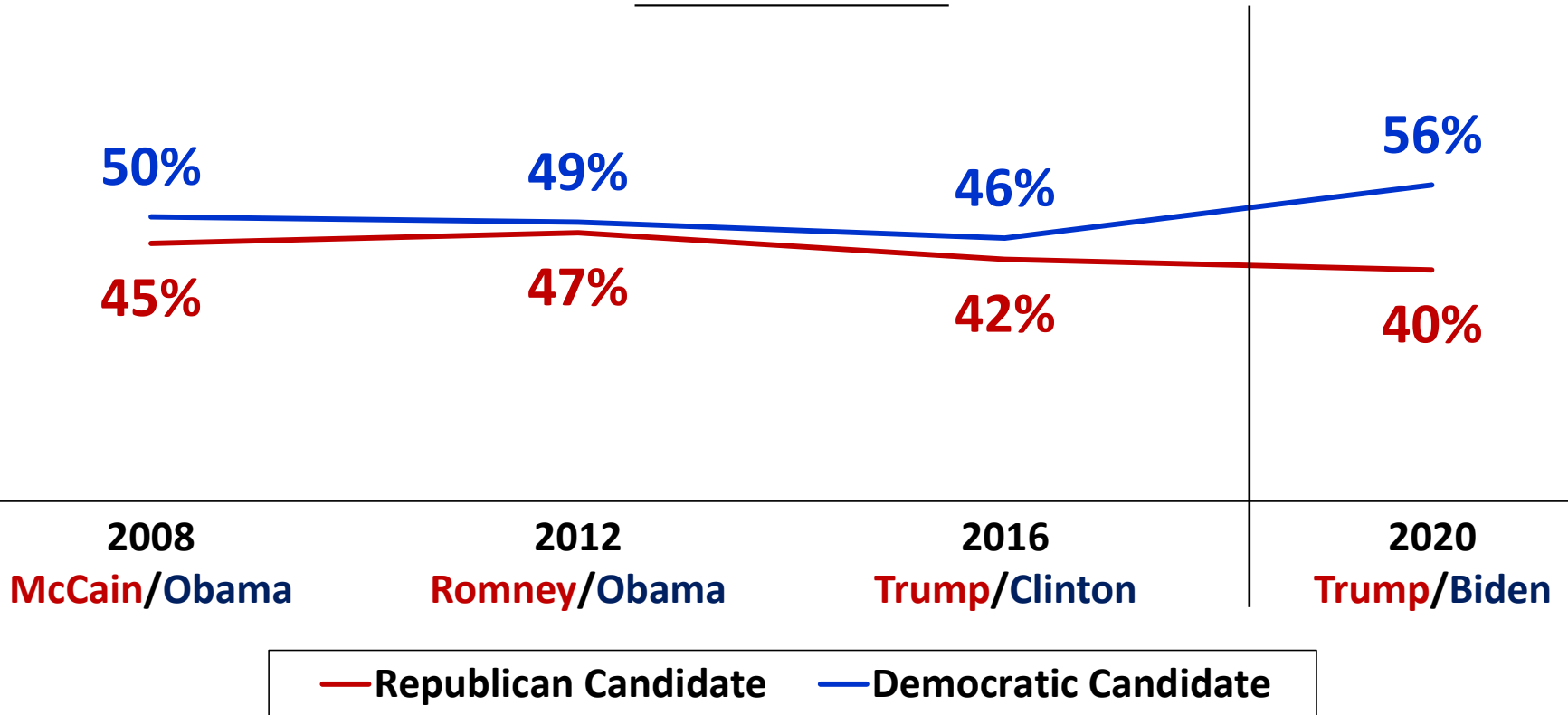
# While GOP candidates score well with suburban men...

*Suburban Men*



# Our election night data shows an uptick in support for Biden among suburban women.

Suburban Women



**Note the significant drop-off from '16 to '20 among suburban women.**

| <u>Support Comparison</u> | 2016  |         |            | 2020  |       |            |
|---------------------------|-------|---------|------------|-------|-------|------------|
|                           | Trump | Clinton | Difference | Trump | Biden | Difference |
| Suburban Men (26%)        | 51%   | 34%     | +17%       | 55%   | 38%   | +17%       |
| Suburban Women (28%)      | 42%   | 46%     | -4%        | 40%   | 56%   | -16%       |

**Trump performed better among white suburban women, among those suburban women ages 35-54 and among those outside the Northeast.**


|                        | <b>Trump</b> | <b>Biden</b> | <b>Difference</b> |
|------------------------|--------------|--------------|-------------------|
| White (74%)            | <b>48%</b>   | <b>49%</b>   | <b>-1%</b>        |
| African American (11%) | <b>8%</b>    | <b>90%</b>   | <b>-82%</b>       |
| Hispanic (9%)          | <b>27%</b>   | <b>71%</b>   | <b>-44%</b>       |
| White Northeast (21%)  | <b>36%</b>   | <b>59%</b>   | <b>-23%</b>       |
| White Midwest (20%)    | <b>50%</b>   | <b>48%</b>   | <b>+2%</b>        |
| White South (23%)      | <b>57%</b>   | <b>39%</b>   | <b>+18%</b>       |
| White West (10%)       | <b>49%</b>   | <b>49%</b>   | <b>-0-</b>        |
| Ages 18-34 (15%)       | <b>19%</b>   | <b>75%</b>   | <b>-56%</b>       |
| Ages 35-54 (40%)       | <b>46%</b>   | <b>49%</b>   | <b>-3%</b>        |
| Ages 55+ (45%)         | <b>42%</b>   | <b>56%</b>   | <b>-14%</b>       |



# Biden won big among Independent women in the suburbs.

2020 Presidential Ballot by Suburban Women/Party

|                         | Trump | Biden | Difference |
|-------------------------|-------|-------|------------|
| Republican Women (36%)  | 95%   | 3%    | +92%       |
| Independent Women (15%) | 28%   | 57%   | -29%       |
| Democrat Women (49%)    | 5%    | 95%   | -90%       |



# There was a big education gap among suburban women as well.

2020 Presidential Ballot by White Suburban Women/Education

|                                     | Trump | Biden | Difference |
|-------------------------------------|-------|-------|------------|
| White Women Less than College (49%) | 54%   | 43%   | +11%       |
| White Women College+ (28%)          | 39%   | 58%   | -19%       |

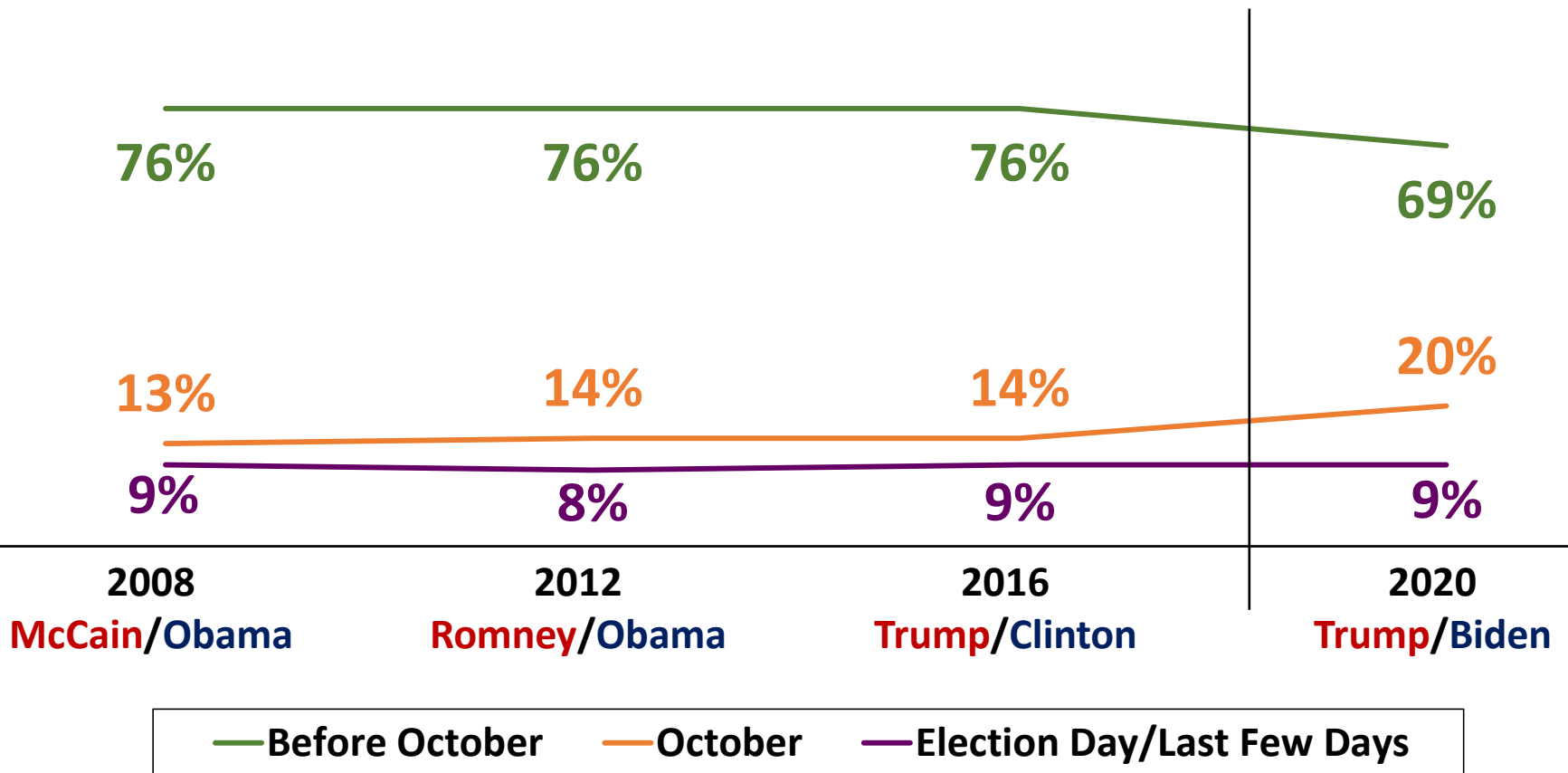
# For the first time in 8 years, the Republican presidential candidate lost white women in the suburbs.

*Among White Suburban Women*

|             | % of Electorate | GOP-Dem Presidential Vote Margin |
|-------------|-----------------|----------------------------------|
| <b>2012</b> | <b>21%</b>      | <b>+13%</b>                      |
| <b>2016</b> | <b>21%</b>      | <b>+15%</b>                      |
| <b>2020</b> | <b>21%</b>      | <b>-1%</b>                       |

# Suburban women waited a bit longer this year to make their vote decision.

*Time of Presidential Decision Trend – Suburban Women*



# Suburban Women were more pro-Biden than the national aggregate which is more anti-Trump.

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

*Asked among Biden voters (N=800)*

|                             | National   | Suburban Women |
|-----------------------------|------------|----------------|
| <i>Vote for Joe Biden</i>   | <b>46%</b> | <b>52%</b>     |
| <i>Against Donald Trump</i> | <b>50%</b> | <b>40%</b>     |
| <i>Same of Both</i>         | 4%         | 7%             |
| <i>Don't Know/Refused</i>   | -          | <b>1%</b>      |

# But, Trump supporters were more affirmative in their vote for Trump.

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

*Asked among Trump voters (N=720)*

|                                     | National   | Suburban Women |
|-------------------------------------|------------|----------------|
| <i><b>Vote for Donald Trump</b></i> | <b>77%</b> | <b>81%</b>     |
| <i><b>Against Joe Biden</b></i>     | <b>18%</b> | <b>14%</b>     |
| <i>Same of Both</i>                 | 3%         | 5%             |
| <i>Don't Know/Refused</i>           | 1%         | -              |

# Nearly three in ten suburban women who supported Trump felt they had to keep their vote a secret.

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

| <i>Asked among Trump voters (N=360)</i> | National | Suburban Women |
|-----------------------------------------|----------|----------------|
| Yes                                     | 19%      | 28%            |
| No                                      | 80%      | 72%            |

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

| <i>Asked among Biden voters (N=400)</i> | National | Suburban Women |
|-----------------------------------------|----------|----------------|
| Yes                                     | 8%       | 7%             |
| No                                      | 92%      | 93%            |

# Suburban women were focused on the economy and the virus.

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

| <i>Combined Choice</i> | National | Suburban Women |
|------------------------|----------|----------------|
| The Economy            | 41%      | 35%            |
| The Coronavirus        | 32%      | 32%            |
| Race Relations         | 21%      | 24%            |
| Health Care            | 18%      | 19%            |
| Crime and Violence     | 15%      | 14%            |
| Guns                   | 14%      | 10%            |
| Abortion               | 13%      | 18%            |
| Climate Change         | 12%      | 10%            |
| Immigration            | 10%      | 10%            |



# Trump won handily among suburban women prioritizing the economy; Biden won big among coronavirus voters.

Presidential Ballot Among Suburban Women by Top Issue

|                                            | Trump | Biden | Difference |
|--------------------------------------------|-------|-------|------------|
| Most Important Issue:<br>Economy (18%)     | 79%   | 17%   | +62%       |
| Most Important Issue:<br>Coronavirus (17%) | 12%   | 86%   | -74%       |

# The President's handling of the economy, and the sense he has kept the country safe, were important to his supporters.

*“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?”*

*Combined Choice – Asked among Trump voters (N=720)*

|                                                                 | National | Suburban Women |
|-----------------------------------------------------------------|----------|----------------|
| Trump’s position on the economy and jobs                        | 79%      | 79%            |
| Trump’s position on foreign policy and national security issues | 49%      | 45%            |
| Trump’s leadership style                                        | 29%      | 25%            |
| Trump’s position on immigration                                 | 18%      | 23%            |
| Trump’s positioning on handling the Coronavirus                 | 8%       | 7%             |
| Trump’s position on health care                                 | 6%       | 6%             |
| Other/Don’t Know/Refused                                        | 6%       | 9%             |

# For Biden supporters, handling of the coronavirus and leadership style topped the list.

*“Now, thinking about Joe Biden’s stances on the issues, which ONE of the following would you say are the biggest reasons why you voted for Biden for President?...And, which is the next most important to you?”*

*Combined Choice – Asked among Biden voters (N=800)*

|                                                                 | National | Suburban Women |
|-----------------------------------------------------------------|----------|----------------|
| Biden’s position on handling the Coronavirus                    | 57%      | 59%            |
| Biden’s leadership style                                        | 52%      | 55%            |
| Biden’s position health care                                    | 32%      | 35%            |
| Biden’s position on the economy and jobs                        | 19%      | 14%            |
| Biden’s position on foreign policy and national security issues | 17%      | 16%            |
| Biden’s position on immigration                                 | 9%       | 9%             |
| Other/Don’t Know/Refused                                        | 8%       | 7%             |



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