

OBOOB OBOOB INSIGHT

2020 VOTER PRIORITIES SURVEY

N=1500 | Fielded Online 11/10/20 to 11/19/20 | M.o.E. +/- 2.5% Respondents: National; Voters in the 2020 election.

The 2020 election proved how **divided** America is as a nation.

Voters on the Right and the Left

- prioritized different issues;
- consulted different information sources;
- accepted the results in different ways; and
- view the path forward differently from one another.

of Republican voters have less respect for Democrats than they did 4 years ago.

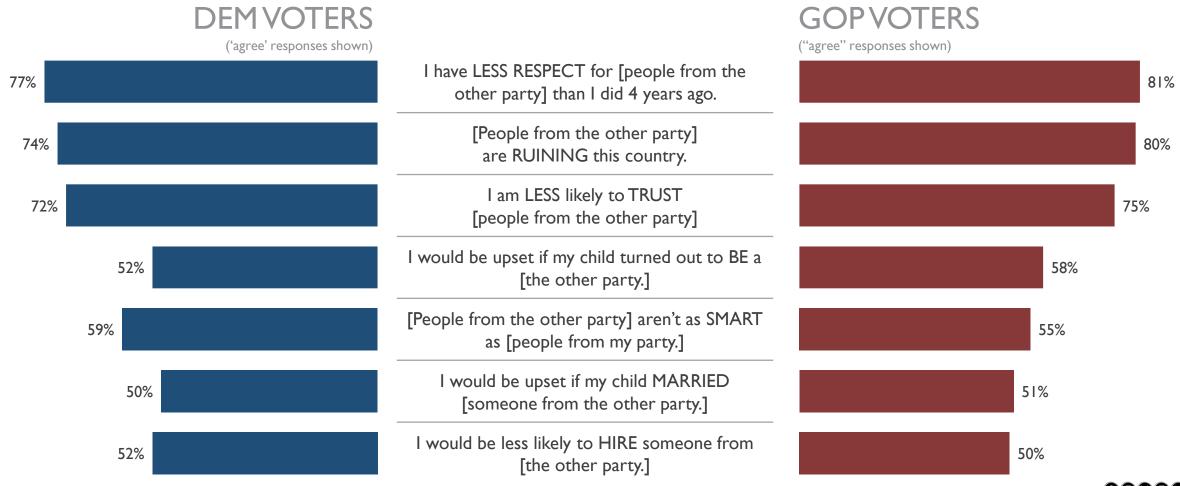
77% of Democrats feel the same towards Republicans.

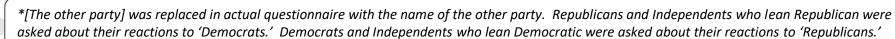


A NATION OF 'OTHERS.'

8-in-10 have lost respect for the other side. Three-quarters believe are less likely to trust the other side. .

Please indicate your honest feelings about whether you agree or disagree with the following statements about [the other party]











MAKE NO MISTAKE, THE 2020 ELECTION WAS MORE ABOUT DONALD TRUMP THAN JOE BIDEN.

670/0

of Biden voters voted FOR Joe Biden rather than AGAINST Donald Trump.

One third of Biden voters had Trump on their minds when they went to the polls in 2020.

870/0

of Trump voters voted FOR Donald Trump rather than AGAINST Joe Biden.

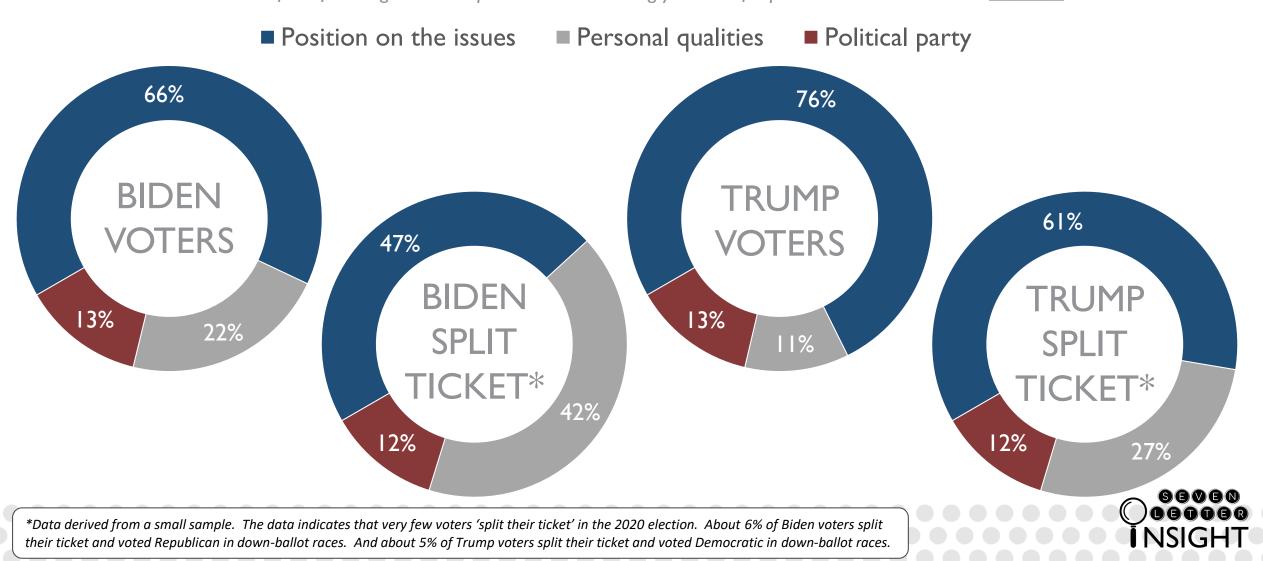
Trump had a bigger pull on his voters than Biden had on his.



SPLIT TICKET VOTERS: MORE LIKELY TO CONSIDER "PERSONAL QUALITIES."

If a Republican voted for Biden, it was a relative tossup between a vote against Trump's platform or personality.

Which of the following is most important in determining your vote for president? The candidate's _____?



VOTERS BELIEVED THIS ELECTION MATTERED.

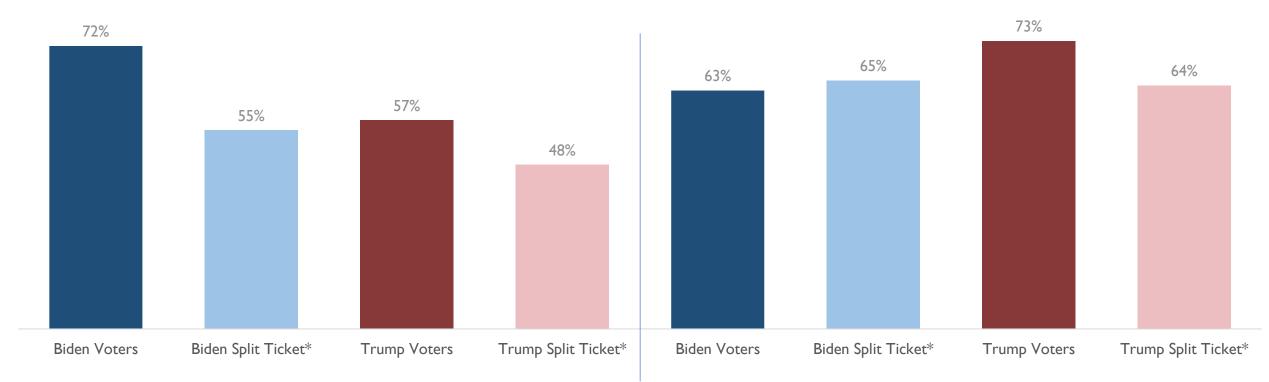
Biden voters (63%) were slightly more likely than Trump voters (57%) to believe the opposite candidate's presidency would fundamentally change American society.

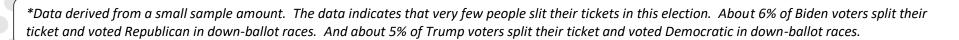
Do you think Joe Biden's victory will fundamentally change the nature of American society?

(Showing net responses of "Definitely" and "Probably)

Do you think a second term for Donald Trump would have fundamentally changed the nature of American society?

(Showing net responses of "Definitely" and "Probably)







Donald Trump's post-election messages resonated with his voters and has undermined their faith in the electoral process.

79%

of Trump voters believe that this election was stolen through illegal voting and fraud.

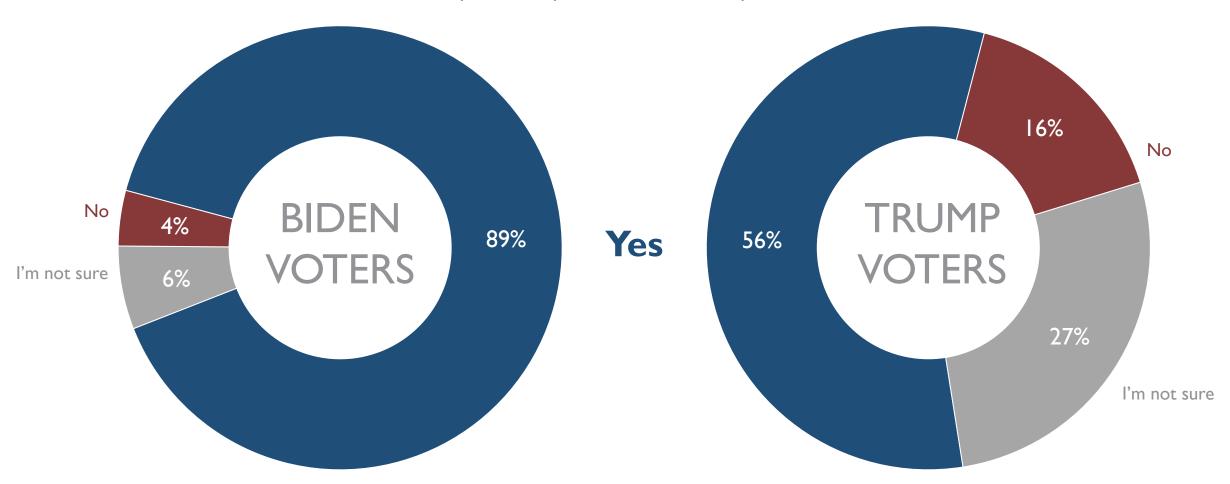
As of 11/19/20, 62% of Trump voters do not accept the results of the election despite no evidence of widespread illegal voting or fraud.



FAITH IN OUR ELECTION PROCESS HAS BEEN **DEEPLY** CHALLENGED.

More than 4-in-10 Trump voters aren't sure or don't believe their vote was recorded accurately.

Do you believe your vote was accurately recorded?

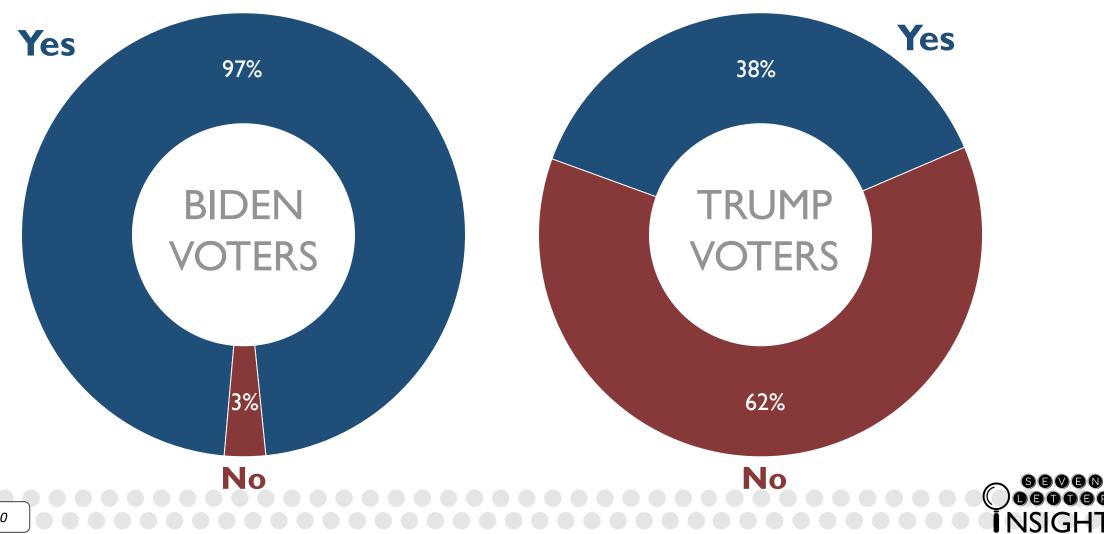




NEARLY TWO THIRDS OF TRUMP VOTERS **DON'T** ACCEPT THE RESULT.

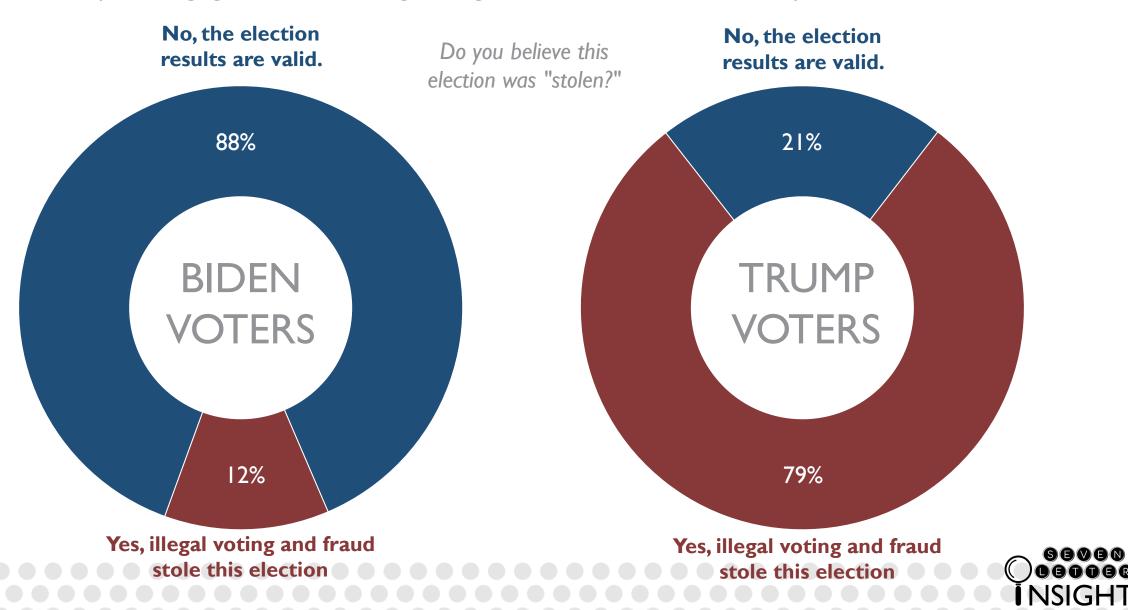
This level of distrust in election results is unprecedented.

Joe Biden has been declared winner of the 2020 Presidential election. Do you accept the result?



PROFOUND **DISTRUST** IN THE 2020 ELECTION RESULTS

Trump's messaging that focused on illegal voting and fraud has resonated for nearly 8-in-10 of his voters.



of Republicans **fell in love** with America all over again during the last 4 years.

(28% responded that their love of America had 'greatly increased' and 9% said 'somewhat increased.' compared to only 12% who said it had decreased.)

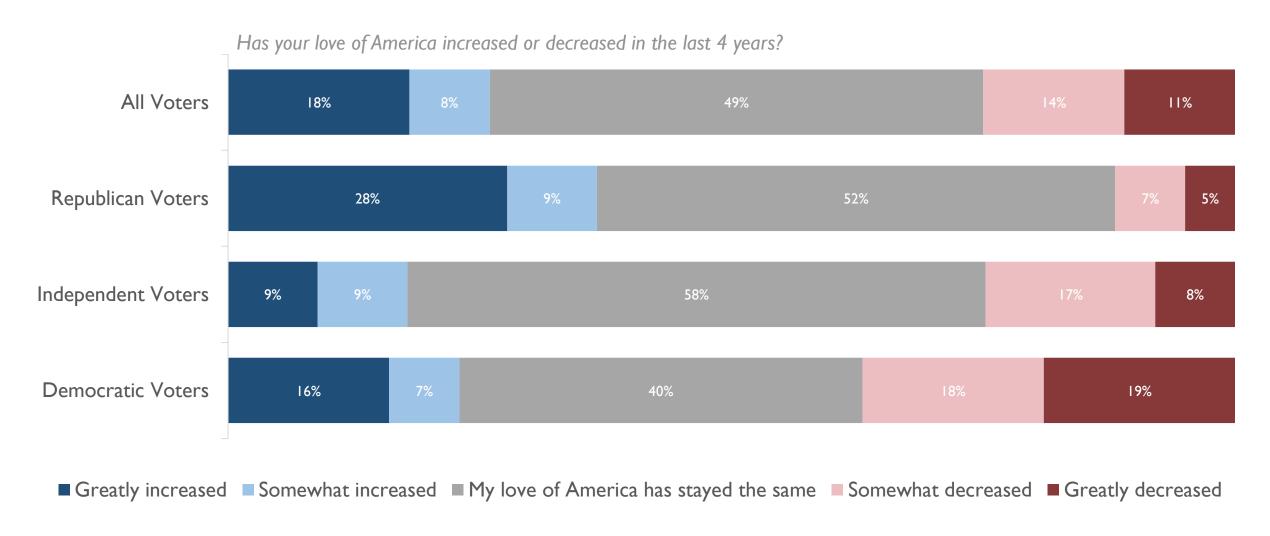
370/0

of Democrats swiped left on America over the last 4 years. (19% responded that their love of America had 'greatly decreased' and 18% said 'somewhat decreased' compared to only 22% who said it had increased.)



LOVE OF COUNTRY **LINKED** TO PREFERRED PARTY BEING IN POWER

Three-in-ten Republicans say that their love for America has "greatly" increased. One-fifth of Democrats say their love of country has "greatly" decreased.





Many support continuing to offer the expanded voting options available during the 2020 election.

Though Republicans and those who traditionally vote on election day disagree.



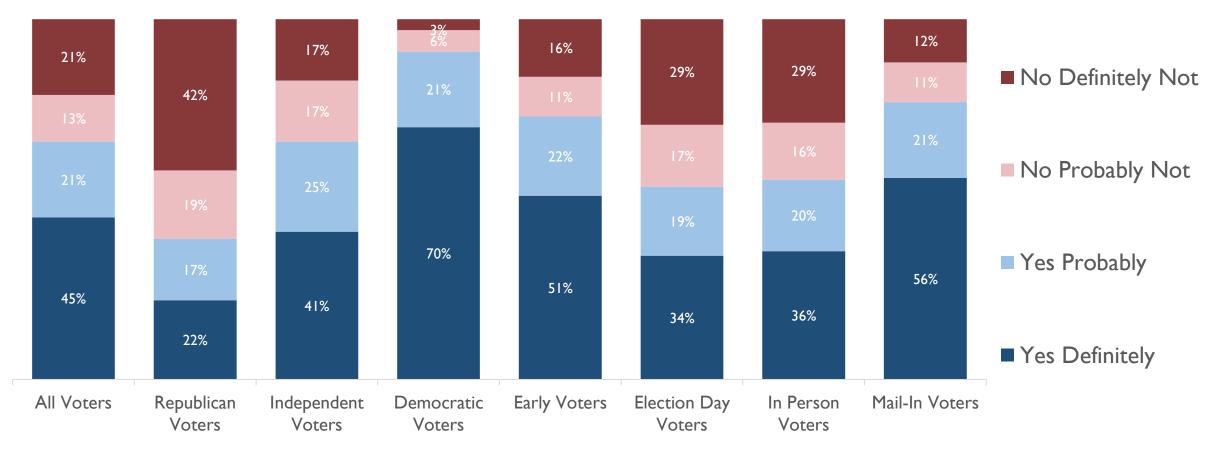
of all voters support continuing expanded voting options to increase convenience. In addition, 82% of voters believe that it's very-to-somewhat important that employers give employees time off so that they can cast their votes.



MOST **SUPPORT** CONTINUING EXPANDED VOTING OPTIONS.

The two outliers are election-day voters (who aren't as sure)... and Republicans (where a majority don't believe we should continue offering these options to voters.)

This year, states offered early in-person voting and expanded mail-in voting options. Going forward, should we continue to offer these options to voters?

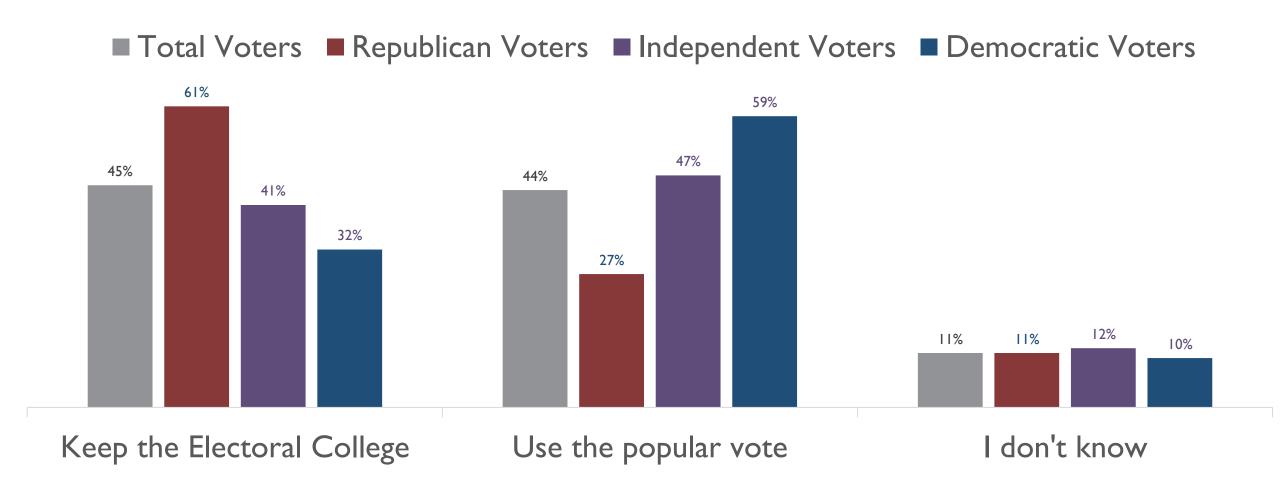




REPUBLICANS SUPPORT THE ELECTORAL COLLEGE. DEMS DON'T.

Independents are relatively split but lean a bit towards the popular vote.

Should we keep the Electoral College or use the popular vote to elect Presidents?

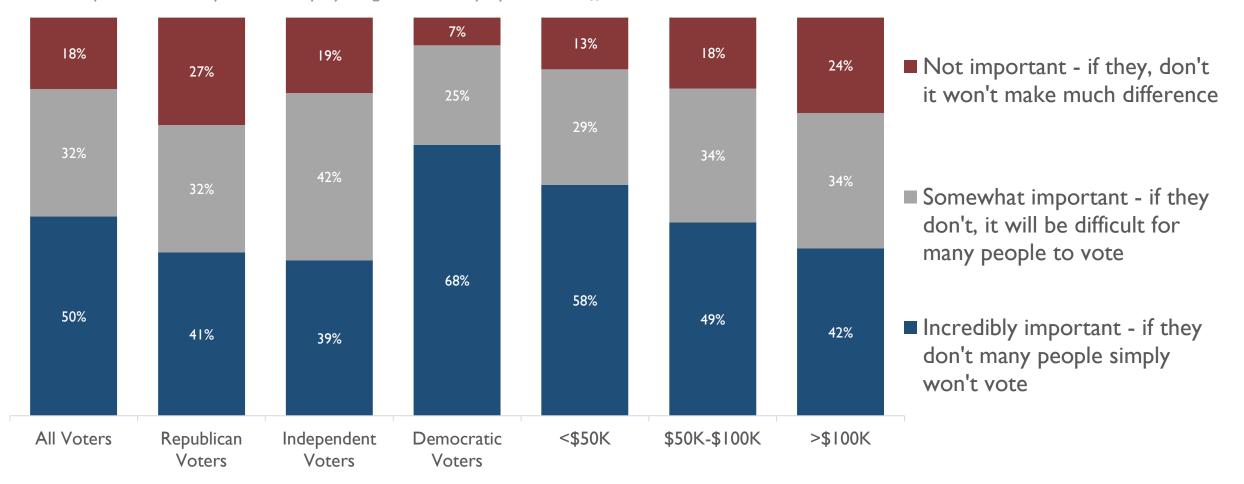




DELIBERATE TIME OFF TO VOTE **MATTERS** TO THE ELECTORATE.

A plurality of voters say that it's "incredibly important" to ensuring that voters exercise their right. Those with lower incomes are more likely to appreciate the gesture.

How important is it to you that employers give their employees time off to vote?

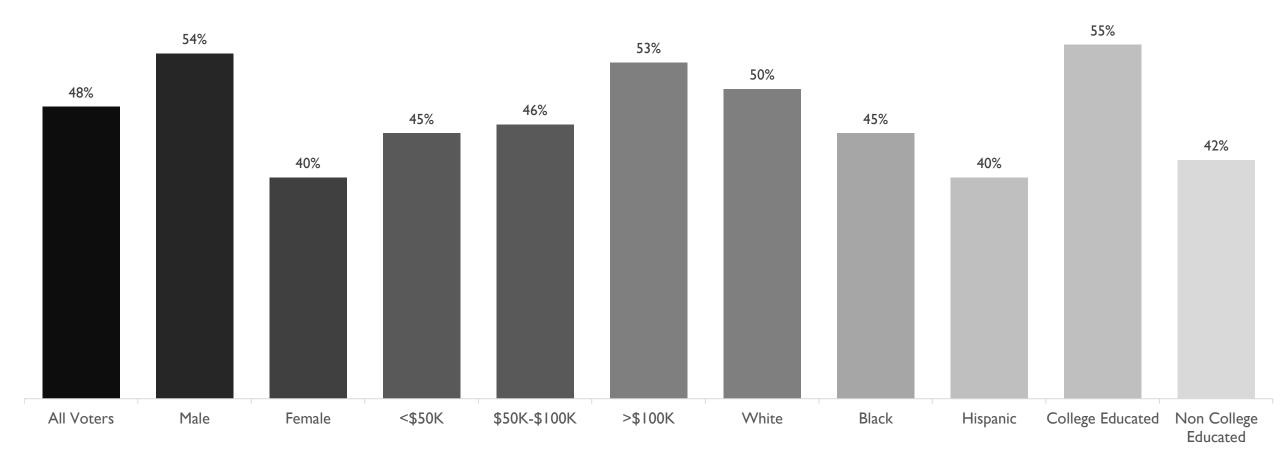




'TIME OFF TO VOTE' IS **NOT** DELIVERED EQUITABLY.

Female voters, lower income voters, and minority voters were less likely to receive time off from their employers.

Did your employer give you time off so that you could vote in person? (Showing responses of those who said "Yes")

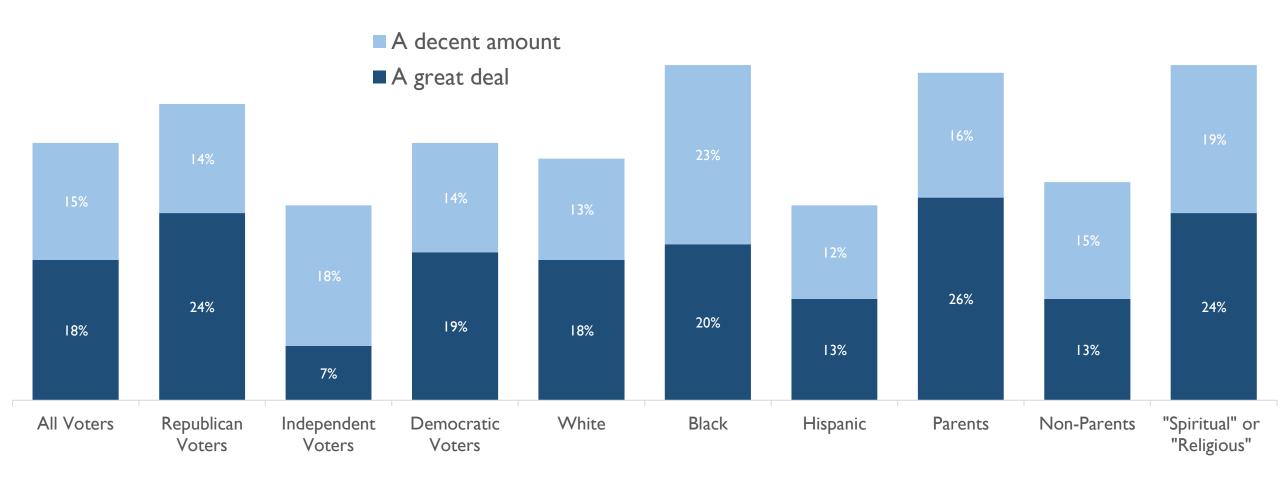




RELIGION INFLUENCES **ONLY** ABOUT 3-IN-10 VOTERS.

That number jumps to only 4-in-10 with those who self-identify as "religious" or "spiritual."

Was your vote motivated by your religion or your religious beliefs?





Americans are split on what's holding us back as a country. Trump voters believe it's the media. Biden voters believe it's our leaders.

83%

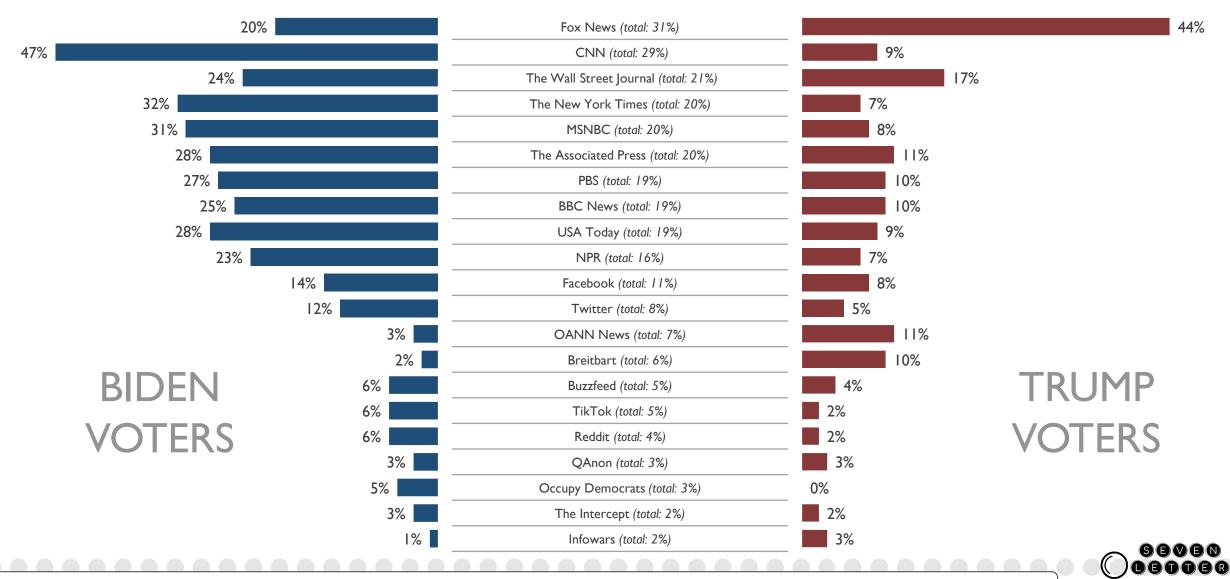
of Trump voters think that the media is "the enemy of the people."

Compare that to only 28% of Biden voters who believe the same thing.



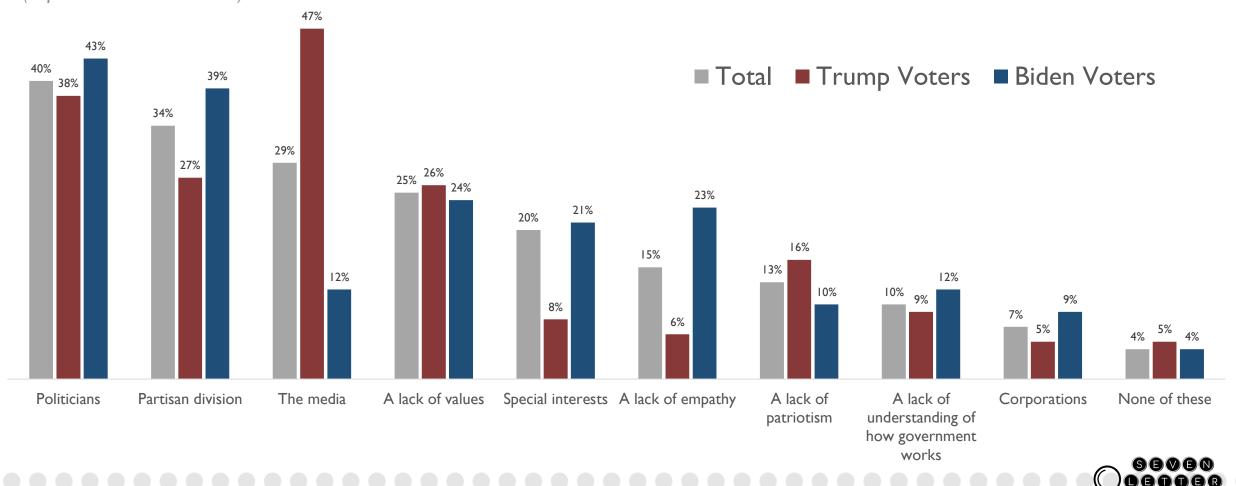
MEDIA CREDIBILITY BY VOTE

Biden voters believe a more diverse set of news sources are credible. Trump voters are less likely to believe sources other than Fox News are valid.



TRUMP VOTERS BLAME MEDIA. BIDEN VOTERS BLAME POLITICIANS.

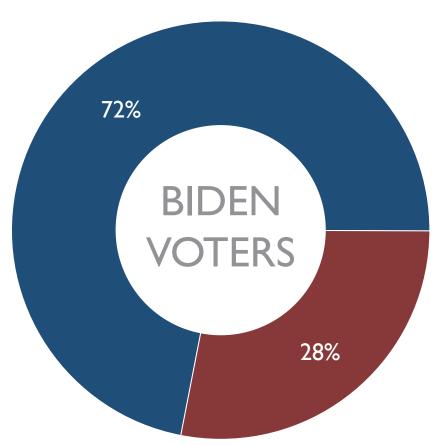
What's holding America back the most? (Top two choices combined).



83% OF TRUMP VOTERS BELIEVE THE MEDIA IS THE ENEMY OF THE PEOPLE.

That statistic nearly flips for Biden voters with 72% believing that the media plays an important role in our democracy...

Which of the following statements comes closest to your view of the media?

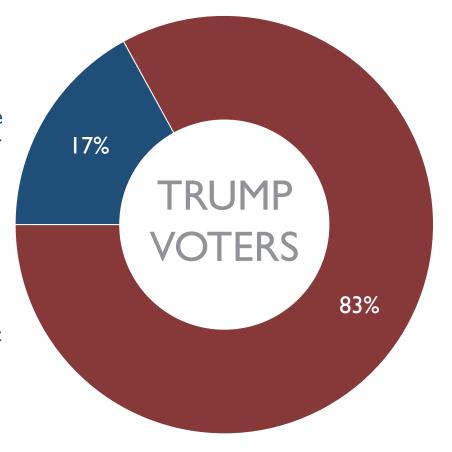


The media is not the enemy of the people.

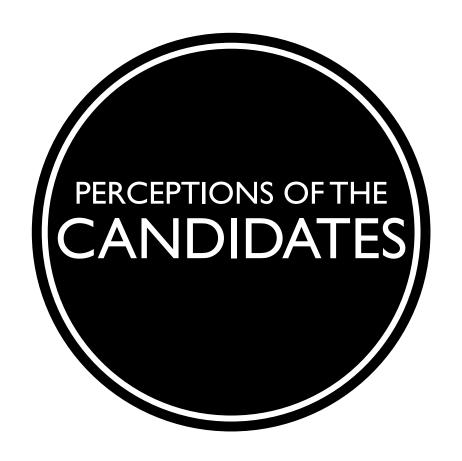
The media has an important role in our democracy and keeps our elected officials accountable by factchecking.

The media is the enemy of the people.

The media misinforms the public and influences opinions towards their own agenda.









Republicans viewed Trump as "A Boss." Democrats viewed Biden as "A Grandfather."

Independents had a much more balanced view of Biden than they did of Trump. 52% of Independents view Trump as their "Crazy Uncle" (compared to 32% on the same metric for Biden.)

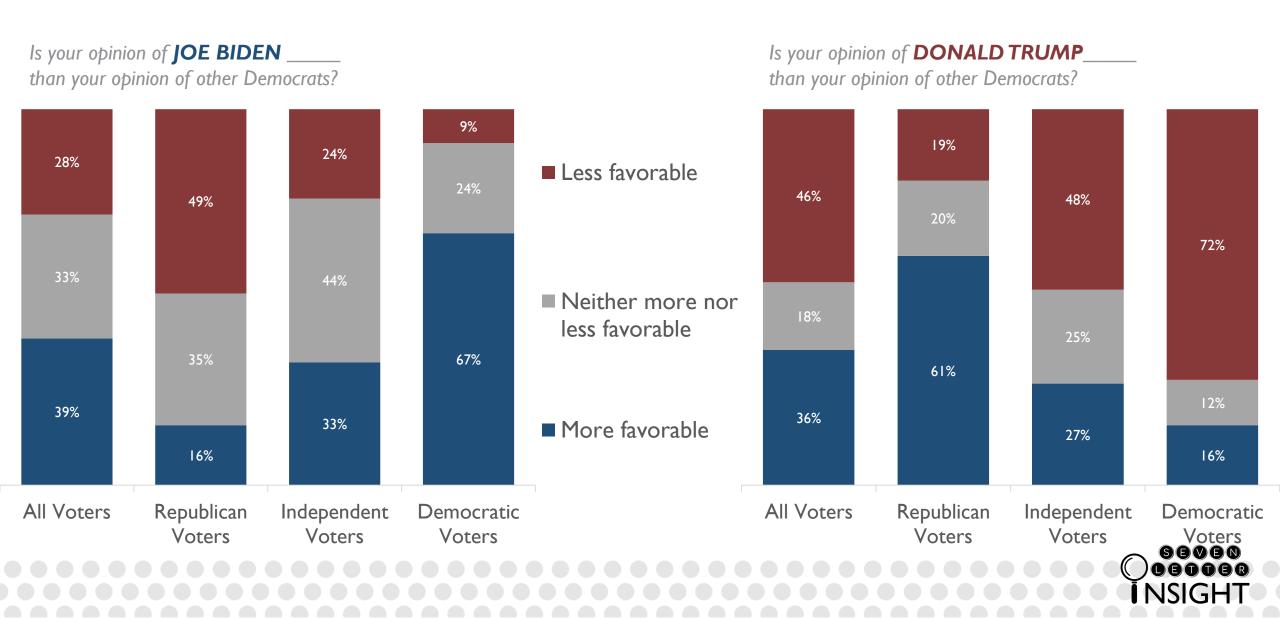
48%

of Independents view trump less favorably than other Republicans, compared to only 24% of Independents who view Biden less favorably than other Democrats.



COMPARATIVE FAVORABILITY: A STARK DIFFERENCE FOR INDEPENDENTS

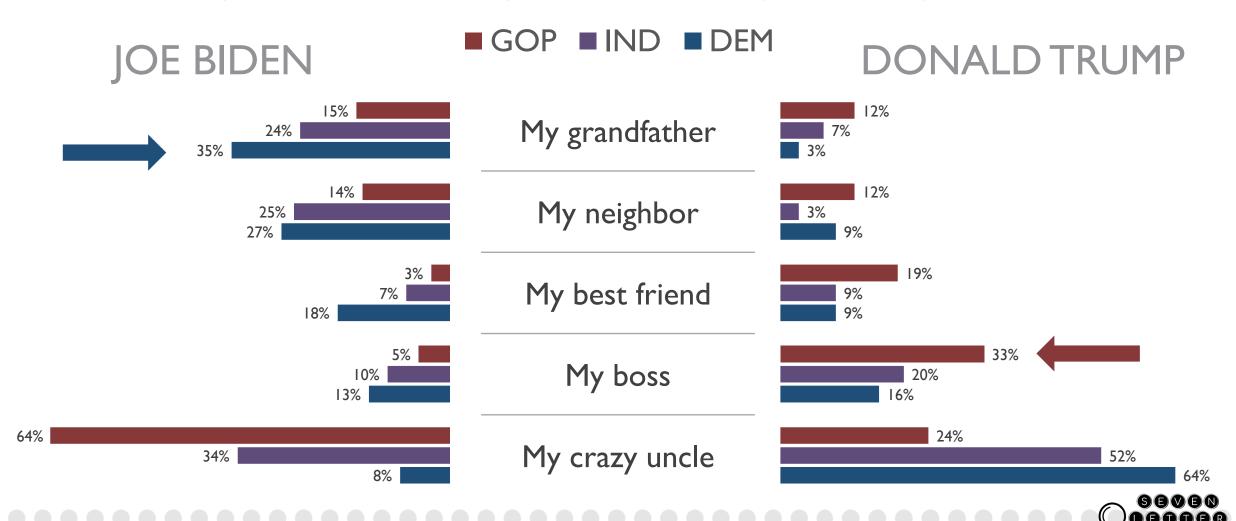
Republicans are 10% less favorable towards Trump than Democrats are towards Biden.



Democrats see Biden as a "Grandfather." Republicans see Trump as a "Boss."

But **Independents** were much more likely to have a balanced view of Biden than of Trump.

When you think about _____ as a person, which of the following does he remind you of the most?



Voters are calling for compromise in Washington.

In fact, when it comes to constructing his cabinet, voters do NOT want Biden to include only Democrats. They expect him to reach across the aisle and incorporate opinions from the Right as well as the Left.

480/0

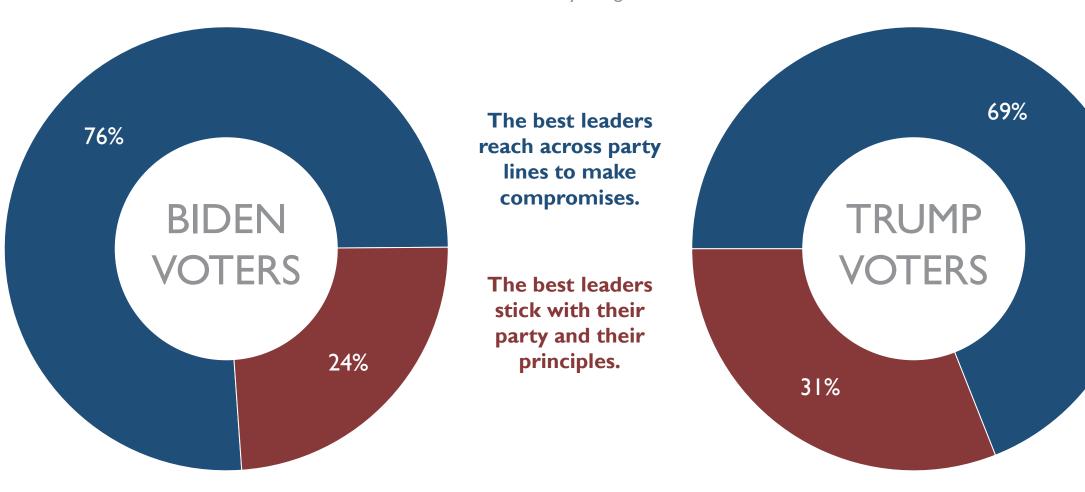
of Republican voters want Congressional Republicans to work with the Biden Administration rather than opposing it.



VOTERS VALUE LEADERS WHO **COMPROMISE**.

Though Trump voters are a bit more likely than Biden voters to value leaders to "stick to their principles & party."

Which statement do you agree with more?

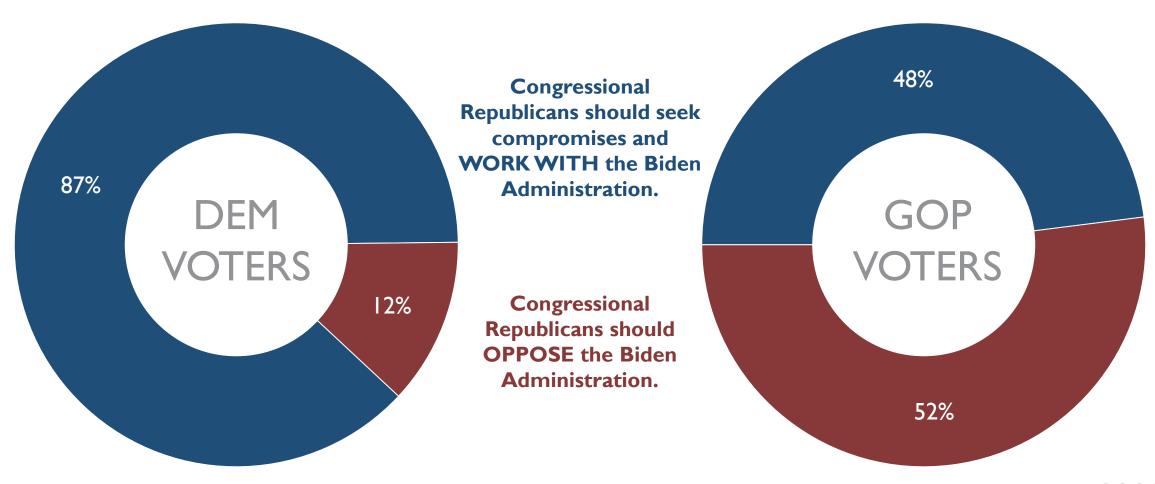




HALF OF REPUBLICANS THINK THE GOP SHOULD WORK WITH BIDEN.

Nearly three quarters of Independents want to see Congressional Republicans make compromises as well.

Do you think Republicans in Congress should make compromises with the Biden Administration or oppose the Biden Administration?





MOST VOTERS WANT BIDEN TO CONSTRUCT A BIPARTISAN CABINET.

About half don't want Biden to include former CEOs... and about 7-in-10 don't want former lobbyists invited to the cabinet.

GOP

83%

71%

69%

36%

28%

39%

17%

46%

26%

61%

50%

Include only Democrats

Total

75%

69%

53%

51%

50%

49%

31%

		How should Joe Biden construct his cabinet of advisors and officials?
IND	DEM	Showing ONLY combined responses of "Strongly Agree" or "Somewhat Agree"
72%	68%	Include at least I Republican
67%	69%	Not include anyone who used to be a lobbyist
47%	41%	Include at least one cabinet member from the previous Trump Administration
49%	69%	Include more female representation than male members
47%	73%	Include more minority representation than white members

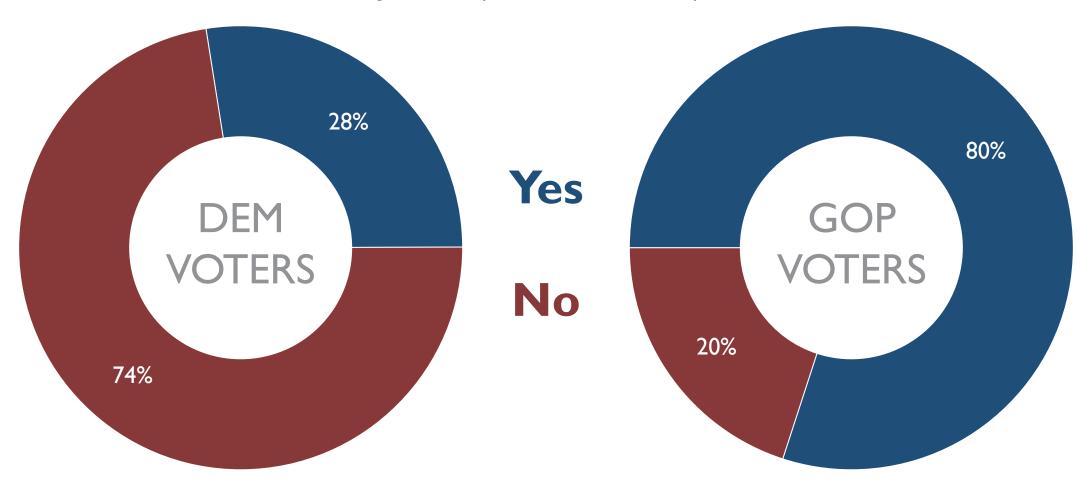
Not include anyone who used to be a corporate executive (like a CEO of CFO)



ONE QUARTER OF DEMOCRATS THINK BIDEN SHOULD SERVE ONLY ONE-TERM

8-in-10 Republicans (obviously) agree. Independents are split 50/50.

Should Joe Biden step down after one term as president?





Trump / Pence 2024

Both Trump and Pence (separately) are front runners for the 2024 GOP nomination. Independents are looking at a broader range of GOP candidates including Ted Cruz and Nikki Haley.

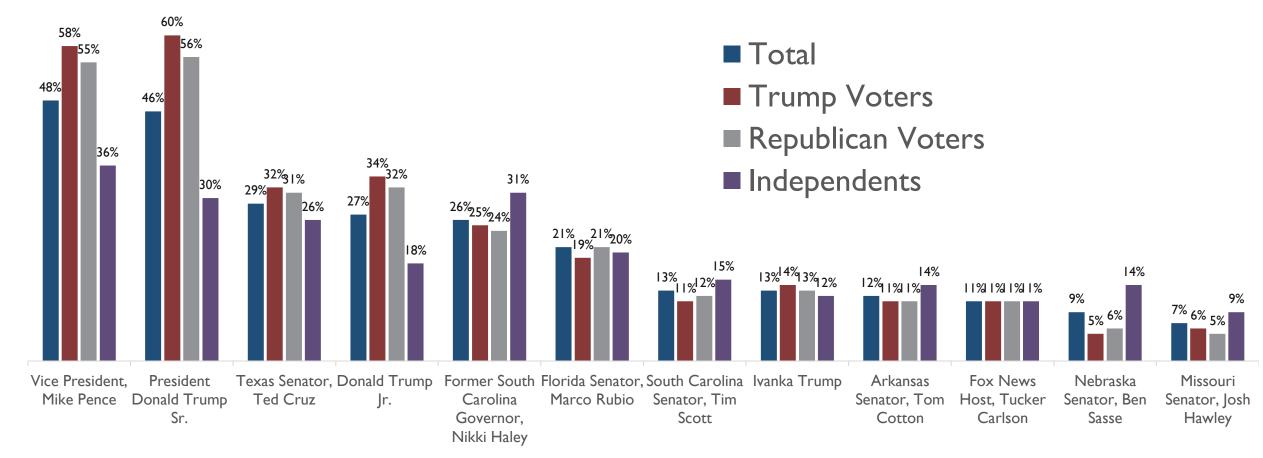
of Republican voters want him to stop using Twitter to discuss politics.
71% want him to run again in 2024.
Eight-in-ten want Trump to stick around and guide the Republican party.



TRUMP & PENCE ARE CLEAR **FRONTRUNNERS** FOR 2024.

Don Jr. is the favored Trump political heir. Independents are also looking at Cruz & Haley.

Who would you be most likely to support as the Republican nominee for president in 2024. (Top three choices combined)





WHAT'S **NEXT** FOR TRUMP?

Two-thirds of Republicans want him to run again in 2024. Nearly 4-in-10 want him to refuse to give up power and remain in the White House.

Total	GOP	IND	DEM	Which of the following would you support or oppose Donald Trump doing after the 2020 election wraps up? Showing ONLY combined responses of "Strongly Support" or "Somewhat Support"
82%	86%	82%	78%	Call for national unity
77%	67%	80%	85%	Peacefully transition power to the Biden Administration
72%	63%	73%	81%	Stop using Twitter to discuss politics
65%	49%	70%	76%	Leave American politics and recede into private life
52%	77%	45%	32%	Help to guide the Republican party
51%	29%	55%	69%	Leave the country as he has stated he'd do on the campaign trail
45%	66%	41%	26%	Run for President again in 2024
44%	63%	40%	28%	Contest the election in the Supreme Court
38%	46%	36%	32%	Start his own TV Network
37%	52%	32%	25%	Endorse one of his children for President in 2024
30%	38%	26%	25%	Refuse to give up power and remain in the White House.

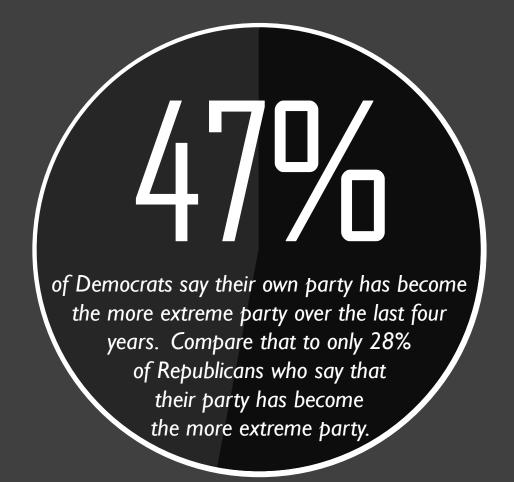






Democrats think Moderates should set their party's agenda.

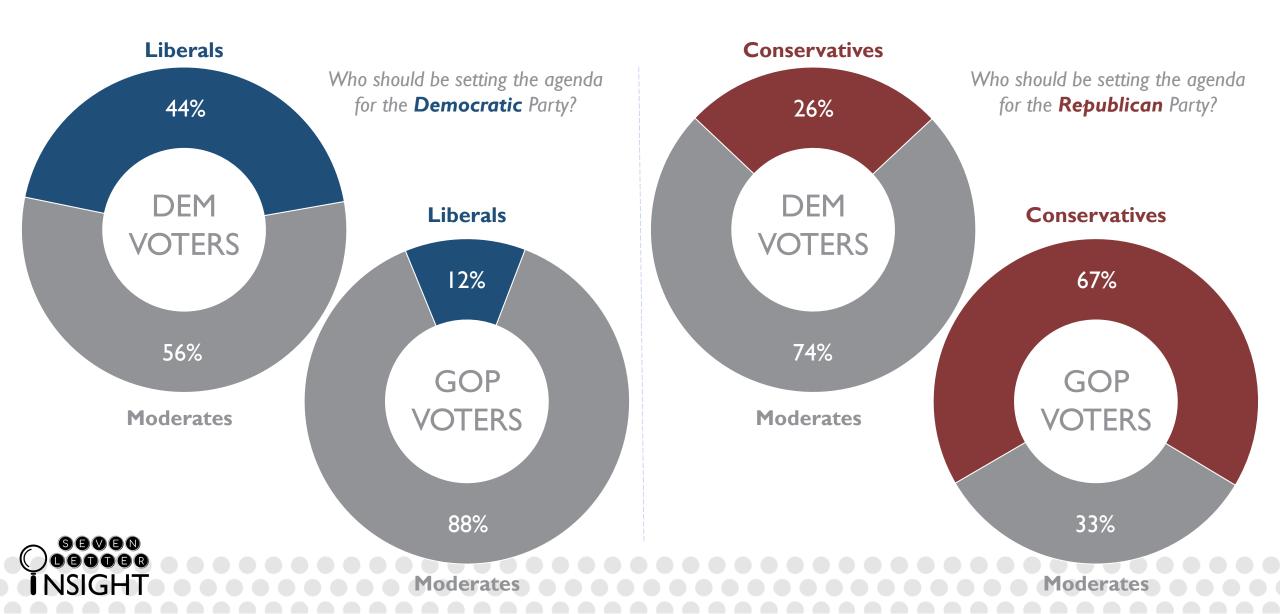
Republicans think Conservatives should set their party's agenda.





BOTH PARTIES WANT THE DEMOCRATIC PARTY LED BY **MODERATES**.

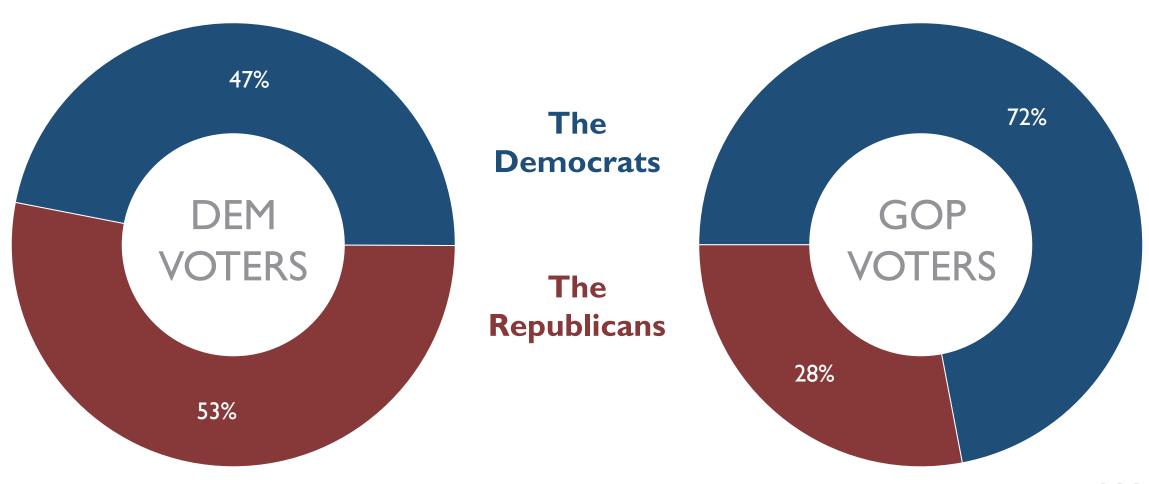
They're split when it comes to the leadership of the Republican party – with a high degree of intensity on both sides.



THE DEMOCRATS FACE A **FRACTURED** PARTY.

DEMS must reconcile their progressive arm. Nearly <u>HALF</u> of Democratic voters believe their own party is more extreme.

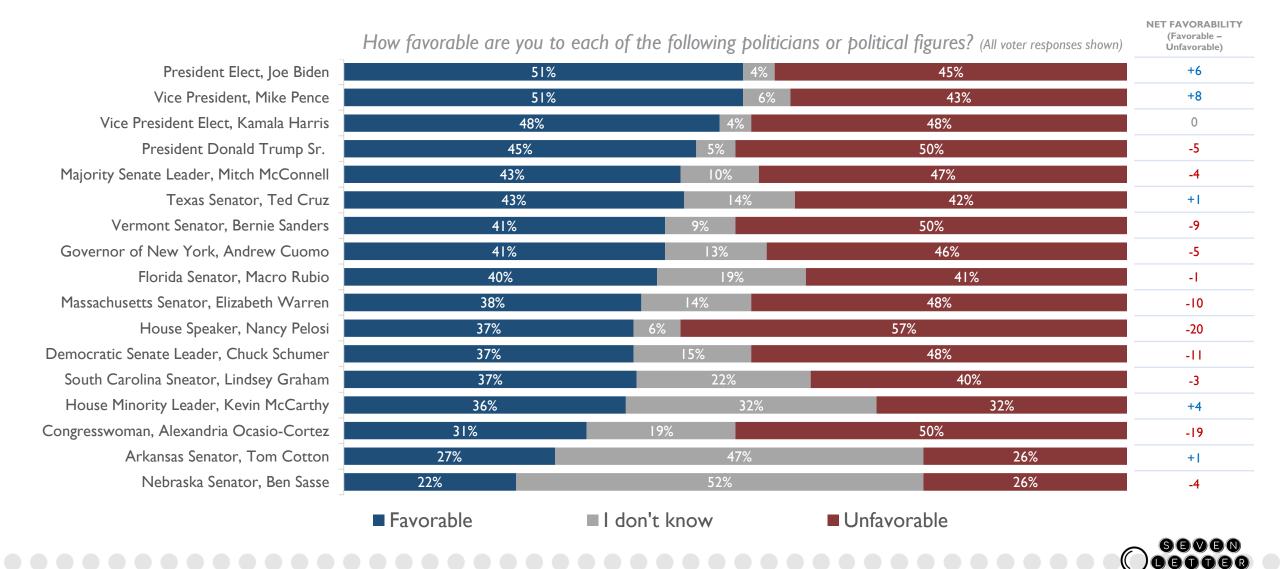
Over the last 4 years, which political party has become more extreme?





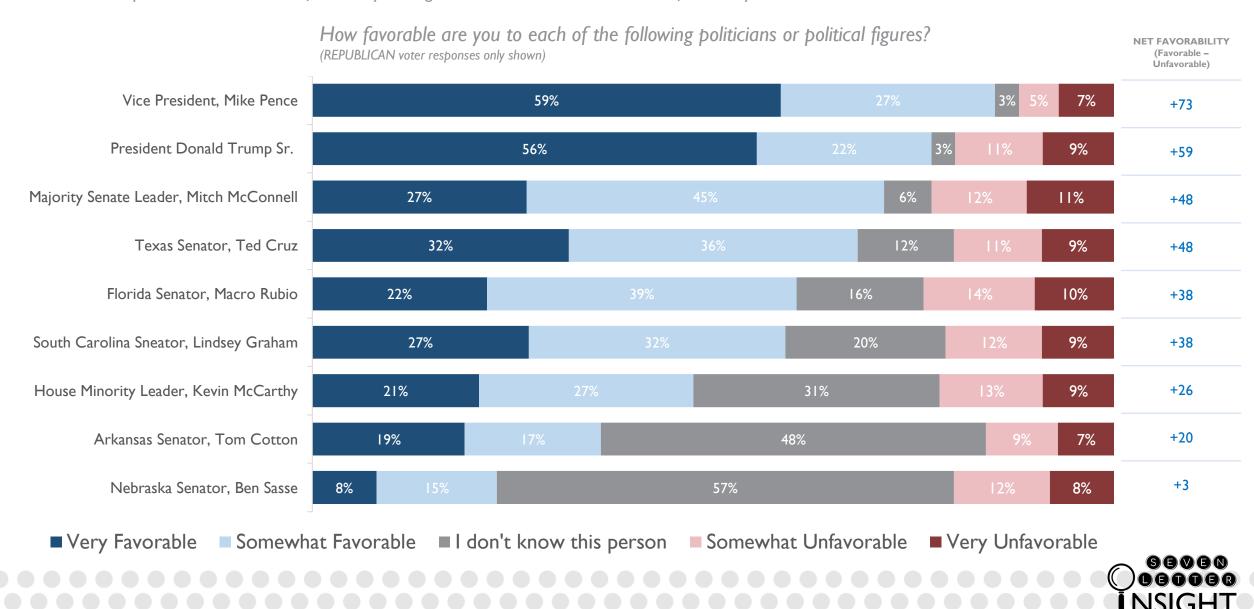
POLITICIAN / POLITICAL FIGURE FAVORABILITY RATINGS:

Biden and Pence top the list and are 2 of only 5 in our test with a net positive favorability rating. Sasse & Cotton are still unknowns.



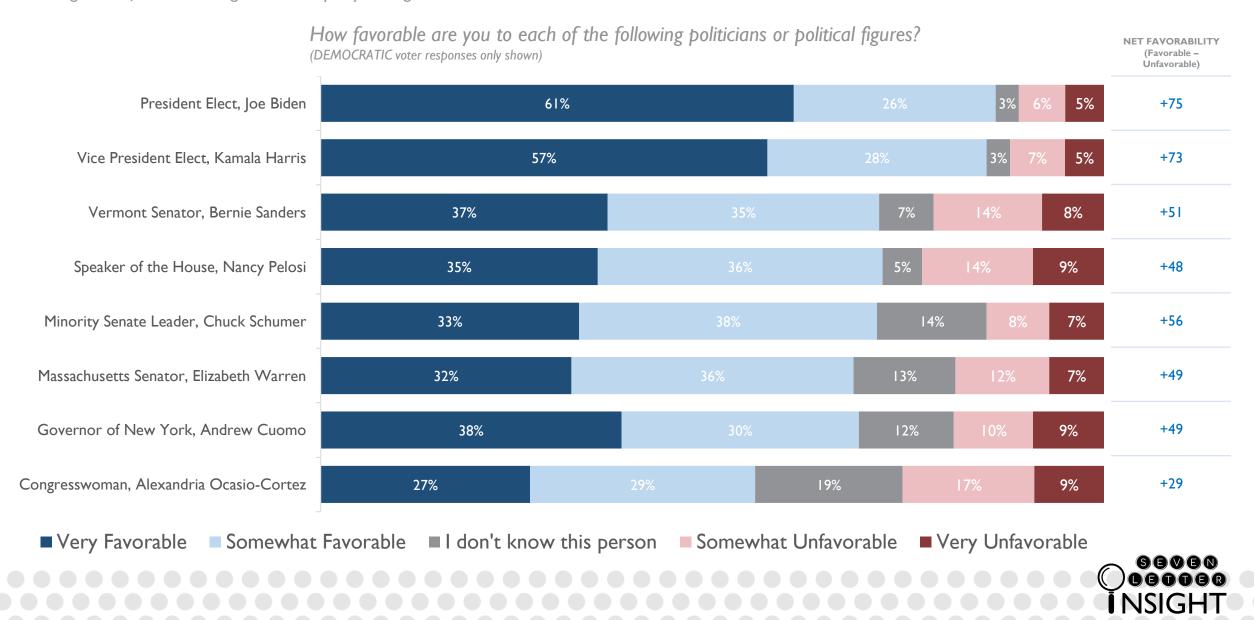
KEY **REPUBLICAN** FAVORABILITY WITH REPUBLICAN VOTERS:

Pence & Trump have the most intense favorability. Though Pence is the clear leader in NET favorability.



KEY **DEMOCRAT** FAVORABILITY WITH DEMOCRATIC VOTERS:

The highest unfavorable ratings within the party belong to AOC, Sanders, & Pelosi.







This election was about

- I. Coronavirus (mostly for Democratic voters)
- 2. The Economy (mostly for Republican voters)
- 3. Health care

570/0

of Black voters chose "Racial inequality" in their top three issues for this election.

Compare that to only 9% for White voters and 20% for Hispanic voters.

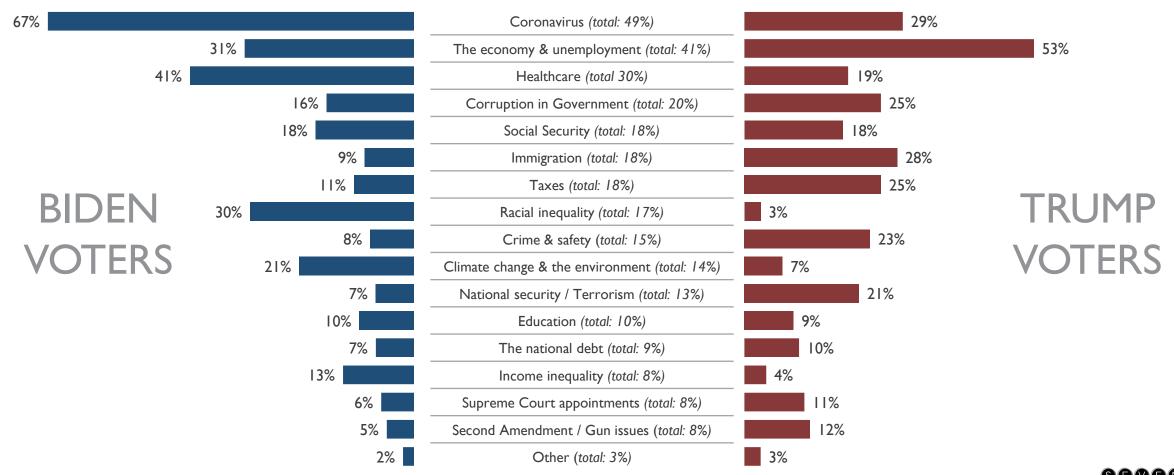


THE ISSUES THAT **MATTERED**: CORONAVIRUS, THE ECONOMY & HEALTH CARE

Democrats had more intensity with their top issue (Coronavirus @ 67%) than Republicans did with theirs (Economy @ 53%).

Which of the following issues was the most important to you in the 2020 election?

(Top three combined choices shown)



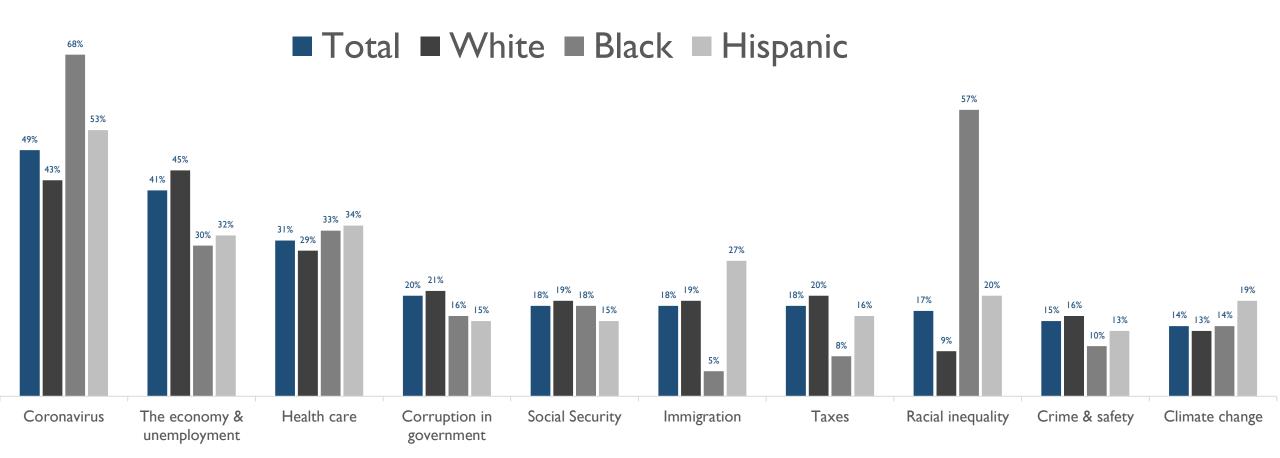


THE TOP 10 ISSUES BY RACE:

The Black was vote motivated by Coronavirus and Racial inequality. Hispanic votes were motivated by a variety of different issues.

Which of the following issues was the most important to you in the 2020 election?

(Top three combined choices shown)

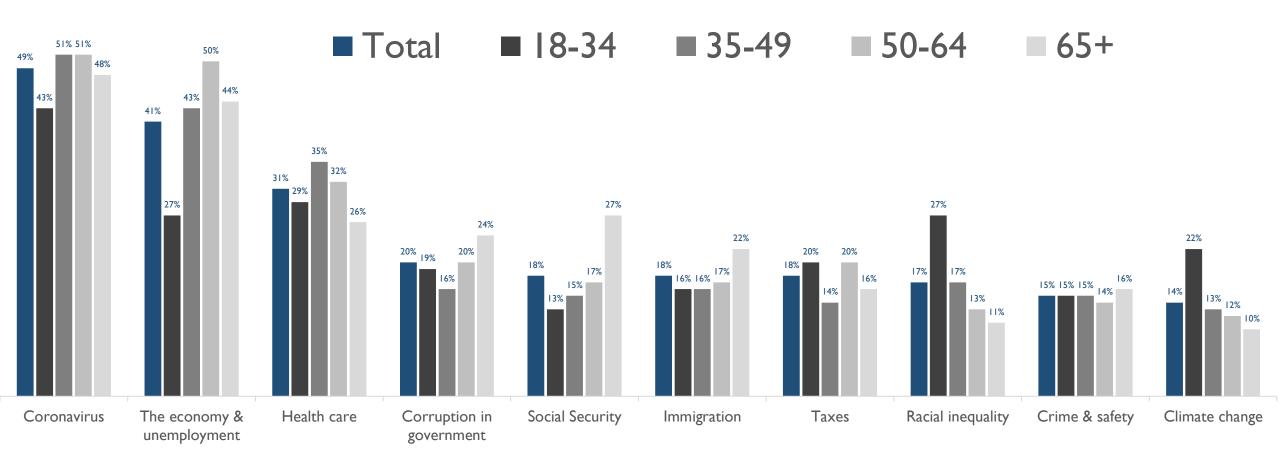




THE TOP 10 ISSUES BY **AGE**:

Younger voters are much less likely to have voted on the economy and unemployment, and much more likely to have voted on racial inequality and climate change.

Which of the following issues was the most important to you in the 2020 election? (Top three combined choices shown)





Voters are split on their perceptions about the health of the American economy.

Though a majority are unhappy with the effectiveness of America's bid to contain the pandemic.



of all voters prioritize containing the pandemic over fixing the economy.

(84% of Democrats agree)

(62% of Independents agree)

(37% of Republicans agree)



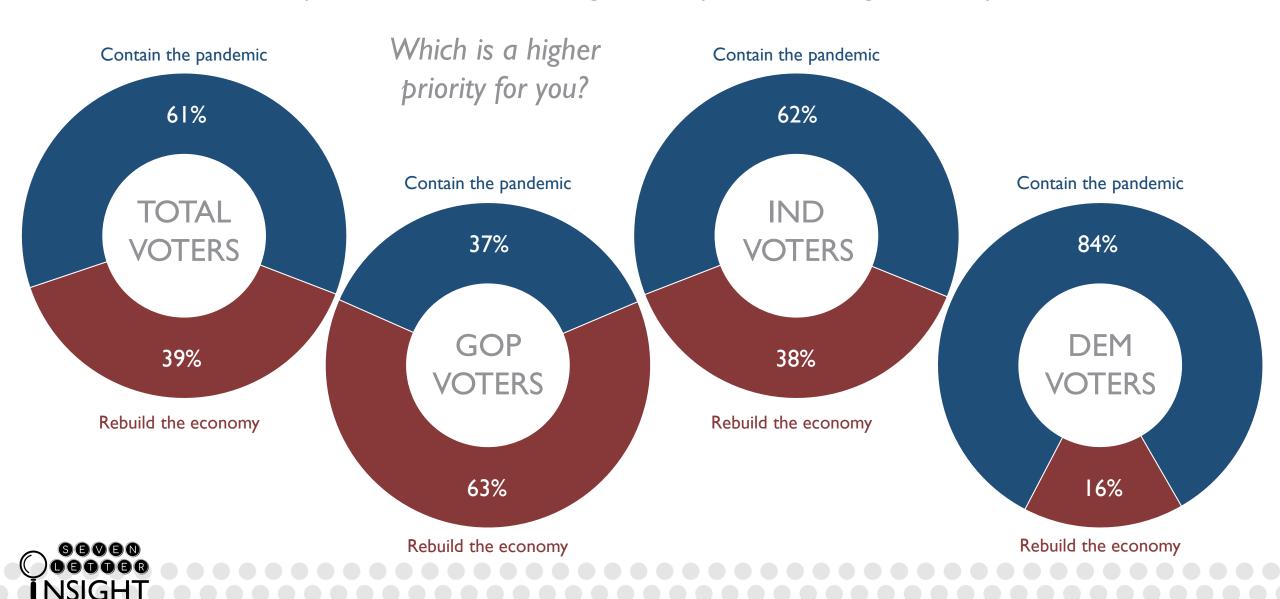
2020 REPORT CARD: Perceptions of the country depend on ideology.

The economy is 50/50. The effort to contain the coronavirus pandemic is slightly upside down in the public's eyes... but it depends who you ask.

How would you rate the US effort to contain the Coronavirus Pandemic? How would you characterize the US economy? ■ Very effective ■ Somewhat effective ■ Somewhat ineffective ■ Very ineffective ■ Very Strong ■ Somewhat Strong ■ Somewhat Weak ■ Very Weak 6% 14% 14% 16% 23% 32% 37% 44% 42% 22% 24% 48% 45% 36% 31% 37% 22% 31% 18% 20% 20% 14% 13% 15% 14% 7% 8% Independent All Voters Republican Democratic **All Voters** Republican Independent **Democratic** Voters Voters Voters Voters Voters Voters SEVEN

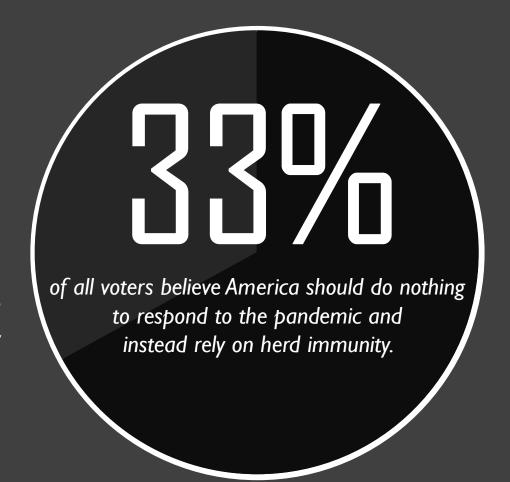
MOST VOTERS WANT TO PRIORITIZE CONTAINING THE VIRUS

Republicans are the outlier, wanting instead to prioritize rebuilding the economy.



There is bipartisan support for further financial assistance to individuals and small businesses.

When it comes to mask mandates or social distancing mandates, Democratic voter support remains high (at 86% for both,) while Republican support drops slightly below a majority (48% and 49%, respectively.)

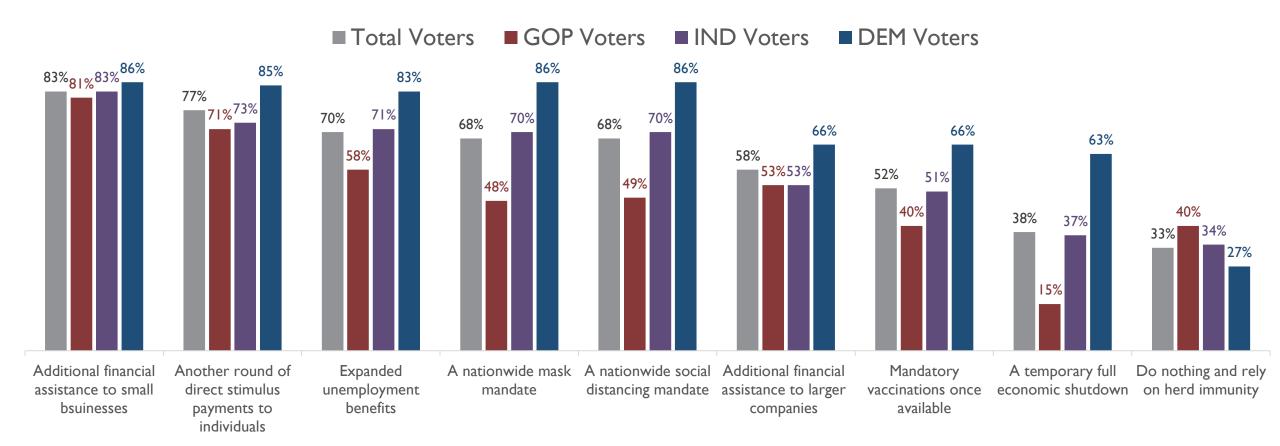




RESPONDING TO THE PANDEMIC:

There is strong bipartisan support for additional financial assistance to individuals and small businesses. Intensity of support for mask or social distancing mandate varies with ideology.

Please indicate whether you would support or oppose the following responses to the Coronavirus pandemic: (Showing responses of "Strongly support" and "Somewhat Support" combined)

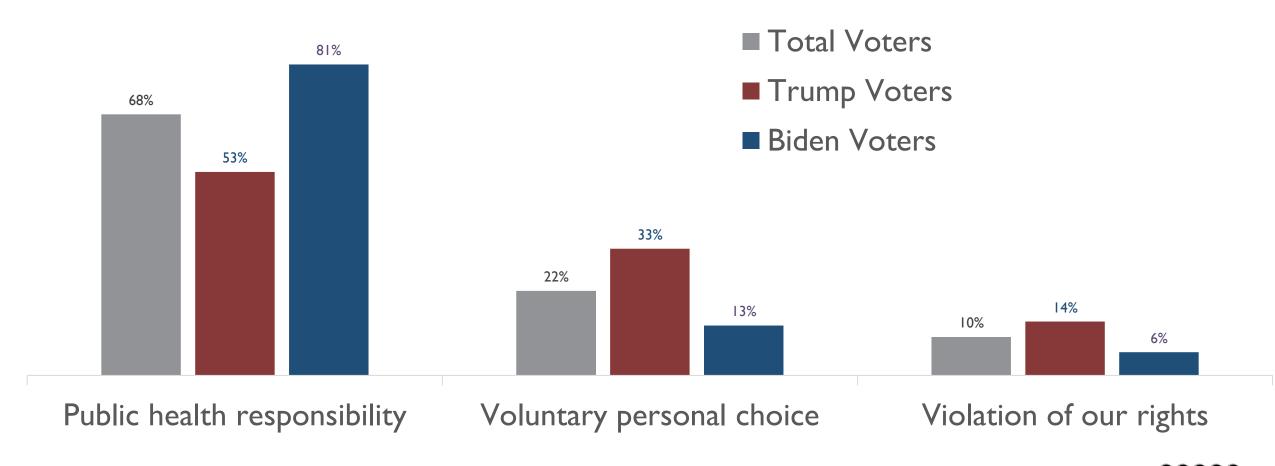




MOST BELIEVE FACE MASKS ARE A PUBLIC HEALTH RESPONSIBILITY.

...including a majority of both Trump voters AND Biden voters.

Do you consider wearing a face mask in public to be more of a...

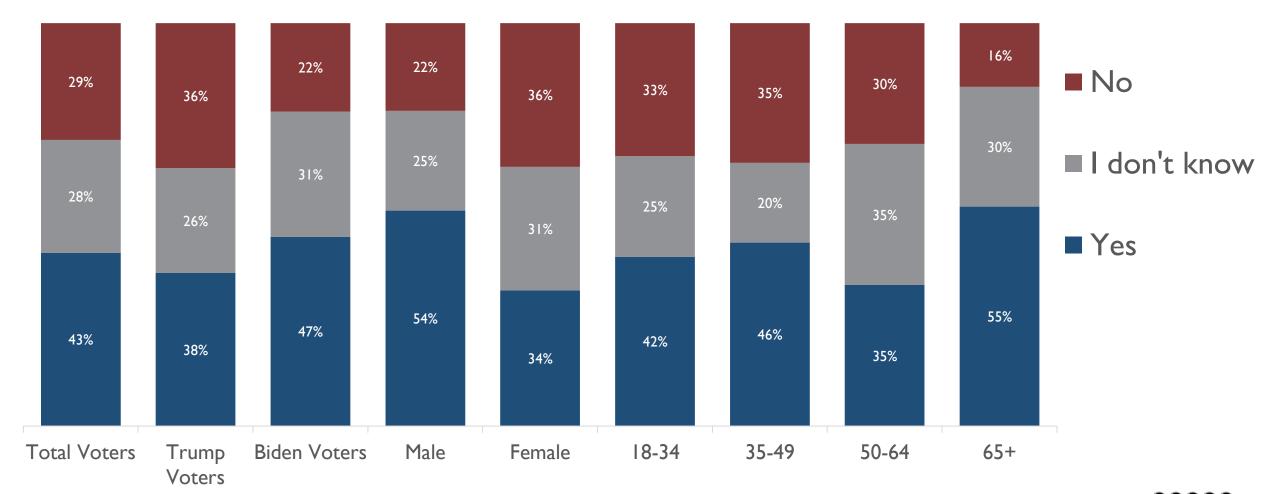




SIGNFICANT SKEPTICISM ABOUT THE **FIRST** CORONAVIRUS VACCINE

Fewer than half of all voters say they'll take the FIRST vaccine to be offered.

When the FIRST coronavirus vaccine is offered, will you take it?



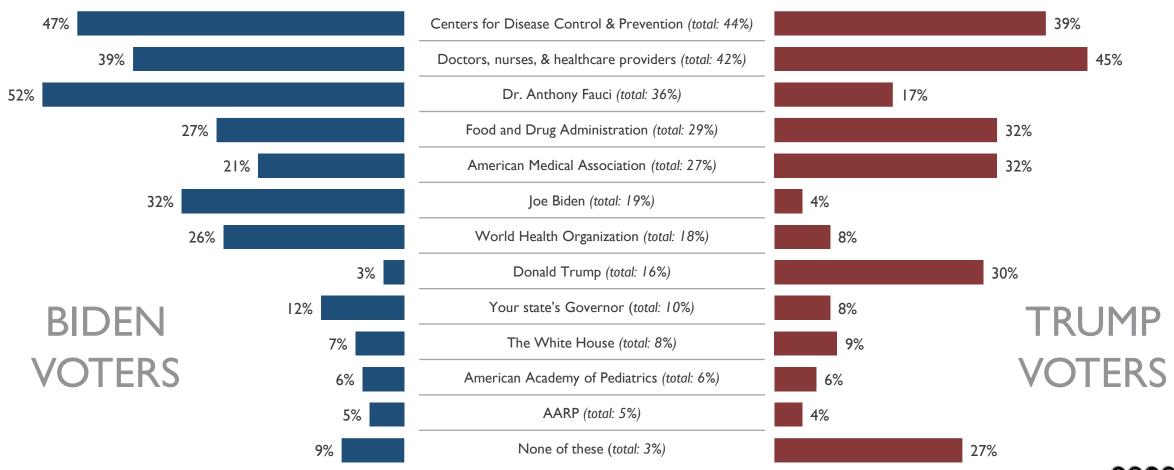


CDC & HEALTHCARE PROVIDER 'SEAL OF APPROVAL' CREATES CONFIDENCE

Fauci has been politicized. Trump voters no longer trust him, but he's the top choice for Biden voters.

Which of the following groups or people would make you feel MOST comfortable that a COVID-19 vaccine is safe and effective?

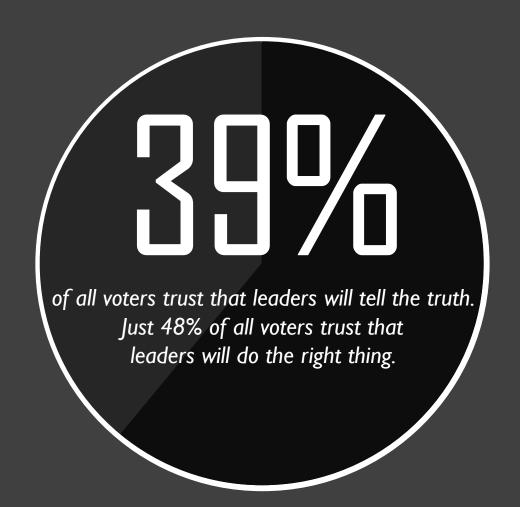
(Top three combined choices shown)





Doctors, nurses, scientists and law enforcement top the 2020 Trust Index.

Industries hit hardest by the pandemic like food service and retail top the 2020 Industry Favorability Rankings.

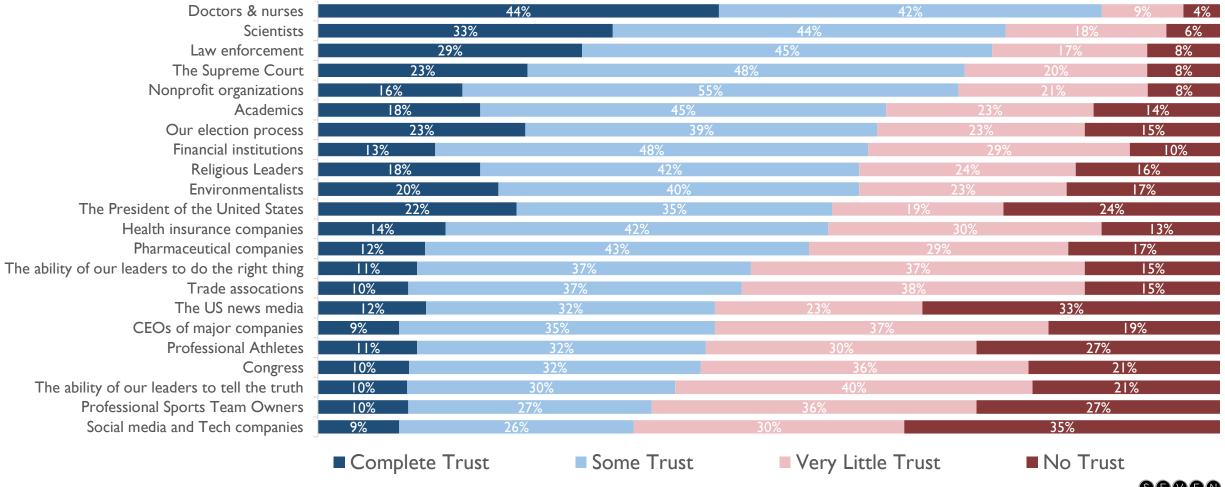




2020 TRUST INDEX: DOCTORS, NURSES, & SCIENTISTS TOP THE LIST

Voters have very little trust that their leaders will tell the truth... or even 'do the right thing.'



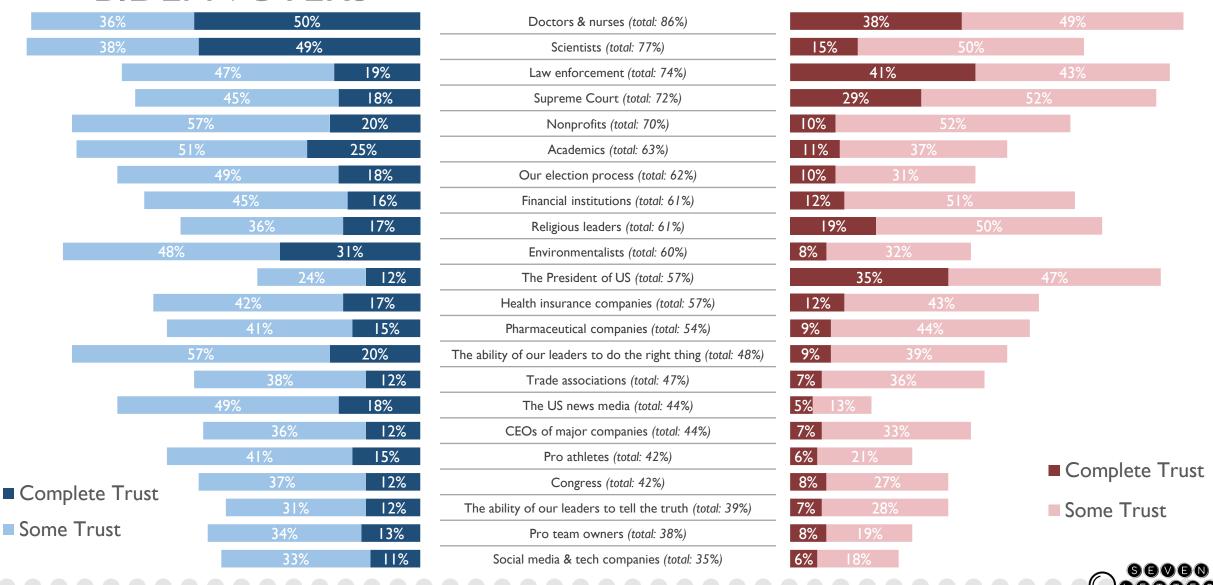




TRUST SPLITS BY VOTE*

BIDEN VOTERS

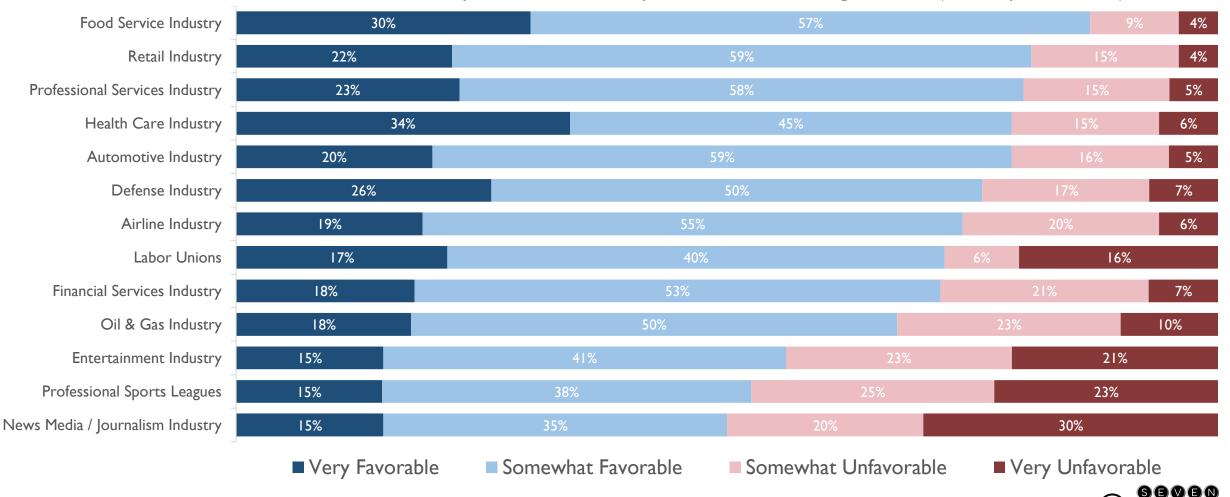
TRUMP VOTERS



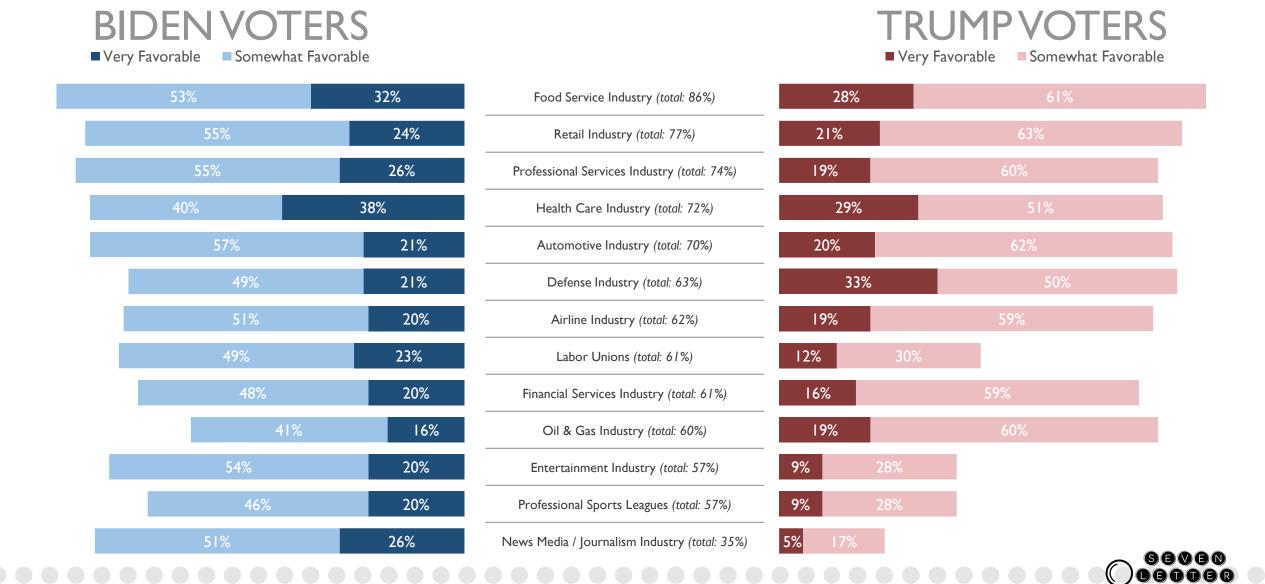
2020 INDUSTRY FAVORABILITY RANKINGS

Industries hit hardest by the pandemic (food service & retail) have some of the highest favorability ratings. Health care has the highest 'very favorable' rating.

Please indicate your level of favorability for each of the following industries. (total responses shown)



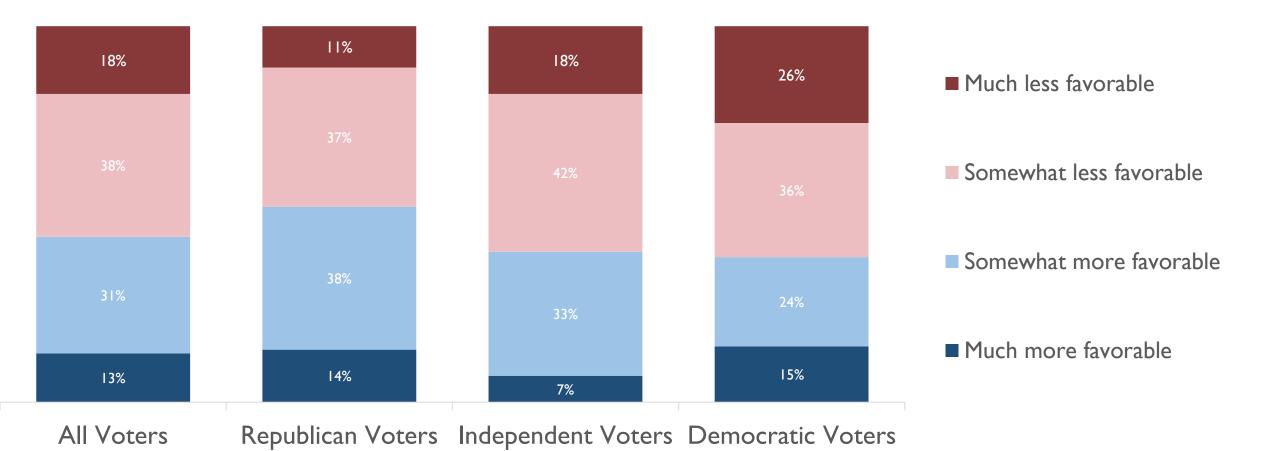
INDUSTRY FAVORABILITY



CORPORATIONS OPPOSE REGULATION AT THEIR OWN RISK.

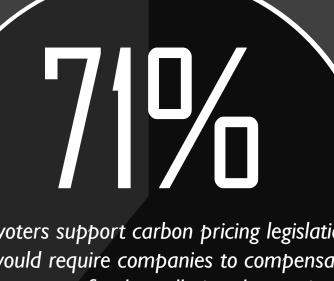
Republican voters are split on how opposition to regulations impacts their views of companies. 6-in-10 Dems & Independents think less of companies who oppose regulations.

Do you have a more favorable or less favorable opinion of corporations that publicly oppose government regulations on their industry?





A majority of voters believe climate change is an important issue that deserves attention.



of all voters support carbon pricing legislation that would require companies to compensate the country for the pollution they emit.

Support for this legislation is bipartisan.

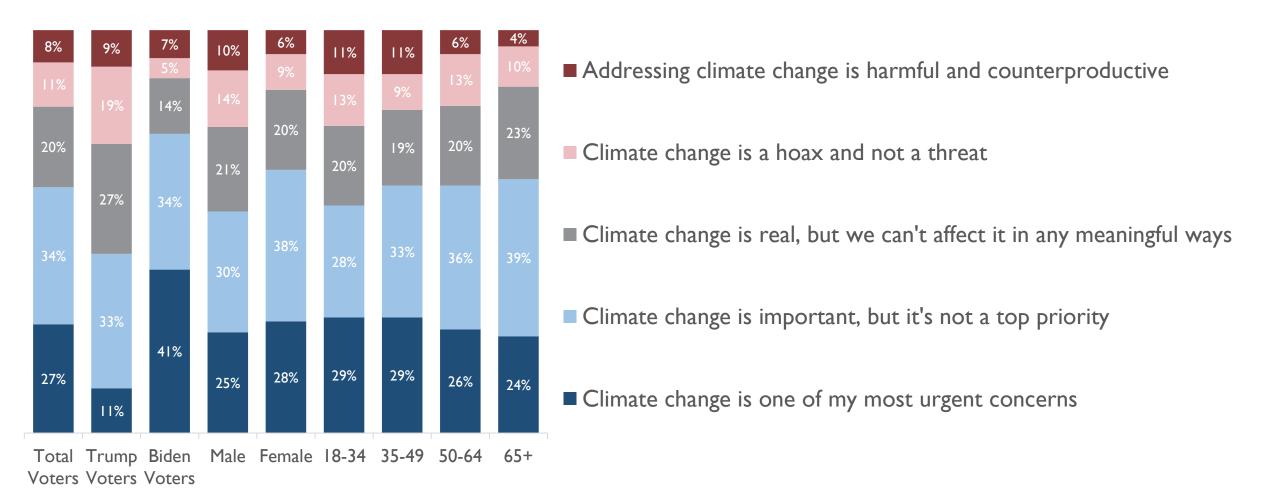
(55% for Republicans,
90% for Democrats)



A MAJORITY OF VOTERS CONSIDER CLIMATE CHANGE IMPORTANT:

That said, nearly one-fifth believe that it's a hoax or that addressing it is actively harmful.

Which of the following statements regarding climate change comes CLOSEST to your opinion?

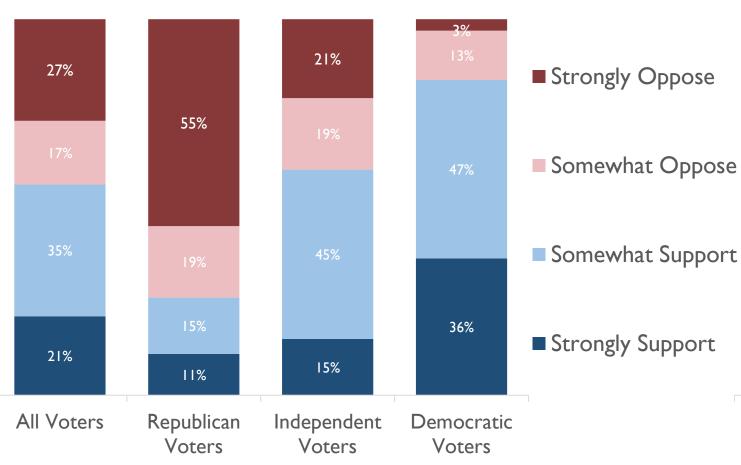




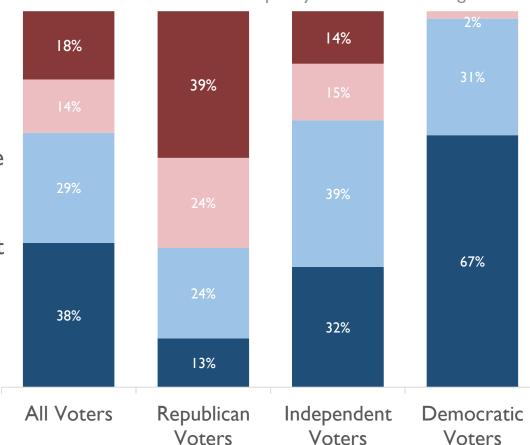
MORE SUPPORT THE POLICY WHEN IT'S **NOT** CALLED "GREEN NEW DEAL"

The name has been politicized on both sides of the aisle. Overall voter support jumps 12% when the policy is described outside of the name.

Would you support or oppose the incoming presidential administration enacting the Green New Deal?



Would you support or oppose the incoming presidential administration enacting a proposed package of legislation that aims to address economic inequality and climate change?



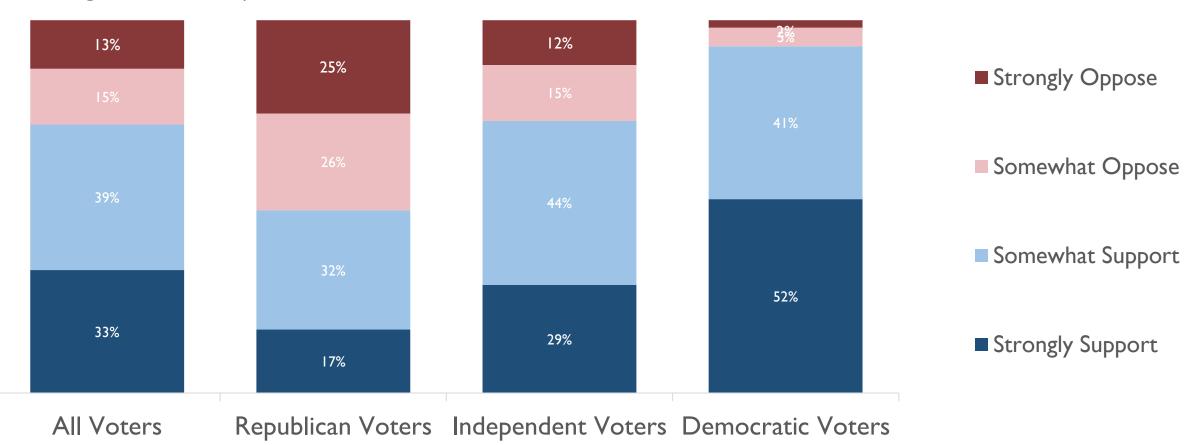
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These questions were split sampled within our survey. Respondents only saw one of these questions.

72% SUPPORT GOVERNMENT REGULATIONS TO REDUCE POLLUTION.

Voters see a clear role for government in reducing pollution.

Generally speaking, would you support or oppose government implementing more regulations to reduce pollution?

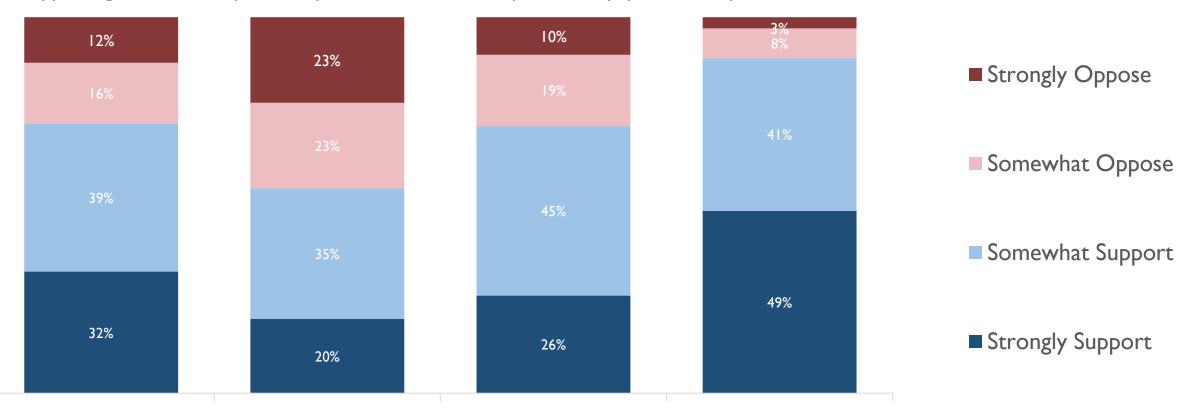




BIPARTISAN SUPPORT FOR CARBON PRICING INITIATIVES.

Once defined, voters support the idea of requiring companies to compensate the country for the pollution they emit.

One policy solution on the table to address climate change is the idea of asking companies that emit significant amounts of carbon pollution to compensate the country for the pollution they emit. Would you support legislation that requires companies that emit carbon pollution to pay a financial price?



All Voters

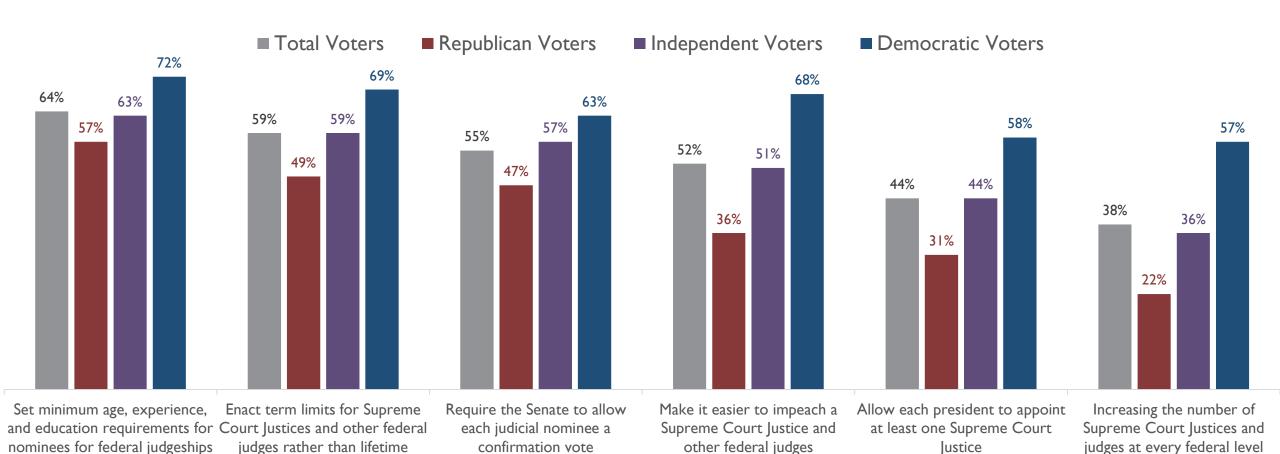
Republican Voters Independent Voters Democratic Voters



JUDICIAL REFORM:

Democrats are much more in favor of judicial reform than Republicans. There is bipartisan support for setting minimum requirements for judgeships.

Please indicate whether you would support or oppose the following judicial reform policies. Showing ONLY combined responses of "Strongly Support" or "Somewhat Support"



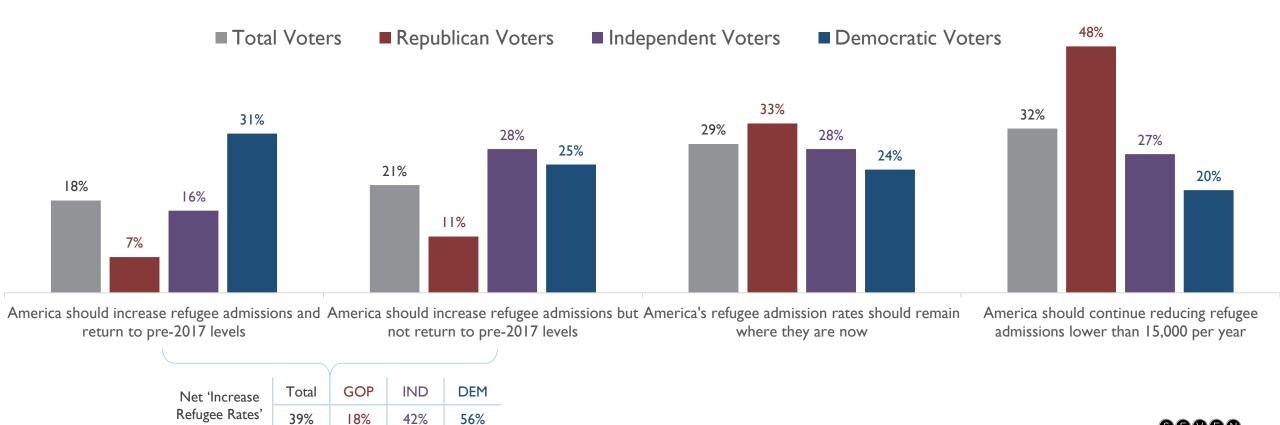
appointments



AMERICAN VOTERS ARE SPLIT ON REFUGEE ACCEPTANCE RATES:

81% of Republicans want refugee admission rates to remain where they are now or lower them even further. 56% of Democrats want refugee admission rates to increase from where they are now.

For 40 years, beginning under President Ronald Reagan, the U.S. safely averaged 95,000 refugee admissions every year. Beginning in 2017, that number was cut to 15,000 refugee admissions. Which statement on refugee admissions do you agree with more?

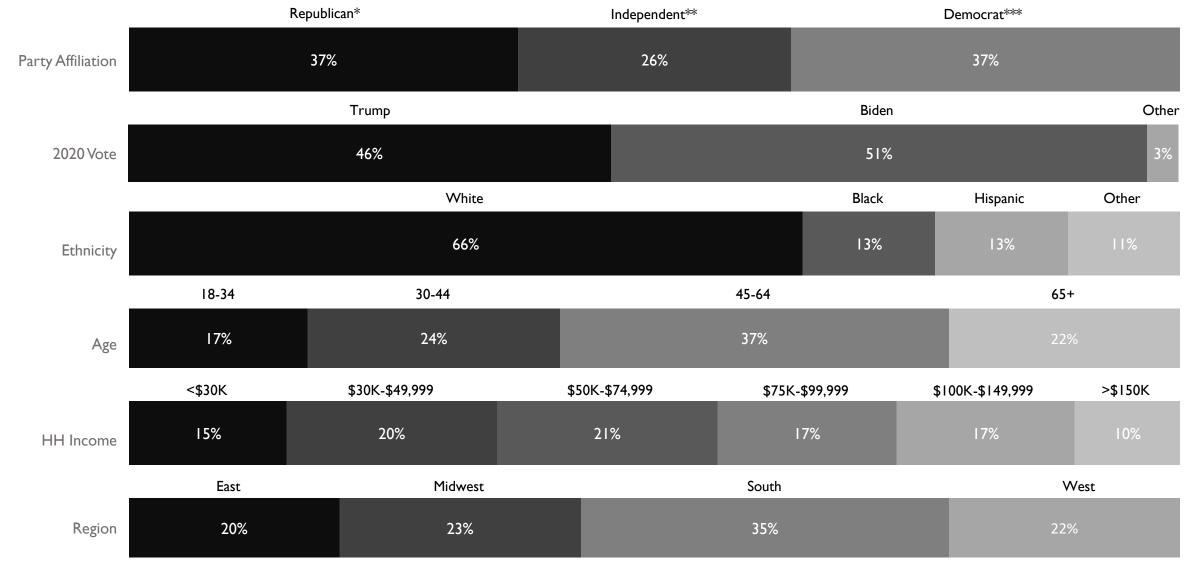






NATIONAL VOTER SAMPLE BREAKDOWN: N=1500

 $(N=1500 \text{ voters}; \text{nationally} \mid \text{Fielded online } 11/10/20 \text{ to } 11/19/20; \text{M.o.E} +/- 2.5\%$



 $^{* \ \}textit{Republican''} \ \textit{or "Moderate Republican"} \ \textit{or "Moderate Republican"}$

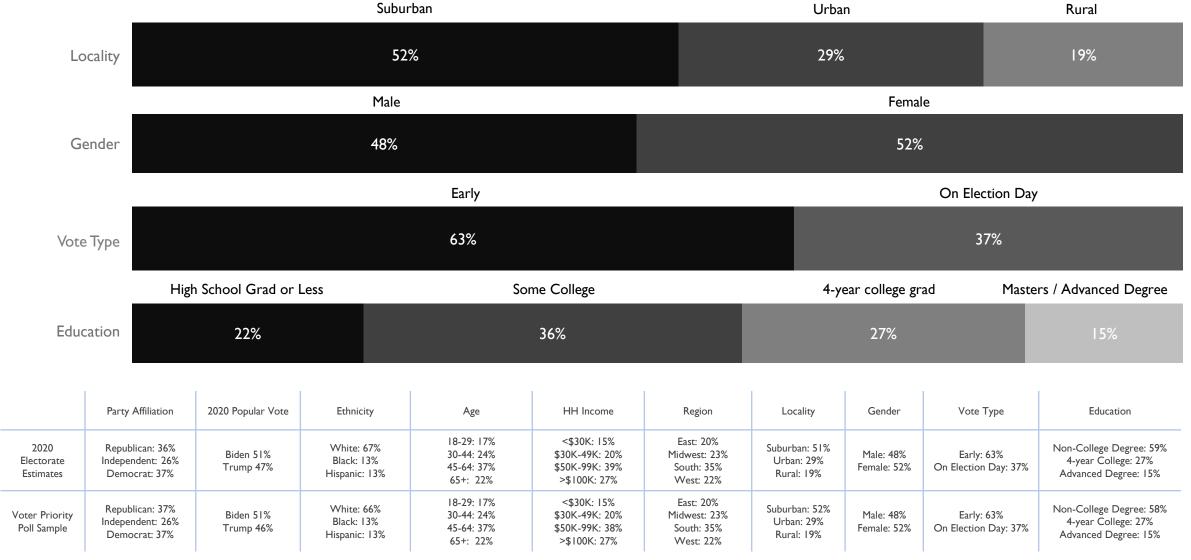


^{**}Independent defined as those who self-report as "Independent," "Independent who leans Republican," or "Independent who leans Democratic"

^{***}Democrat defined as those who self-report as "Strong Democrat" or "Moderate Democrat"

NATIONAL VOTER SAMPLE BREAKDOWN: N=1500

 $(N=1500 \text{ voters}; \text{nationally} \mid \text{Fielded online } 11/10/20 \text{ to } 11/19/20; \text{M.o.E} +/- 2.5\%$







THANK YOU

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