

To: Interested Parties

From: Heart+Mind Strategies

Date: November 10, 2020

Subject: Summary of Findings – Heart+Mind Strategies FirstViewSM Presidential Election Post-Election Research 2020

Methodology

Heart+Mind Strategies' FirstViewSM Presidential Post-Election survey fielded November 3-4, 2020 using an online, opt-in panel. The survey was in field for 18 hours, from 1PM November 3rd to 7AM November 4th. In total, a sample of n=2,005 interviews were conducted among voters 18+ who voted in the 2020 Presidential election. Quotas were used to ensure a representative population of voters 18+ on age, gender, and region. Following fielding the data was weighted by ethnicity and income. The full sample was balanced on age, gender, and region in line with U.S. Census figures for registered voters using quotas during fielding.

All respondents were shown the core question sections (Introduction and Screening; FirstViewSM questions; and Demographics). Respondents were then shown a random selection of additional questions on a variety of topics. All questions were answered by a minimum of n=1,000, demographically balanced to the total sample.

This was an online quantitative survey. If we were to estimate a margin of error, it would be +/-2.2% at 95% confidence. All polls have varying degrees of error that should always be considered when interpreting results.

Significant subgroups of voters (those whose data is at least 5% above the total and are indicated as statistically significant) are called out below.

Voter Behavior

- Absentee voting reached record highs this election cycle, with over half (58%) voting before election day (Q100a).
 - This represents nearly twice as many absentee voters in 2020 than 2012 (58% vs 30%) per Heart+Mind Strategies' tracking data from FirstViewSM 2012.
 - Mail in ballots were preferred over voting early in person (38% vs 20), likely due to COVID-19 fears.
 - The following groups were more likely to vote early **by mail**:
 - Pacific region (62%)
 - Silent Generation (62%)
 - Those 65+ years old (56%)
 - Asian (55%)
 - Mountain region (55%)
 - Those who are widows/widowed (54%)
 - Retired (54%)
 - Democrat (50%)
 - Those who voted for Biden (50%)
 - Boomer (48%)
 - Liberal (47%)
 - Women (43%)
 - Suburban (43%)
 - <\$50K HHI (43%)
 - The following groups were more likely to vote early **in person**:
 - West South Central region (42%)
 - African American (26%)
 - South Atlantic region (26%)
 - Stay at home spouse/partner (26%)
- Trump voters displayed stronger enthusiasm for their candidate (Q308).
 - Trump voters more likely to report casting their ballot FOR Trump (51%).
 - Biden voters more evenly split between casting their ballot FOR Biden (38%) vs AGAINST Trump (32%).
 - One in three voters (32%) cast their ballot in support of issues they care deeply about and selected the candidate that best supports those issues.
 - The following groups were more likely to vote in support of issues, rather than a specific candidate:
 - Asian (42%)
 - Those who are living with a partner (42%)
 - Those 18-24 years old (41%)
 - Expanded Gen Z (those born 1995-2002) (40%)

Voter Mood

- More than half of voters (62%) state that they feel the country is on the **wrong track**, up markedly from data gathered in Heart+Mind Strategies' FirstViewSM Super Tuesday research in March 2020 (55%, +7) (Q315).
 - Democrats (90%) and Liberals (83%) are most likely to have this view of the state of the country. Other groups who are likely to have the same feeling are:
 - Biden voters (91%)
 - African American (80%)
 - Independent/3rd Party voters (75%)
 - Student (73%)
 - Asian (72%)
 - Moderate (71%)
 - Non-White (71%)
 - Those who are single (71%)
 - Those who are living with a partner (70%)
 - Not working (70%)
 - New England region (68%)
 - Those who are divorced (68%)
 - Those without children (68%)
 - <\$50K HHI (67%)
 - Bachelor's degree (67%)

- One in three voters (34%) feel that their personal economic situations has gotten worse over the last four years – a nine point jump from Super Tuesday 2020 numbers (25%, +9) (Q305).
 - A similar percentage (31%) report their economic situation has improved in the last four years, a 12-point decrease from Super Tuesday 2020 numbers (43%, -12).
 - Those most likely to say their economic situations have **worsened** include:
 - African American (47%)
 - Biden voters (43%)
 - Democrat (43%)
 - Those who are living with a partner (43%)
 - Liberal (42%)
 - Not working (41%)
 - <\$50K HHI (41%)
 - Those 18-24 years old (41%)
 - Expanded Gen Z (those born 1995-2002) (40%)
 - Those 45-54 years old (40%)
 - Non-White (41%)

2020 Ballots

- Our study measured the popular vote at 50% for Biden and 46% for Trump, within the margin of error of the real count of Biden 50.6%, Trump 47.6% as of November 9th (Q307).
 - Most voted in line with their party affiliation, with 92% of both self-identifying Republicans and Democrats voting for their respective parties.
 - Those who consider themselves Independents split their support for Biden (42%) and Trump (41%). They also showed the highest level of support for Independent or 3rd party candidates at 17%.
 - Voters also largely stuck to the party line when selecting House Representatives and Senators (Q310/Q311).
 - Only 6% of Trump voters selected either a Democratic House Representative or Senator. Only 5% of Biden voters selected a Republican in races for Congress.
- Many groups showed shifting support from that of the 2016 election. In analyzing the Net Trump vote in 2016 (Trump vote minus Clinton vote) vs the Net Trump vote in 2020 (Trump vote minus Biden vote), we can see several key shifts. All 2016 data below is per Heart+Mind Strategies' tracking data from FirstViewSM 2016.
 - African Americans, who strongly supported Clinton in 2016 (-90 net score), still supported Biden, but by a much less intense margin (-66 net score, +24 points towards Trump).
 - Likewise, Hispanic support shifted in 2020 towards Trump (-37 net score in 2016 vs -22 net score in 2020, +15 points towards Trump).
 - Trump lost a bit of ground among White voters who do not have a college education (65 net score 2016 vs 57 net score 2020, +8 points towards Biden).
 - Suburban White women became noticeably more neutral in the 2020 election (14 net score in 2016 vs 0 net score in 2020).
 - Trump gained ground among Independents in 2020 (-19 net score in 2016 vs -1 net score in 2020, +18 points towards Trump).
- Shifting subgroups may mean the states we refer to as "swing states" are changing as well. Georgia, Pennsylvania, Michigan and Arizona are all states that reliably went for one party over the last 20 years. Republicans did better in 2020 among minority voters which play a significant role in the statewide counts in these places. However, Democrats gained ground among White voters, (likely) offsetting those gains in all four of these key states. Both sides will be looking to hold on to their gains while reversing their losses for long-term control. However, with candidate personalities and policies playing such a large role, it's likely these states will swing from election-to-election in the near future, especially now that's it's been shown these states can go either way with the right messaging.

Trust In and Approval Of Washington

- Trust in Washington remains low, with nearly half (57%) of voters stating they have *No trust* in elected officials to do what is right (Q390).
 - *Restoring honesty and trust to government* is a top priority for voters following the election (79%), along with *Growing the economy* (77%), and *Government response to the COVID-19 pandemic* (75%).
- A majority of voters (65%) feel that the government is currently broken (Q115).
 - This feeling is strongest among Democrats (83%) and Liberals (80%). Other groups who are likely to have the same feeling are:
 - Biden voters (84%)
 - New England region (77%)
 - Those 65+ years old (74%)
 - Boomer (73%)
 - Retired (73%)
 - African American (72%)
 - Not working (71%)
 - Associate's degree (70%)
 - Silent Generation (70%)
 - Those 55-64 years old (70%)
 - Divorced (70%)
 - East North Central region (70%)
- Approval of President Trump's handling of the Presidency remains relatively steady (Q318).
 - 53% of voters state they somewhat or strongly disapprove, while 44% state they somewhat or strongly approve.
 - Disapproval has seen a 3-point increase from Super Tuesday 2020 numbers (50%, +3).

Issue Agenda

- Nearly half of voters (46%) see free-market economy as the way to go (Q365a) compared to an economy system which the federal government provides jobs (21%) or creates public works programs (32%).
 - Free-market economy is most popular among:
 - Silent Generation (70%)
 - Conservative (63%)
 - Those 65+ years old (63%)
 - Republican (60%)
 - Trump voters (60%)
 - Retired (60%)
 - Independent/3rd Party voters (59%)
 - Boomer (56%)
 - Independent (55%)
 - Those who are widows/widowed (55%)
 - West North Central region (55%)
 - Rural (54%)
 - Those 55-64 years old (51%)
 - \$100K HHI+ (51%)
 - Associate's degree (51%)
- Only one in five (21%) of voters say that universal healthcare is the way to go. Two in five voters prefer either *replacing the Affordable Care Act with a system that priorities transparency, freedom of choice and cost-efficient care* (40%) or *protecting the Affordable Care Act and building on it to make healthcare more affordable and less complex* (38%) (Q365b).

- A plurality of voters (42%) agree that the recent tax cuts should be extended past 2022. Just slightly fewer voters believe we should take the opposite approach and raise the top marginal tax rate to 70% and institute a wealth tax (39%) (Q365c).
 - Keeping the recent tax code changes is most popular among:
 - Conservative (71%)
 - Republican (70%)
 - Trump voters (68%)
 - Silent Generation (59%)
 - Those 65+ years old (53%)
 - Retired (53%)
 - Rural (53%)
 - East South Central region (52%)
 - Boomer (50%)
 - Some college (48%)
 - Those 55-64 years old (48%)
 - Those who are widows/widowed (47%)

- Half of voters (52%) agree with the following statement, *racial equality will come when we have racial blind equality of opportunity, giving every individual the chance to grow, achieve and succeed on their merits, skills and drive* (Q365d).
 - This position is most popular among:
 - Silent Generation (74%)
 - Those who are 65+ years old (69%)
 - Conservative (68%)
 - Those who are widows/widowed (68%)
 - Republican (67%)
 - Trump voters (66%)
 - Boomer (65%)
 - Retired (65%)
 - Those who are 55-64 years old (62%)
 - Some college (61%)
 - Divorced (59%)
 - Independent (58%)
 - Rural (58%)
 - White (58%)
 - Independent/3rd Party voters (57%)