



# **Key Findings: Public Opinion Strategies Election Night Surveys**

## **November 4, 2020**

# Methodology

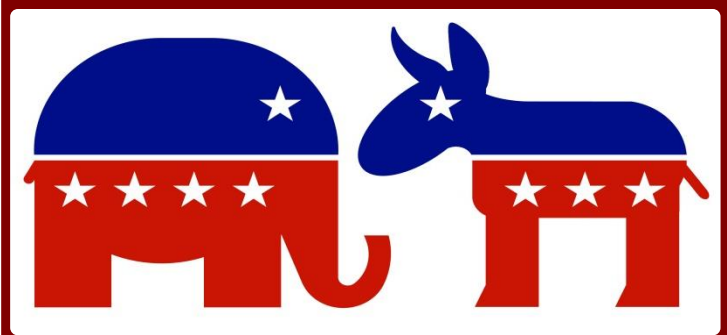
**Public Opinion Strategies is pleased to present key findings from two national surveys of N=800 actual voters conducted on November 3, 2020. These surveys were merged, for a total of N=1,600 actual voters nationally. The margin of error is  $\pm 2.45\%$ .**

**Please note: additional data sources are referenced throughout this presentation, including national exit polls and The NBC Wall Street Journal national survey data.**

# Key Takeaways:

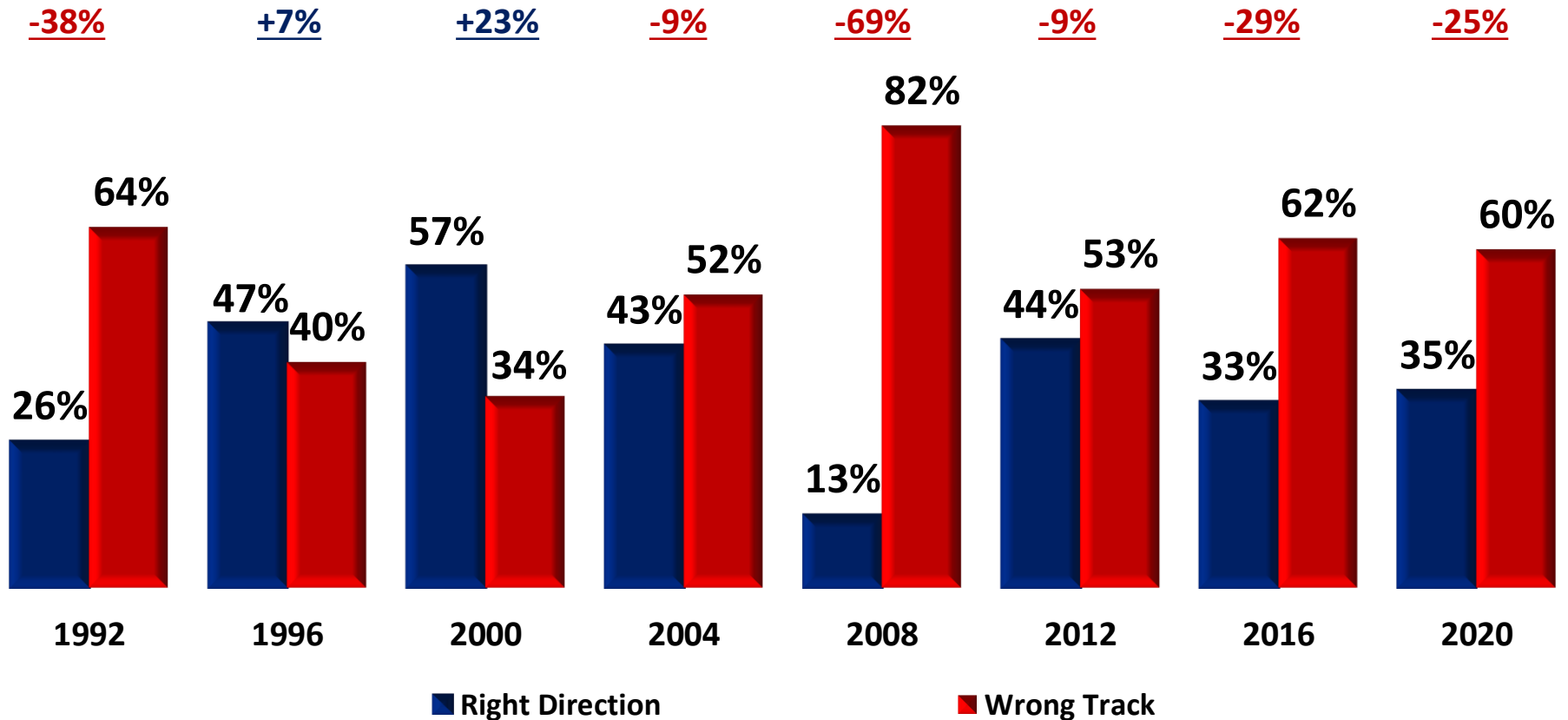
## **Five Initial Key Takeaways:**

- 1. President Trump won the 30% who voted on Election Day by 26 points (59% for Trump/33% for Biden).**
- 2. Late deciders broke heavily towards President Trump. Among voters who decided in October or later (11% of the electorate), Trump won by 16 points (51% Trump/35% Biden/14% Third Party Candidate).**
- 3. President Trump continued to enjoy crushing margins among non-college white men (67% Trump/27% Biden).**
- 4. Former Vice President Biden did win seniors, but by just one point (48% Trump/49% Biden).**
- 5. There were more “shy Trump voters” than “shy Biden voters.” Nineteen percent (19%) of Trump voters said they kept their support for Trump a secret from most of their friends, compared to just 8% of Biden voters.**



# Understanding the 2020 Presidential Election

## Mood of the Country – Trend Data



*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?*

## Presidential Time of Vote Decision-Making – Trend Data

<u>Presidential Time of Vote Decision-Making</u>	2004	2012	2016	2020
<b>Today/The last few days before the election</b>	<b>6%</b>	<b>7%</b>	<b>10%</b>	<b>4%</b>
<b>October</b>	<b>10%</b>	<b>14%</b>	<b>14%</b>	<b>6%</b>
<b>September</b>	<b>10%</b>	<b>11%</b>	<b>14%</b>	<b>6%</b>
<b>Before September</b>	<b>67%</b>	<b>67%</b>	<b>61%</b>	<b>81%</b>

*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?*

## Election Day Voters vs. Early Voters – Trend Data

<u>Election Day Voters vs.</u> <u>Voted Early</u>	2004	2008	2012	2016	2020
<b>Election Day Voters</b>	<b>75%</b>	<b>66%</b>	<b>61%</b>	<b>60%</b>	<b>30%</b>
<b>Voted Early</b>	<b>24%</b>	<b>33%</b>	<b>36%</b>	<b>40%</b>	<b>69%</b>

*And, did you vote by mail or send in an absentee ballot for this year's elections, did you go to an early polling location to cast a ballot before today, or did you vote at the polls today?*



Trump & Biden “Shy Voters” –  
(Asked Among Trump & Biden Voters)



**Donald  
Trump**



**Joe  
Biden**

		Yes	No
	Donald Trump	19%	80%
	Joe Biden	8%	92%

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



## Election Day Voters vs. Early Voters – By Party

2016

	% Election Day Voters	% Total Voted Early
Republicans (43%)	60%	40%
Independents (15%)	66%	34%
Democrats (40%)	56%	44%

2020

	% Election Day Voters	% Total Voted Early
Republicans (41%)	41%	59%
Independents (16%)	31%	69%
Democrats (43%)	21%	79%

*And, did you vote by mail or send in an absentee ballot for this year's elections, did you go to an early polling location to cast a ballot before today, or did you vote at the polls today?*

# Presidential Ballot – By Election Day Voters vs. Early Voters

2016



Donald  
Trump



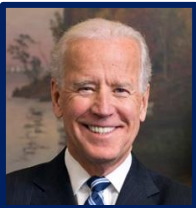
Hillary  
Clinton

% Election Day Voters	% Total Voted Early
47%	44%
44%	48%

2020



Donald  
Trump



Joe  
Biden

% Election Day Voters	% Total Voted Early
59%	39%
33%	58%

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

## Presidential Ballot – Overall & By Party

### Presidential Ballot – Overall & By Party



Donald Trump



Joe Biden

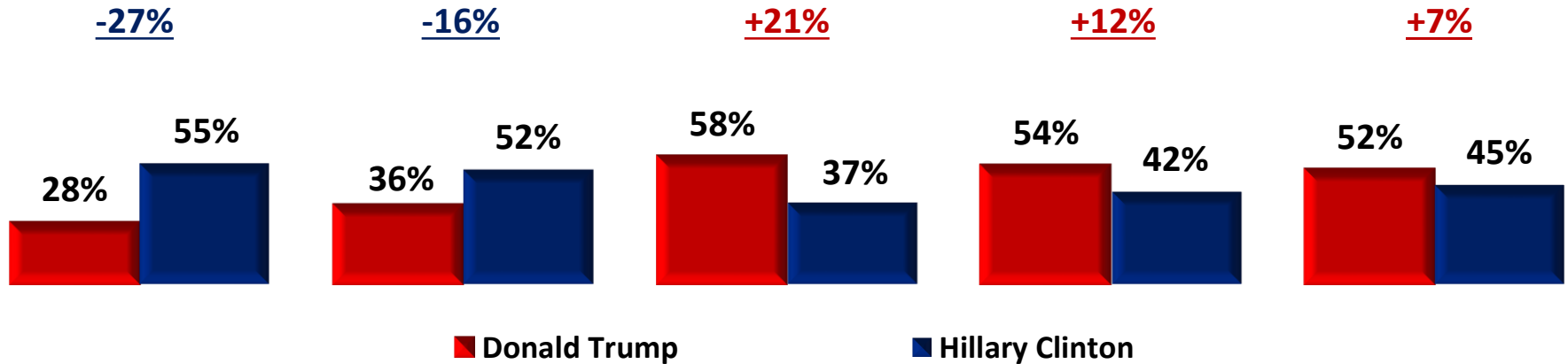
TOTAL	45%	50%
Republicans (40%)	94%	4%
Independents* (16%)	33%	51%
Democrats (43%)	4%	93%

\*Trump (33%) Biden (51%) Jorgensen (8%) Other (6%)

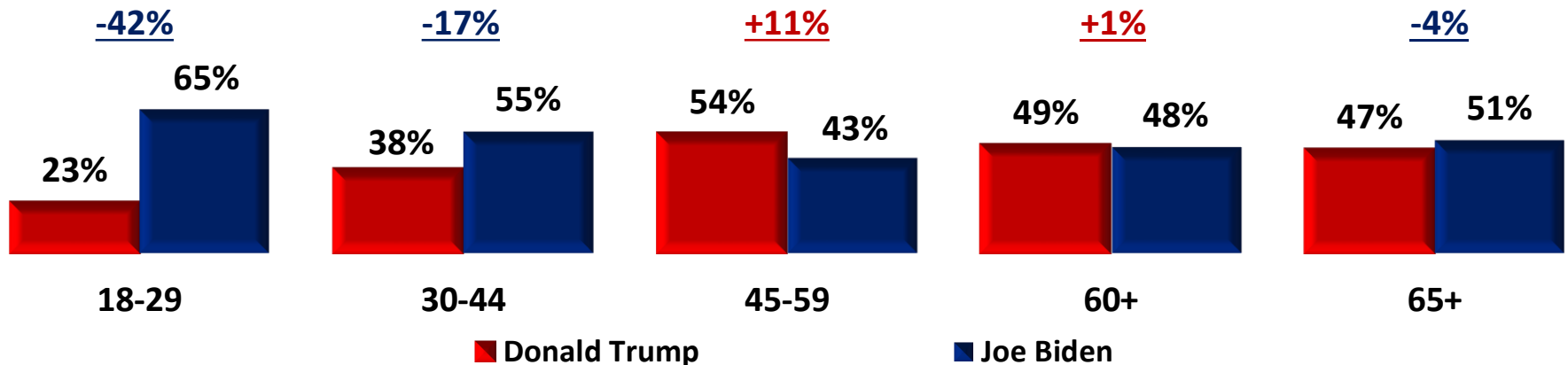
*And, for which of the following candidates did/will you vote for President...*

## Presidential Ballot – By Age

2016



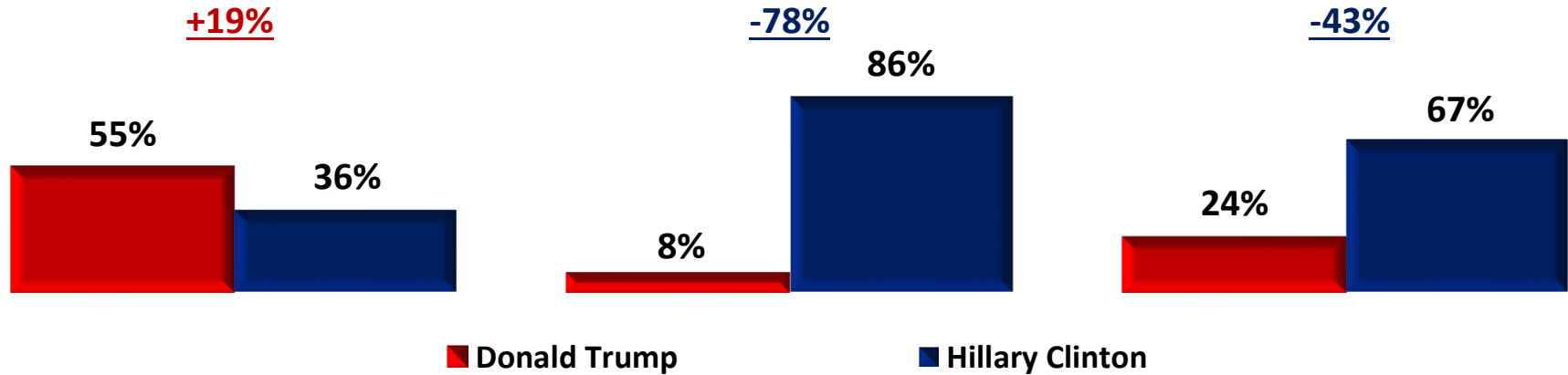
2020



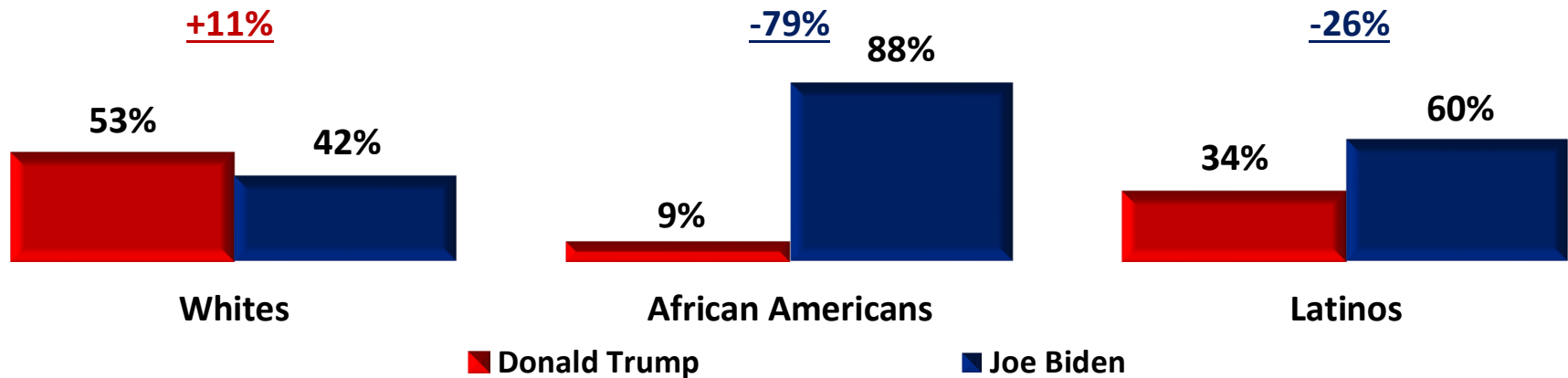
*And, for which of the following candidates did/will you vote for President...*

## Presidential Ballot – By Ethnicity

2016



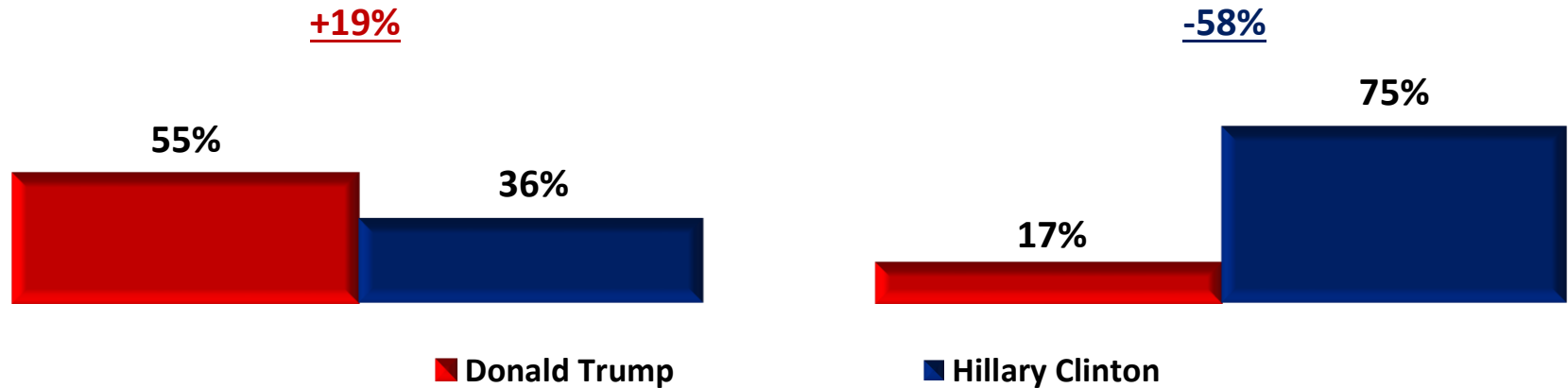
2020



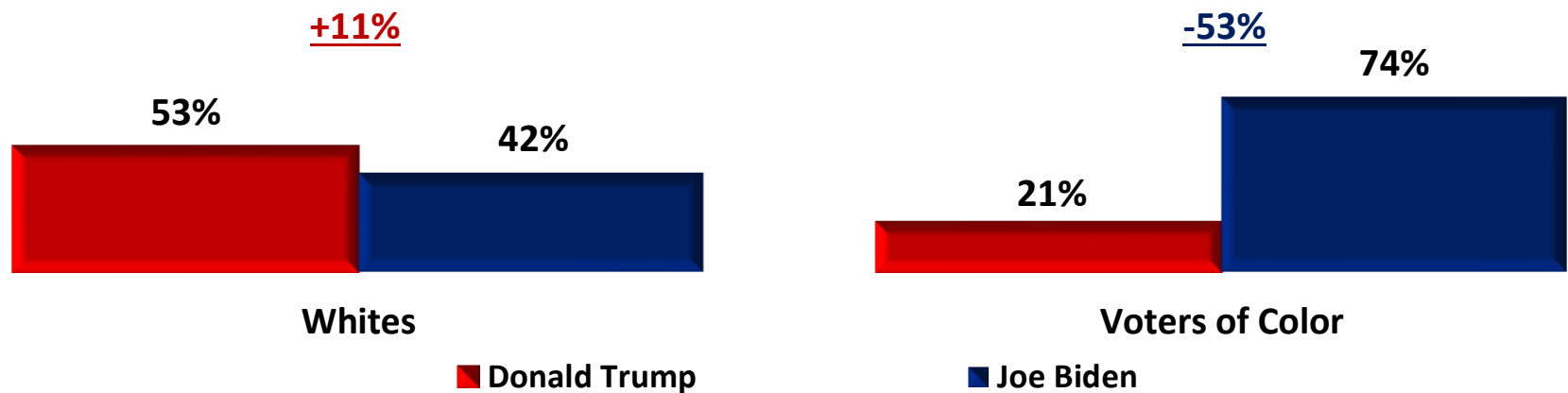
*And, for which of the following candidates did/will you vote for President...*

## Presidential Ballot – By Whites/Voters of Color

2016



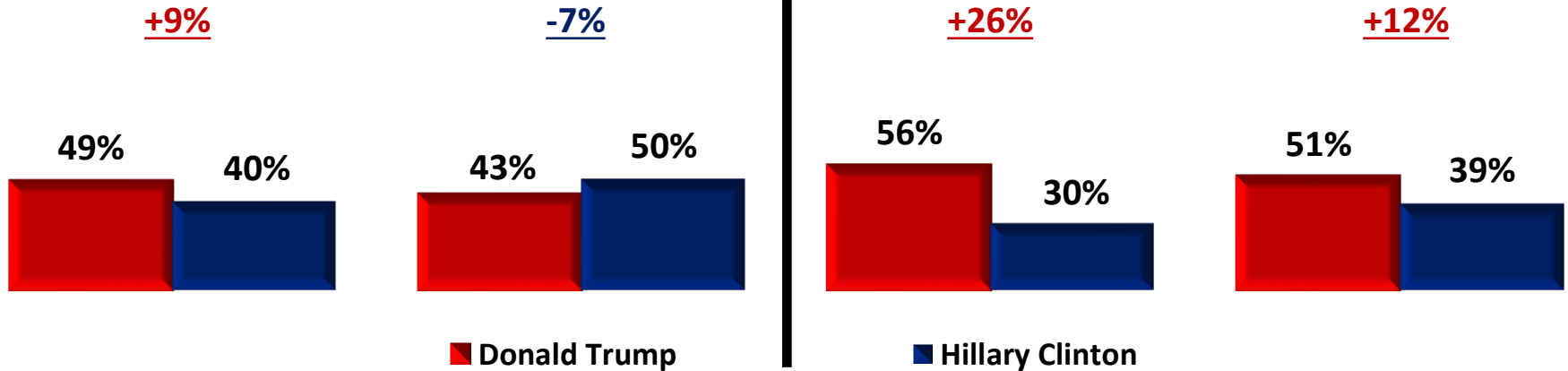
2020



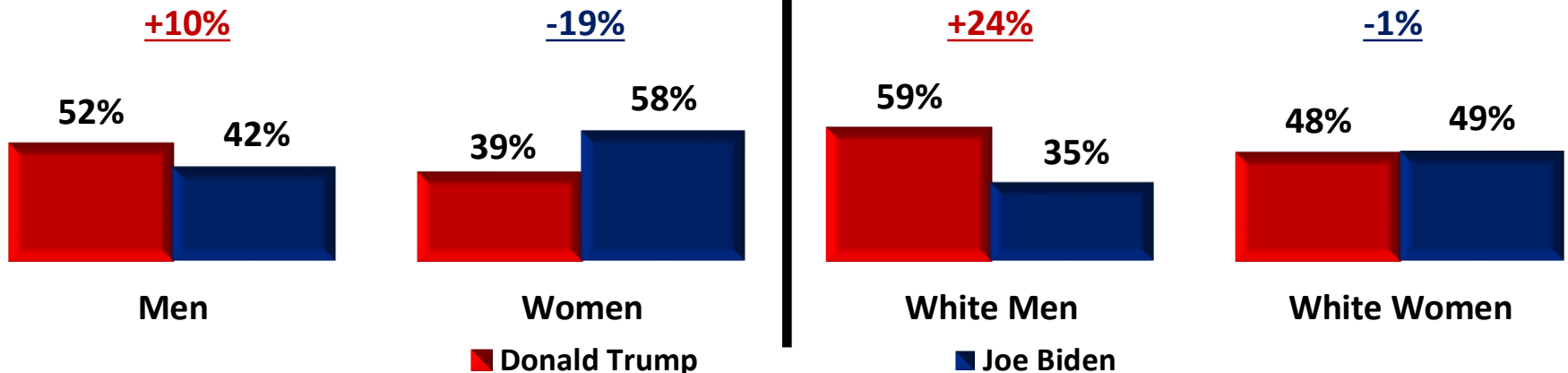
*And, for which of the following candidates did/will you vote for President...*

# Presidential Ballot – By Gender & Ethnicity/Gender

2016



2020

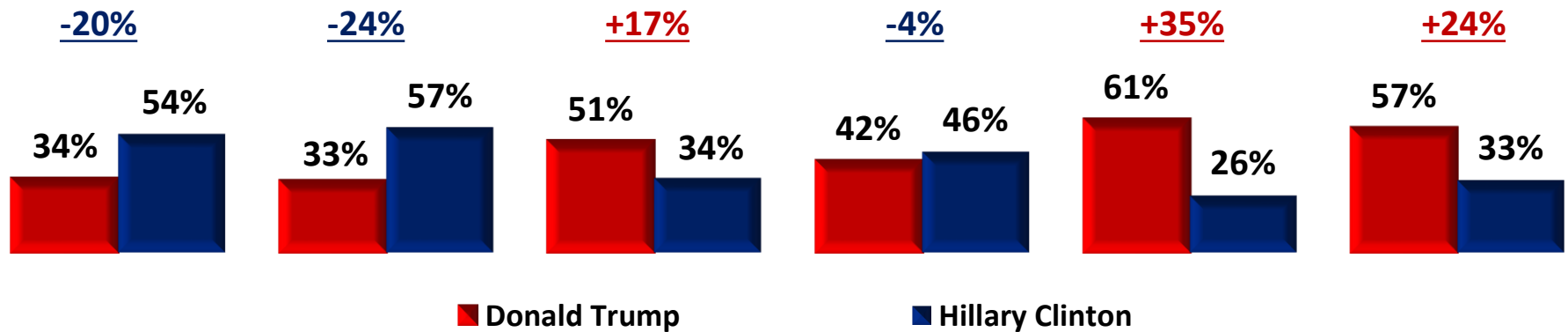


And, for which of the following candidates did/will you vote for President...

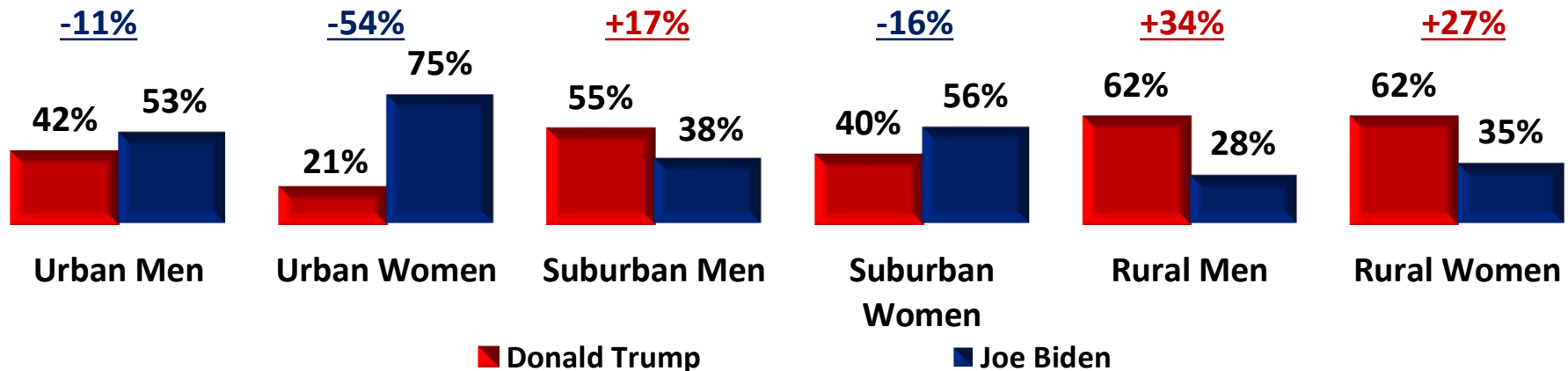


# Presidential Ballot – By Geography/Gender

2016



2020



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

# Presidential Ballot – By Presidential Decision Timeline

2016

+4%

-8%

+5%

0%



■ Donald Trump

■ Hillary Clinton

2020

+26%

+12%

-3%

-8%



Today/Last Few Days  
(4%)

October  
(6%)

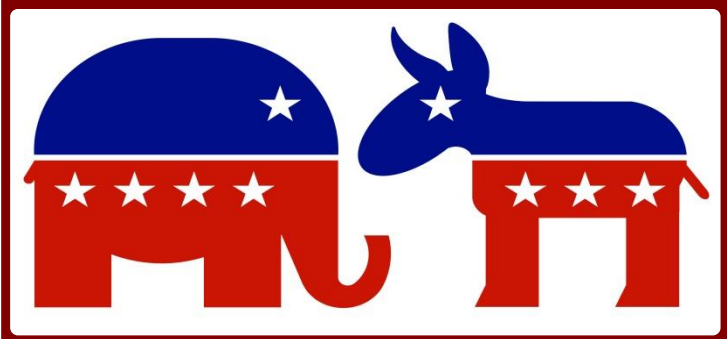
September  
(6%)

Before September  
(81%)

■ Donald Trump

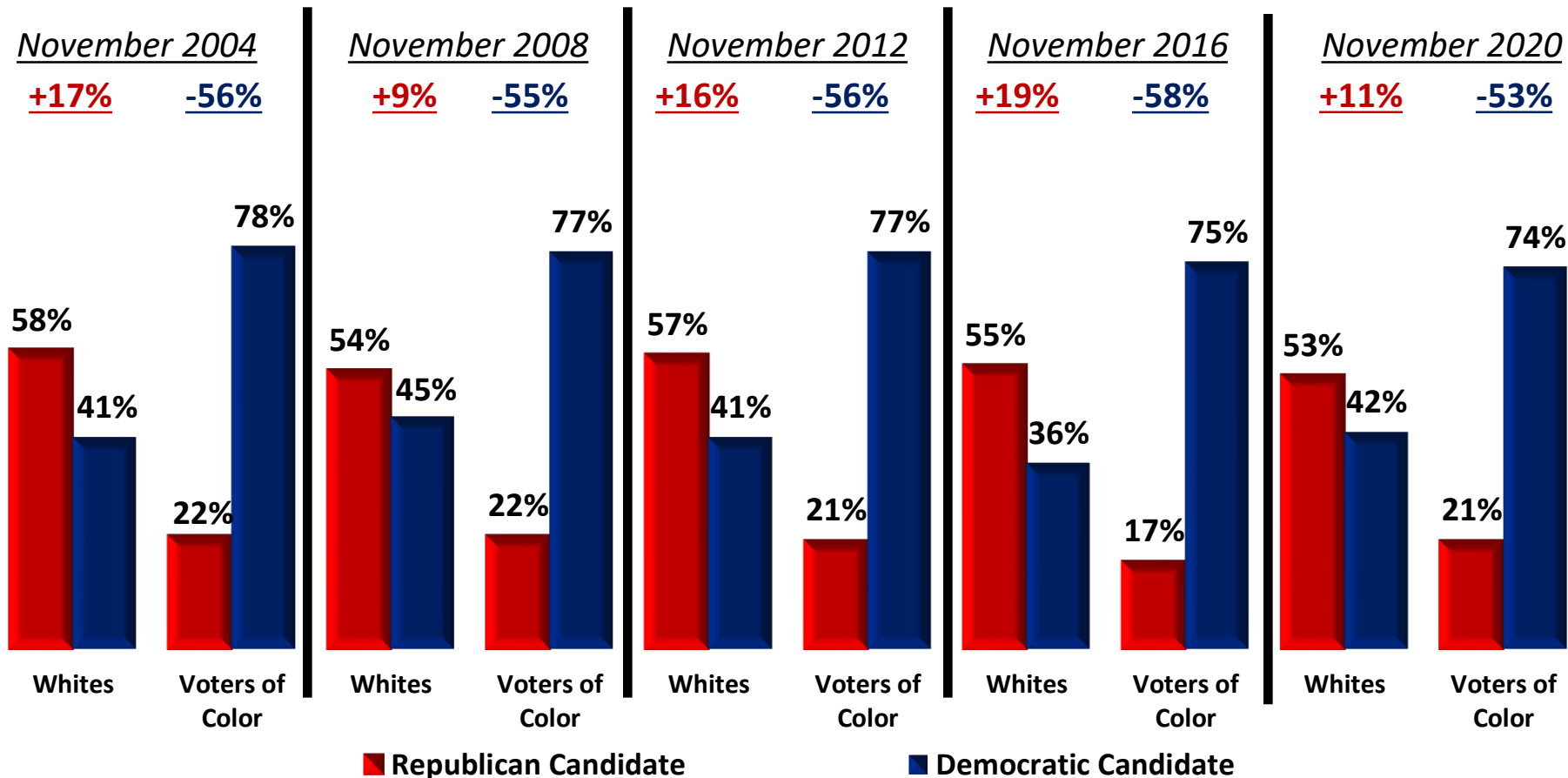
■ Joe Biden

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



# Comparing the 2020 Presidential Election to Recent Past Presidential Elections

# Presidential Ballot — Trend by Whites/Voters of Color



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

# Presidential Ballot By Ethnicity – EXIT POLL DATA

<u>Among Whites</u>	<u>Net Republican Margin (%Rep-%Dem)</u>
2000	<b>+13%</b>
2004	<b>+17%</b>
2008	<b>+12%</b>
2012	<b>+20%</b>
2016	<b>+21%</b>
<b>2020</b>	<b>+15%</b>
<u>Among African Americans</u>	<u>Net Republican Margin (%Rep-%Dem)</u>
2000	<b>-81%</b>
2004	<b>-77%</b>
2008	<b>-91%</b>
2012	<b>-87%</b>
2016	<b>-80%</b>
<b>2020</b>	<b>-75%</b>
<u>Among Hispanics/Latinos</u>	<u>Net Republican Margin (%Rep-%Dem)</u>
2000	<b>-27%</b>
2004	<b>-9%</b>
2008	<b>-36%</b>
2012	<b>-44%</b>
2016	<b>-36%</b>
<b>2020</b>	<b>-34%</b>

\*Data from 2000, 2004, 2008, 2012, and 2016 Exit Poll data from the presidential elections.

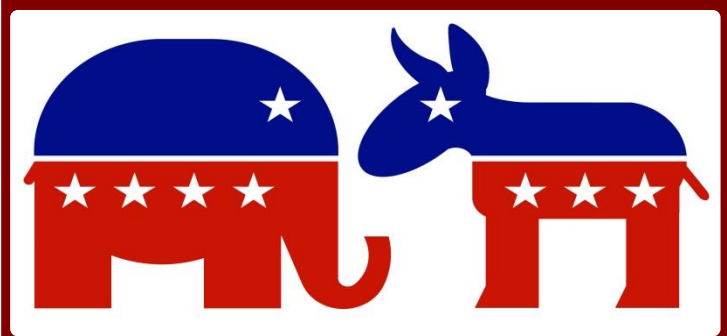
## Presidential Ballot Net Difference — By Marital Status and Gender (POS Post Elect Data)

	2000	2004	2008	2012	2016	2020
Married Men	<b>+20%</b>	<b>+21%</b>	<b>+9%</b>	<b>+22%</b>	<b>+22%</b>	<b>+17%</b>
Married Women	<b>+1%</b>	<b>+11%</b>	<b>+2%</b>	<b>0%</b>	<b>+10%</b>	<b>-8%</b>
Unmarried Men	<b>-2%</b>	<b>-8%</b>	<b>-24%</b>	<b>-22%</b>	<b>-15%</b>	<b>0%</b>
Unmarried Women	<b>-31%</b>	<b>-25%</b>	<b>-29%</b>	<b>-31%</b>	<b>-30%</b>	<b>-37%</b>

# Presidential Ballot Net Difference — By Education/Ethnicity/Gender (POS Post Elect Data)

	2008	2012	2016	2020
Less Than College White Men	<b>+29%</b>	<b>+33%</b>	<b>+38%</b>	<b>+40%</b>
Less Than College White Women	<b>+22%</b>	<b>+14%</b>	<b>+23%</b>	<b>+16%</b>
College + White Men	<b>+6%</b>	<b>+20%</b>	<b>+14%</b>	<b>-1%</b>
College + White Women	<b>-10%</b>	<b>-2%</b>	<b>-2%</b>	<b>-27%</b>





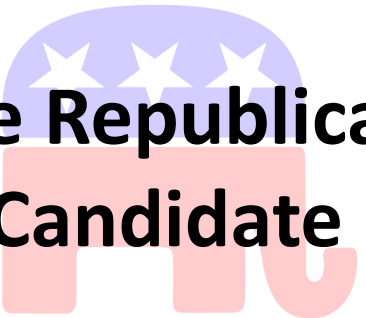
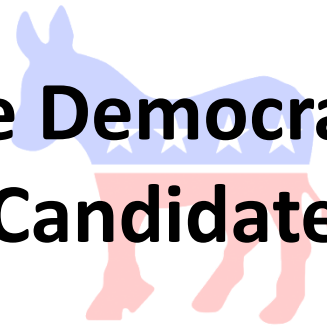
# Looking at the Congressional Ballot

# 2020 Congressional Ballot — Overall & By Party

<i>Congressional Ballot – Overall &amp; By Party</i>	The Republican Candidate	The Democratic Candidate
<b>TOTAL</b>	<b>45%</b>	<b>51%</b>
<b>Republicans (40%)</b>	<b>93%</b>	<b>6%</b>
<b>Independents (16%)</b>	<b>38%</b>	<b>54%</b>
<b>Democrats (43%)</b>	<b>3%</b>	<b>93%</b>

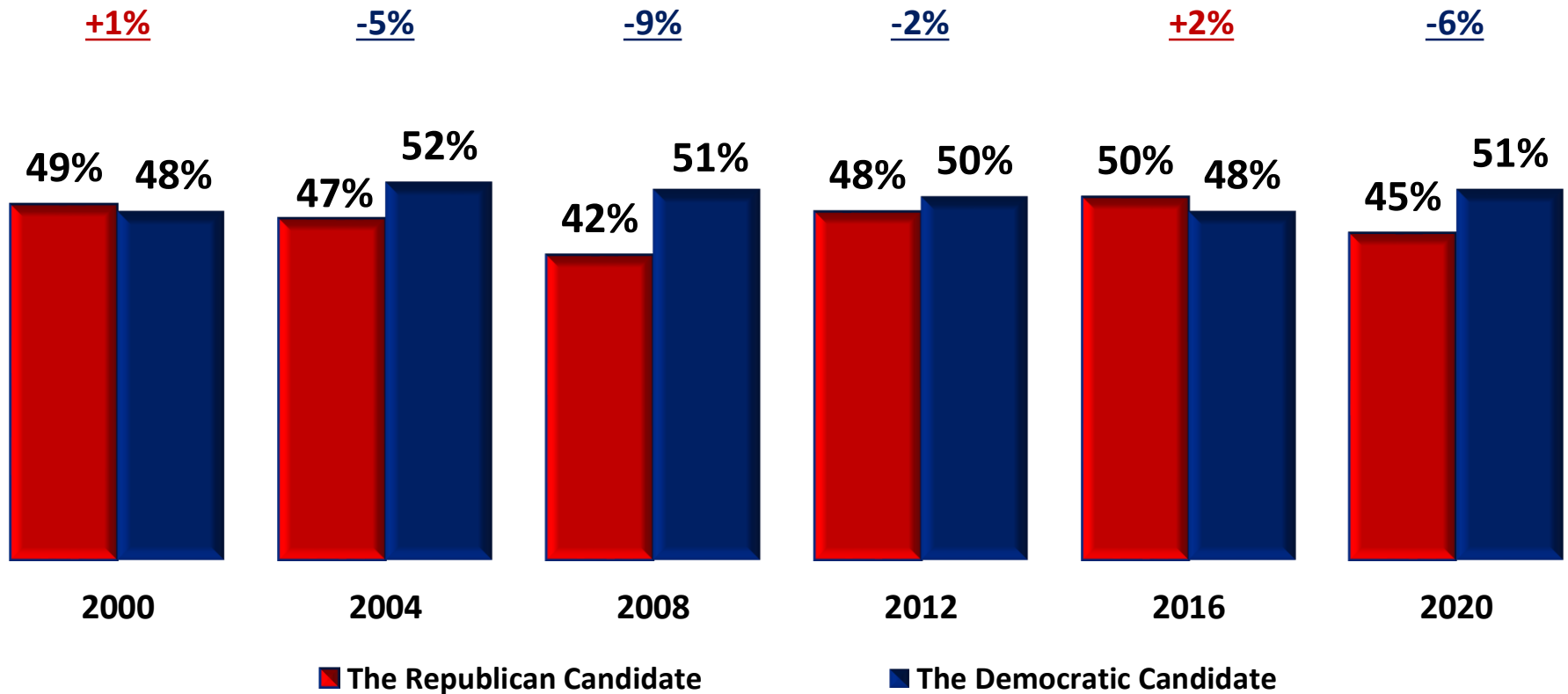
*Now, thinking about the elections for U.S. Congress... And, for whom will/did you vote in the election for U.S. Congress in your district?*

# 2020 Congressional Ballot — By Election Day Voters vs. Early Voters

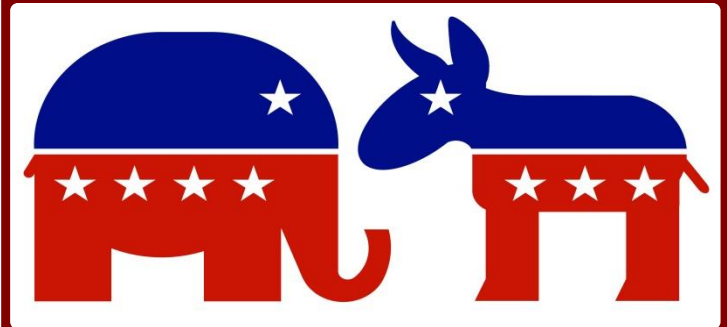
	% Election Day Voters	% Total Voted Early
 The Republican Candidate	59%	39%
 The Democratic Candidate	37%	58%

*Now, thinking about the elections for U.S. Congress... And, for whom will/did you vote in the election for U.S. Congress in your district?*

## Congressional Ballot – Trend Data



*Now, thinking about the elections for U.S. Congress... And, for whom will/did you vote in the election for U.S. Congress in your district?*



# PUBLIC OPINION STRATEGIES

turning questions into answers