

To: Interested Parties

From: Heart+Mind Strategies

Date: October 31, 2020

Subject: Heart+Mind Strategies Pulse Poll – Wave 22 – 2020 Election Findings

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## 2020 Presidential Election

- **Biden's lead over Trump has expanded in the last two weeks. Among likely and actual voters (early/mail), Biden is ahead 50% (+2) to 39% (+1).**
- **Over-one third (36%) of likely voters have already voted.**
  - Among those who have already voted, 70% have voted by mail and 30% have voted in-person.
  - Biden is winning 59% of the early vote to Trump's 30%.
    - Among those who have already voted for Trump, 48% say they are voting based on issues rather than the candidate, 42% say they are voting FOR the President and just 10% say their vote is more a vote against Biden.
    - Among those who have already voted for Biden, 38% are voting FOR him, 29% are voting against Trump and 34% are focused more on issues than candidates.
  - Among mail-in ballots, 62% went to Biden while Trump won just 25%. Trump does better among early in-person voters earning 41% of the vote, but Biden is still ahead with 53%.
  - Because early voters are breaking for Biden so strongly, the two candidates are tied among those planning to vote on Election Day: Trump 44% (+3), Biden 44% (+0). Just 5% (-2) of likely voters say they are undecided.
    - Because of how most states count and report early voting, the race is likely to look much more favorable for Trump during the televised Election Night returns.
    - Election Day Biden voters are much more likely to be voting against Trump than for Biden – 33% are casting their ballot against Trump compared to 26% casting their vote for Biden. Four-in-ten (40%) are focused on issues.

- Trump's likely Election Day turnout is most enthusiastic about him personally with 42% saying they are voting for him and just 24% saying their vote is a vote against Biden. Just over one-third (34%) are casting an issues-based vote for Trump.
- Based on our data, we can expect at least 25% of the total ballots cast to be via mail in ballots. Several key states cannot begin even processing these ballots until Election Day (Pennsylvania, Michigan, Wisconsin) meaning we will almost certainly not have a results before the end of the week unless Biden manages to significantly outperform the polls among likely Election Day Voters.

### **Notable Demographic Groups**

- A key constituent group for Trump, whites without a college degree, are only +6 for the President (45% to Biden's 39%). The President won this group 66% to Clinton's 29% in 2016.
- Older Millennials (ages 33-39) are breaking for President Trump 45% to Biden's 44%. Clinton won 25-29 year olds 54% to 38% and 30-39 year olds 51% to 39% in 2016.
  - Younger Millennials (ages 26-32) strongly prefer Biden, 58% to Trump's 29%.
  - Seniors over the age of 65 are breaking to the Democrats with 48% choosing Biden and 44% supporting Trump.
- President Trump wins just 14% of the African-American vote, which is a 5% jump from 2016's Exit Polls. Joe Biden does significantly worse among this group at 77% than Clinton did in 2016 (89%).
- Among Hispanics, Joe Biden has just 53% of the vote compared to Clinton's 66% while Trump is beating his 2016 showing with 31% (28% in 2016). Hispanics are more enthusiastic than the average about independent candidates in this race (12% to 5% of all Likely Voters).
- Suburban women strongly favor Biden 48% (-4) to Trump's 36 (+3) but Trump has gained some ground in the last two weeks.
- Both men and women favor challenger Biden:
  - Men 48% Biden, 43% Trump
  - Women 51% Biden, 35% Trump
  
- Trump's stronger 2020 performance in the polls among minorities will likely be a key factor in the final results in several must-win states for the Republicans:

- Pennsylvania – a race between minority dense cities and the rest of the state which is more rural and conservative
- North Carolina – a red-leaning-purple state with a high population of African-Americans
- Florida and Arizona – red-leaning states with high populations of Hispanics
- The President's softening support among whites without a college degree will impact his chances of winning in Wisconsin and Michigan where current polling shows an edge for Biden.

### **Methodology**

Heart+Mind Strategies' Pulse Tracking Poll fielded its 22nd wave October 28-29, 2020 using an online, opt-in panel. In total, a sample of n=1,002 interviews were conducted. Quotas were used to ensure a representative population on age, gender, ethnicity and region. Likely Voters were weighted by political party. The full sample was balanced on age, gender, ethnicity, and region in line with U.S. Census figures using quotas during fielding.

This study is among Americans ages 18+. Questions related to the election are filtered to a base of those who have already voted or who are likely to vote (n=885). Demographics noted below are for the entire sample.

Wave 21, to which the most recent results are compared, fielded October 16-17, 2020 with a total sample of n=1,002. The same methodological approach was used in Wave 21.

This was an online quantitative survey. If we were to estimate a margin of error, it would be +/- 3.1% at 95% confidence. All polls have varying degrees of error that should always be considered when interpreting results.

Key Demographics	
<b>Base</b>	<b>1,004</b>
<b>AGE</b>	
18-24	13%
25-34	18%
35-44	17%
45-54	17%
55-64	16%
65+	19%
<b>GENDER</b>	
Male	49%
Female	51%
<b>RACE/ETHNICITY</b>	
White	64%
Black	12%
Hispanic	16%
Asian	6%
Other	3%

Political Party	
<b>Base</b>	<b>1,004</b>
<b>REPUBLICAN (NET)</b>	<b>36%</b>
Strong Republican	24%
Not-so-strong Republican	5%
Lean Republican	7%
<b>DEMOCRAT (NET)</b>	<b>41%</b>
Strong Democrat	26%
Not-so-strong Democrat	7%
Lean Democrat	8%
<b>INDEPENDENT</b>	<b>13%</b>
<b>OTHER PARTY</b>	<b>2%</b>
Not sure	6%
Decline to answer	1%