



SPRY STRATEGIES

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Contact: Ryan Burrell
Ryan@spryresearch.com

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Nationwide Survey – Trump Wins Narrow Victory

Spry Strategies created two models: Traditional 2016 General Model has Biden leading by 1.8 points, Custom Model factoring in voter registration and Trump voters has Trump leading by 1.8 points

The national poll conducted by Spry Strategies from October 20 through October 23 provides a granular look at the General Election battle between Donald Trump and Joe Biden. The random sampling of 380,000 likely general election voters who voted in at least 2 of 4 general elections considering 2012, 2014, 2016 and 2018. Additionally, the sample includes newly registered voters from 5.1.18 to 10.19.20. The mixed mode sample consists of 3000 live landline, IVR and 500 online mobile, online panel. The sample includes a scientific distribution of voters residing in all 50 states with a geographic breakdown broke into 4 regions. The sample is a perfect blend of traditional methods and newer research technologies ensuring sufficient sampling of all key demographics.

The margin of error is this nationwide poll is +/- 3.1 percentage points with demographic weighting applied.

The survey turnout model is a combination of 2016 general election turnout, dominant Republican newly registered voter statistics, and early voting statistics. The traditional 2016 General Model has Biden leading by 1.8 points, and is available upon request.

Overview

This 12-question survey conducted in the height of media attention that spanned the window of time preceding, during and following the second presidential debate featured 3,500 completed responses from likely registered voters from each of the 50 states.

The head-to-head results from the ballot test (Q4) captured what Americans see – a very close national election. Donald Trump (R) was the choice of 47.78% of the 3,500 respondents with Joe Biden (D) selected by 46.34%. Of note, only 3.66% of respondents were undecided and just over 2% were voting for a “third party” alternative.

Looking at the sample’s partisan divide, Republicans comprised 39.8%, Democrats 37.96% and Independents over 18% while self-identified ideology was more telling. Of the large national sample, a sum of 44.78% disclosed their either “very conservative” or “somewhat conservative” leanings with the moderate identifier leading at 28.87% and those viewing their leanings as somewhat liberal or liberal to total 26.35%.

The cohort of moderates combined with those with liberal leanings comprise the greatest group who show disapproval of Donald Trump and support Joe Biden. Of those surveyed on the incumbent President’s approval, moderates comprised the largest group to have “somewhat disapproval” as well as showing strong disapproval at 53.4% and 36.8% respectively. In the Trump approval crosstabs (Q3), females are 60.9% of the respondents who somewhat disapprove and 58.6% of those who strongly disapprove.

Accounting for race, Biden prevailed in the ballot test with 57.5% of the African American respondents while Trump held 32.4% of the same population. Conversely, Trump led in the Hispanic voters with 48.2% with Biden at 43.2%. Interestingly, the Trump approval for African Americans was positive for 38% of respondents while Hispanics offered their approval at 52.1% of those surveyed. If Trump finishes anywhere near these percentages of support from African Americans and Hispanics, he will win the electoral college and the popular vote.

The age demographic offers an interesting set of responses with Donald Trump edging out Joe Biden in the 18 to 54 age bracket and Biden, conversely nosing ahead of the more seasoned voters with an almost 3%-point led among 65 years and older.

Observations

Trump has sealed his reputation as the candidate for the working class with a growing segment of support in the minority demographic. Further, his outperformance of Biden in the younger age groups breaks with electoral traditions that younger is assumed to be more liberal. Biden is the clear winner among women, minorities and those who report to be wealthy. Messages and marketing in the remaining days of this historic electoral clash will reflect these marked differences for the purpose of comparison and persuasion.

Noting the large cohort of women and seniors in this sample, Donald Trump appears to be outperforming Joe Biden despite the Democrat’s favorability in these demographics. The current messaging contrasting temperament, personality, and the heightened focus on the

COVID response are foundational messages for the Center-Left candidate and parallel the demographic breakdown.

Prediction

America wins with 4 more years of Donald J. Trump as President of the United States, with an expansion of the electoral college, and a loss to Joe Biden in the popular vote by a slimmer margin than the 2016 election against Hilary Clinton.