

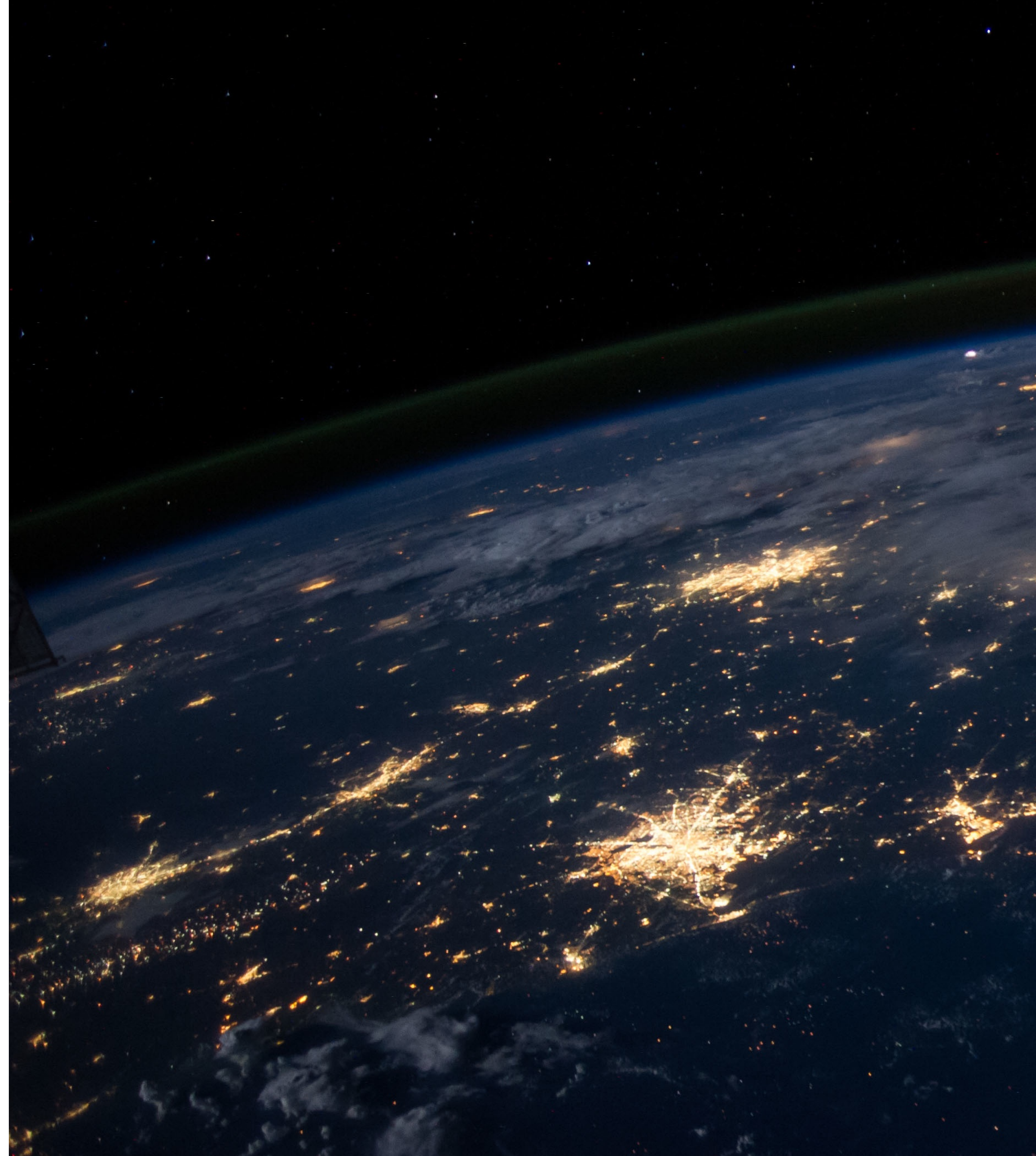


# Shy Voters in 2020

Verified Voter Omnibus Survey

N=1,001 Likely Electorate

November 16 - November 20, 2020



# Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why we at Echelon Insights made the switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

We surveyed N = 1,001 registered voters in the Likely Electorate online using a voter file-matched sample as part of our monthly Verified Voter Omnibus tracking survey of the 2020 political environment. The sample was weighted to known characteristics of the 2020 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2020 electorate.

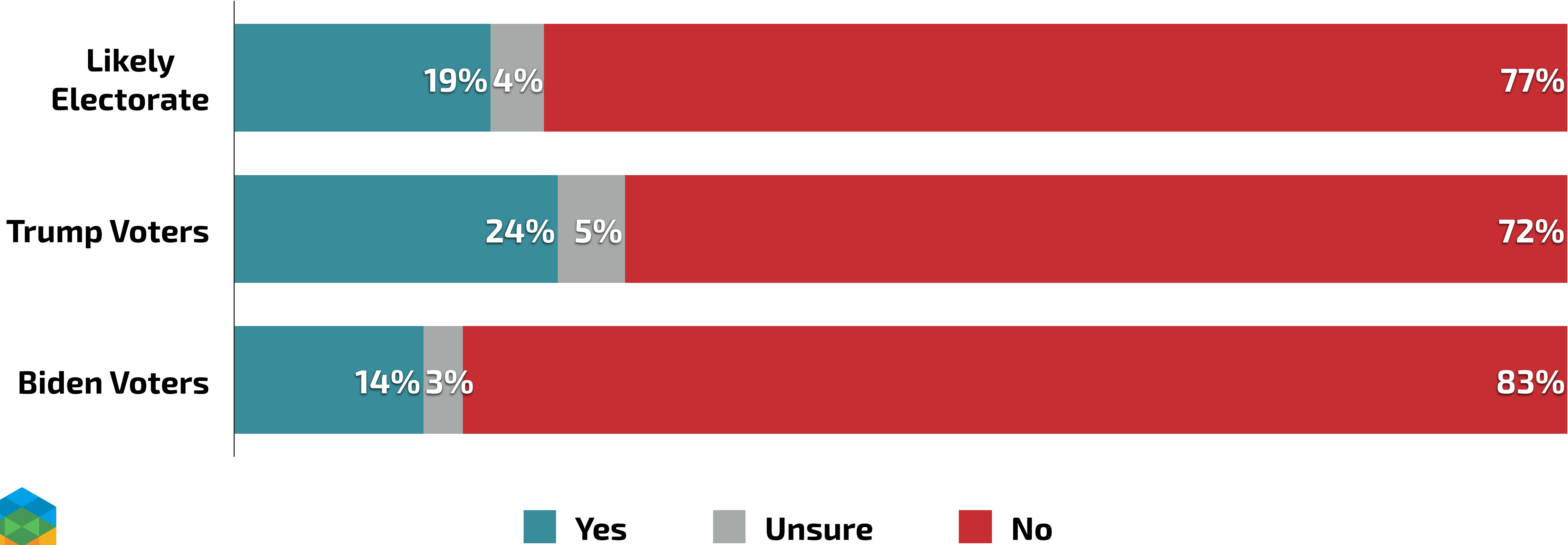


# Shy Voters in 2020



# Trump Supporters Were Less Outspoken About Their Vote

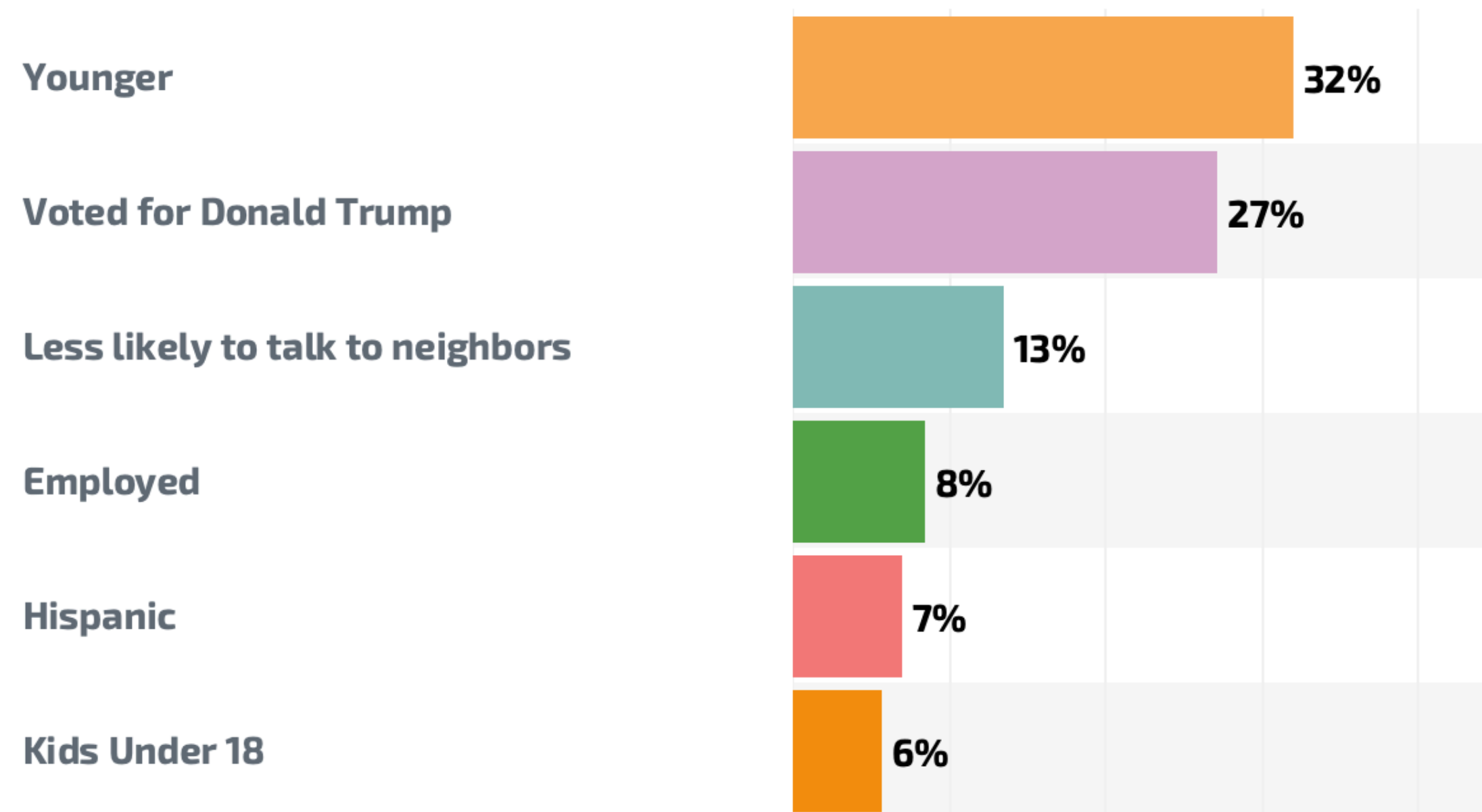
Q. Some people are reluctant to tell their friends and neighbors which Presidential candidate they are voting for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?



# What Makes a Shy Voter?

**Q. Some people are reluctant to tell their friends and neighbors which Presidential candidate they are voting for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?**

*Ranking of Factors That Explain Reluctance to Share Support*



Instead of comparing results by demographic group one at a time, Key Drivers Analysis uses all survey respondent demographics in a model to find out what's really driving them to answer a certain way.

**Trump support** was significant in explaining "shy voting" behavior when controlling for other demographics. **Being younger in age** was slightly more important.



# Trump Voters in Biden-Leaning Groups Were Shyest

**Q. Some people are reluctant to tell their friends and neighbors which Presidential candidate they are voting for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?**

|  | Reluctant  | Not Reluctant |
|--|------------|---------------|
| <b>ALL</b><br>Trump Voters                 | <b>24%</b> | <b>72%</b>    |
| <b>WHITE COLLEGE WOMEN</b><br>Trump Voters | <b>38%</b> | <b>53%</b>    |
| <b>WHITE COLLEGE</b><br>Trump Voters       | <b>30%</b> | <b>65%</b>    |
| <b>URBAN</b><br>Trump Voters               | <b>28%</b> | <b>67%</b>    |



# Trump Voters Concerned About Friendships, Reputation

Q. Why were you reluctant to say who you were voting for?

Some reasons why

**24%**

of Trump voters  
were reluctant to  
tell friends and  
neighbors who they  
were voting for

*I didn't want to fight about it*

*To not lose long standing friendships*

*Because I don't want people to feel differently about me or judge me.*

*I don't want to get into arguments about politics.*

*Didn't want retaliation*

*Because people are so judgmental. They think if you vote for Trump you're a horrible person*

*The community I live in is very divided and I don't like to get in arguments.*

*Any support for Donald Trump is met with hostility and disgust.*

*Democrats act like idiots if you tell them you were for Trump*



# Reluctant Biden Voters Were In GOP Or GOP-Leaning Groups

**Q. Some people are reluctant to tell their friends and neighbors which Presidential candidate they are voting for, while this is not a problem for other people. Were you reluctant to tell your friends and neighbors who you were voting for?**

|  | Reluctant  | Not Reluctant |
|--|------------|---------------|
| <b>ALL</b><br>Biden Voters                     | <b>14%</b> | <b>83%</b>    |
| <b>GOP+LEAN-GOP</b><br>Biden Voters            | <b>45%</b> | <b>55%</b>    |
| <b>WHITE NON-COLLEGE WOMEN</b><br>Biden Voters | <b>19%</b> | <b>78%</b>    |
| <b>TRUMP LANDSLIDE COUNTY</b><br>Biden Voters  | <b>17%</b> | <b>82%</b>    |
| <b>RURAL</b><br>Biden Voters                   | <b>17%</b> | <b>83%</b>    |



# Cautious Biden Voters Have GOP Friends, Family, Communities

Q. Why were you reluctant to say who you were voting for?

Some reasons why

**14%**

of Biden voters  
were reluctant to  
tell friends and  
neighbors who they  
were voting for

*Many of my friends are Trump people, and I didn't want to end up in a tense situation*

*My area is very divided politically and many have very strong views*

*Some of them were Trump people and they can be very narrow minded.*

*People have such strong opinions for both candidates*

*Don't want tension or start an argument.*

*I'm blue in a deep red county and state.*

*I try to avoid politics and I know some of my neighbors supported Trump.*

*I don't like to discuss politics with my friends and relatives.*

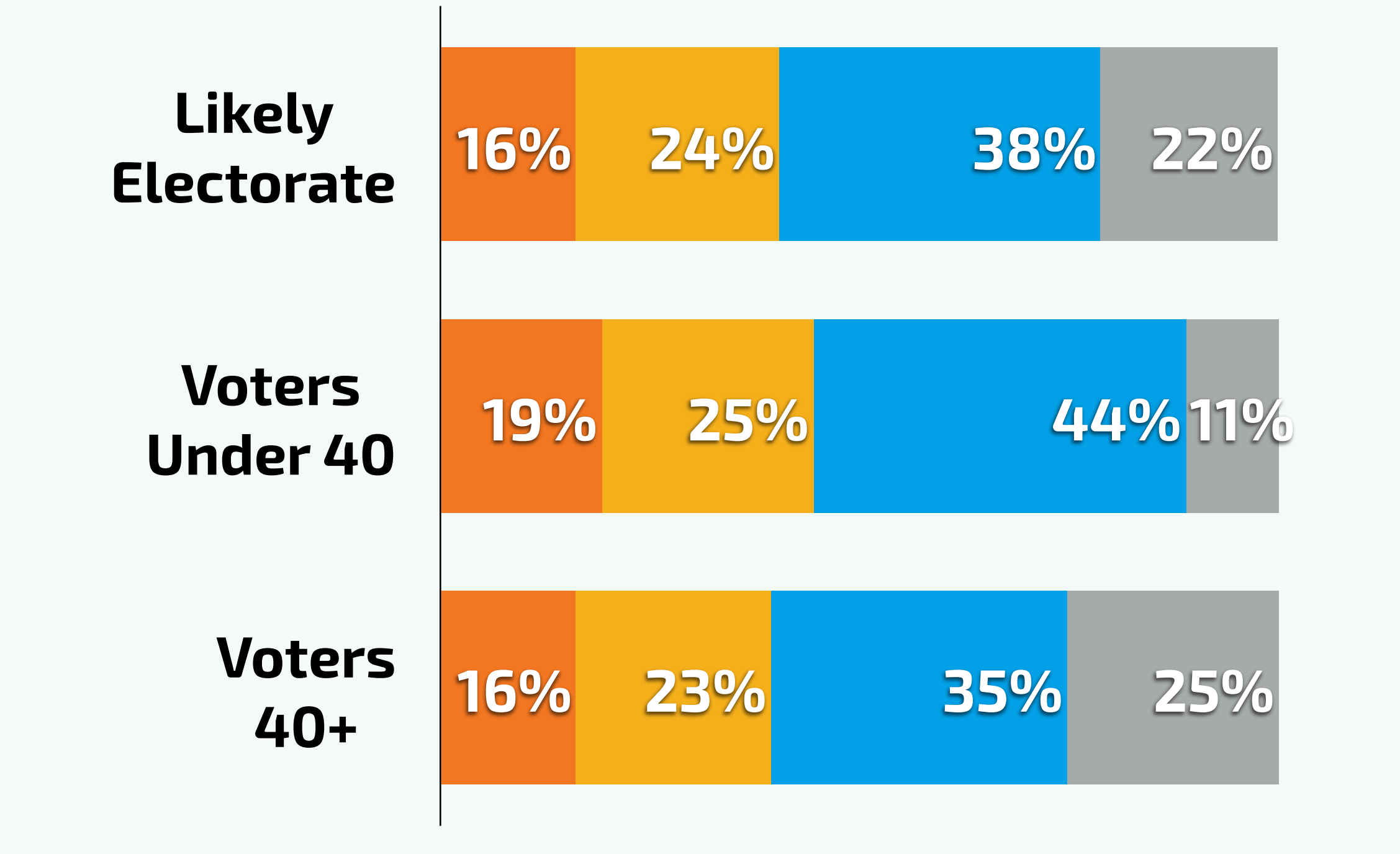
*This election was very polarizing*



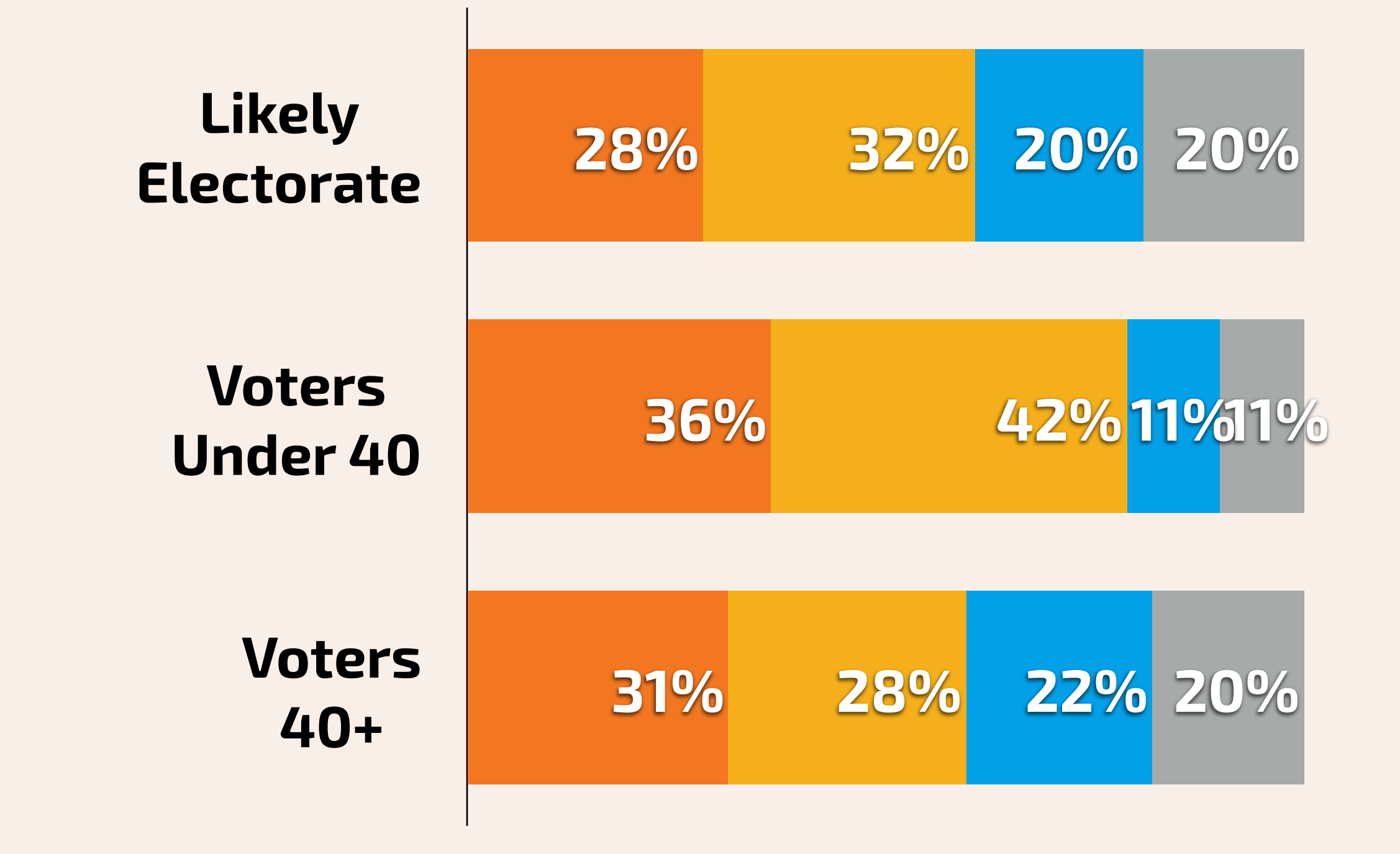
# Twice as Many Think Their Friends and Neighbors Were Shy Trump Voters than Shy Biden Voters – Especially Among Young Voters

Q. Did you get the sense that some of your friends and neighbors were...

**Voting for Joe Biden, but were keeping it a secret**

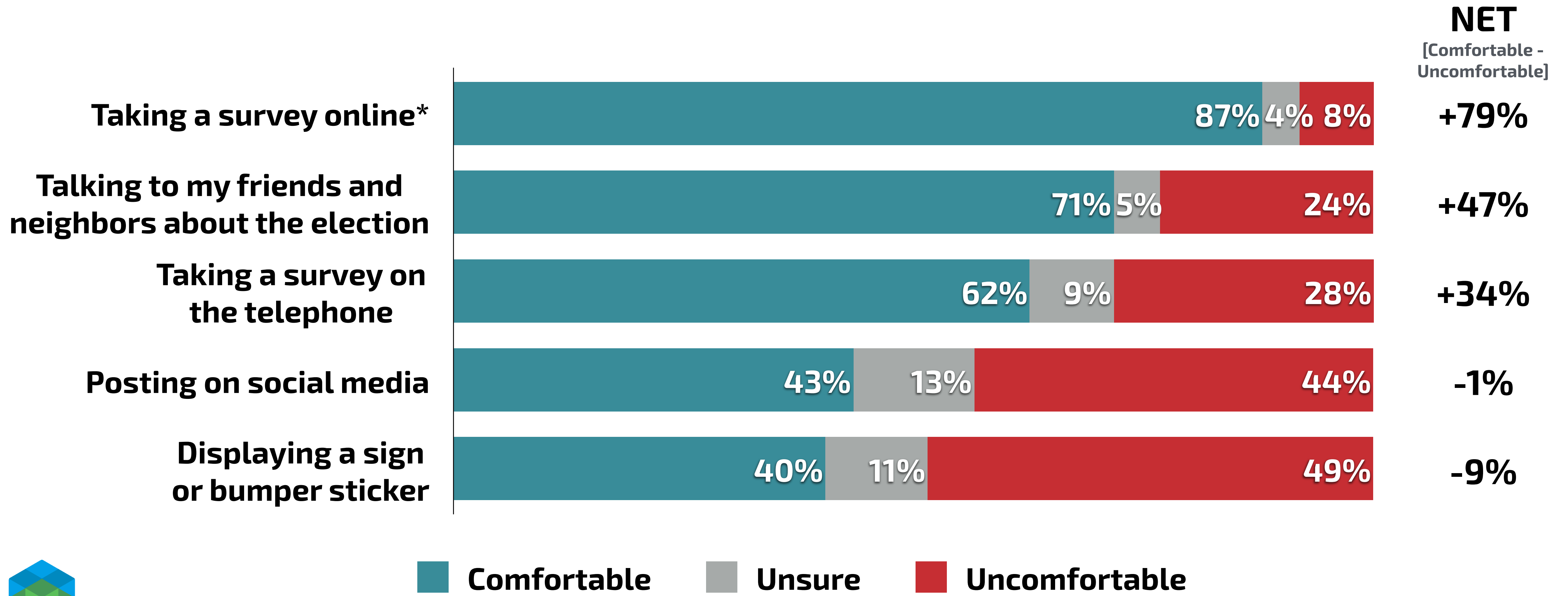


**Voting for Donald Trump, but were keeping it a secret**



# How Voters Share Their Support for Candidates

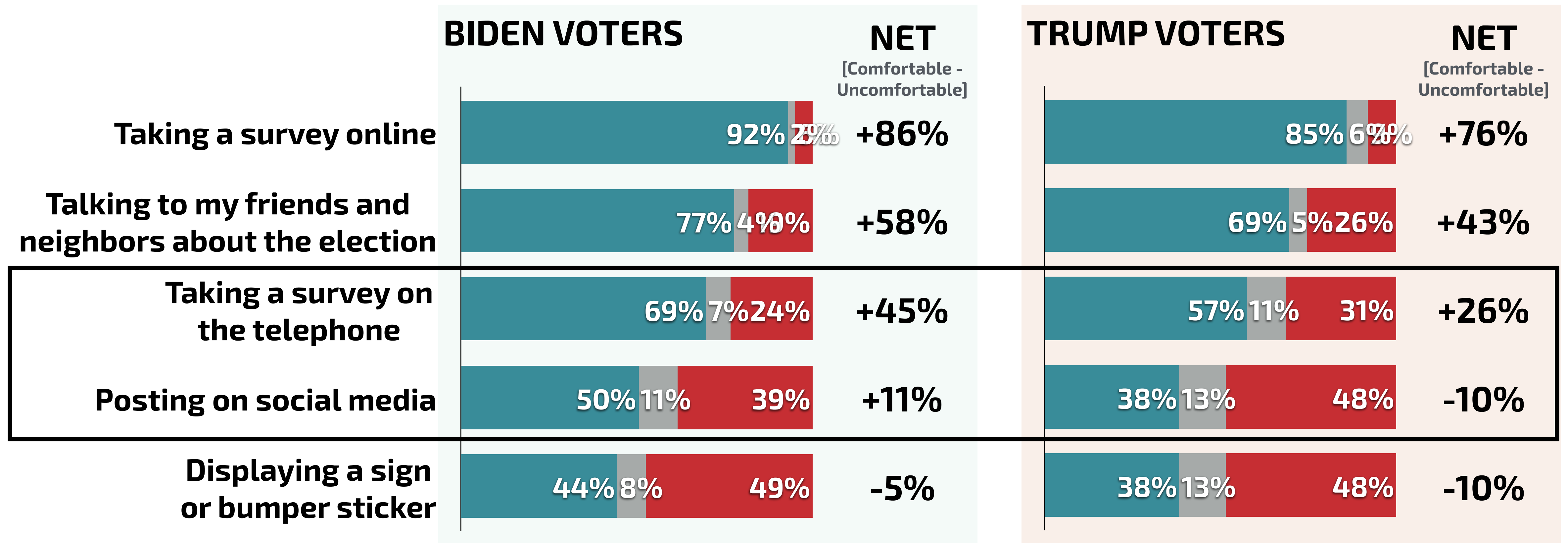
Q. For each of the following, rate how comfortable you would have been with it as a way to share your support for a Presidential candidate in the 2020 election.



\* This survey was administered online; results included for comparative purposes

# Trump Voters More Reluctant To Share Support

Q. For each of the following, rate how comfortable you would have been with it as a way to share your support for a Presidential candidate in the 2020 election.



■ Comfortable   
 ■ Unsure   
 ■ Uncomfortable

**Various theories have been put forward about “Shy Trump voters” in 2020.**

**One is that Trump voters had lower social trust, so they were less likely to respond to polls.**

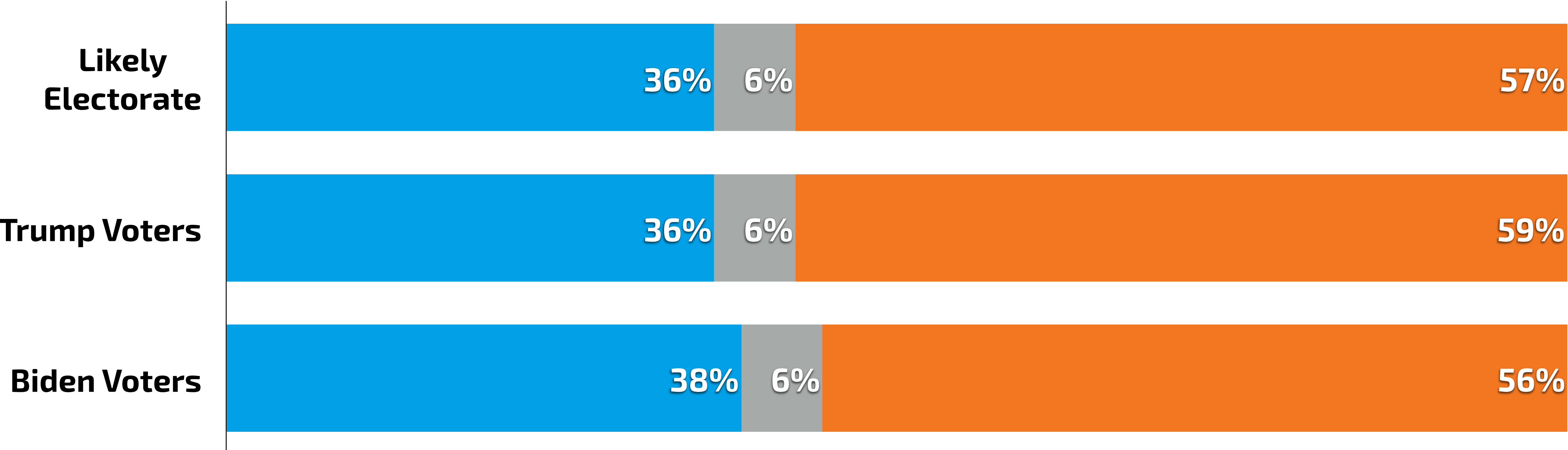
**Another is that they were afraid to share their support publicly, and they didn’t respond to polls as much as a result.**



# Trump Supporters Trust Others the Same Amount

Q. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

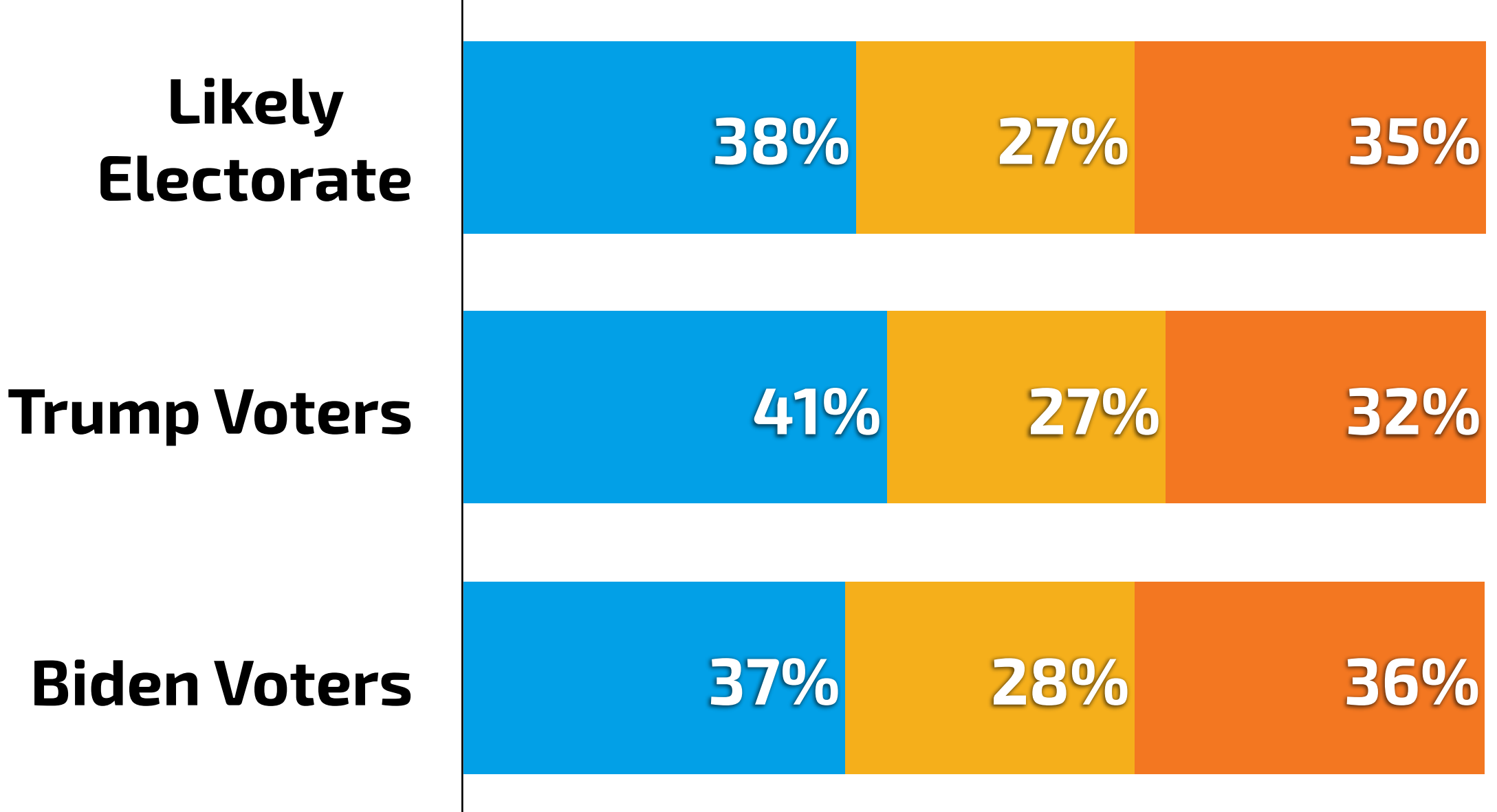
■ Most people can be trusted    ■ Unsure    ■ You can't be too careful



# Lower Social Trust? Trump Voters Rank Slightly Higher on Talking to Neighbors and Volunteering

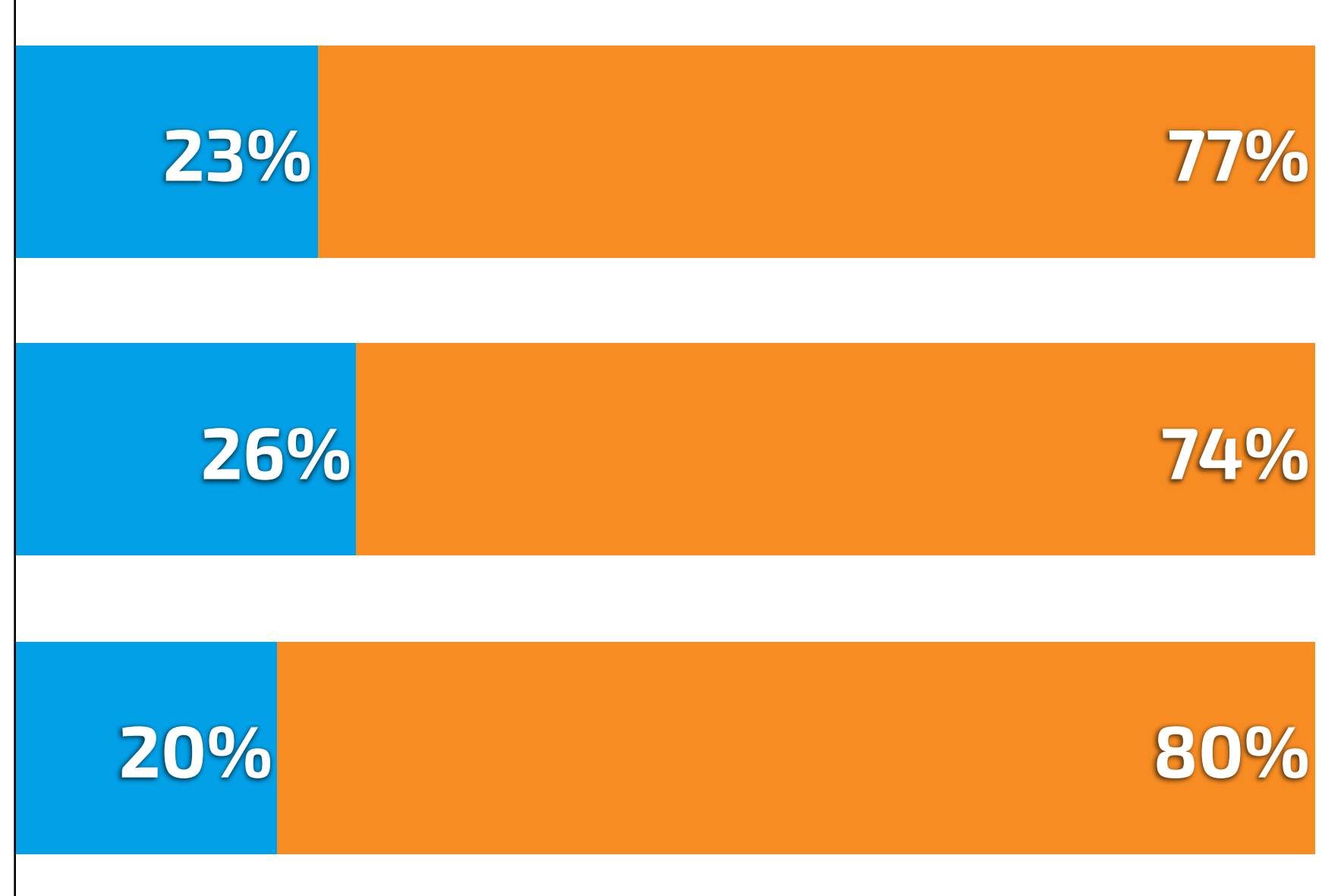
Q. During a typical month in the past year, how often did you talk with any of your neighbors?

■ A few times a week or more  
 ■ A few times a month  
 ■ Less than once a month



Q. In the last 12 months...have you done any volunteer activities through or for an organization?

■ Yes  
 ■ No



**Did “shy” voting behavior cause Trump supporters to avoid responding to phone surveys?**

**Maybe, but the evidence is less strong.**

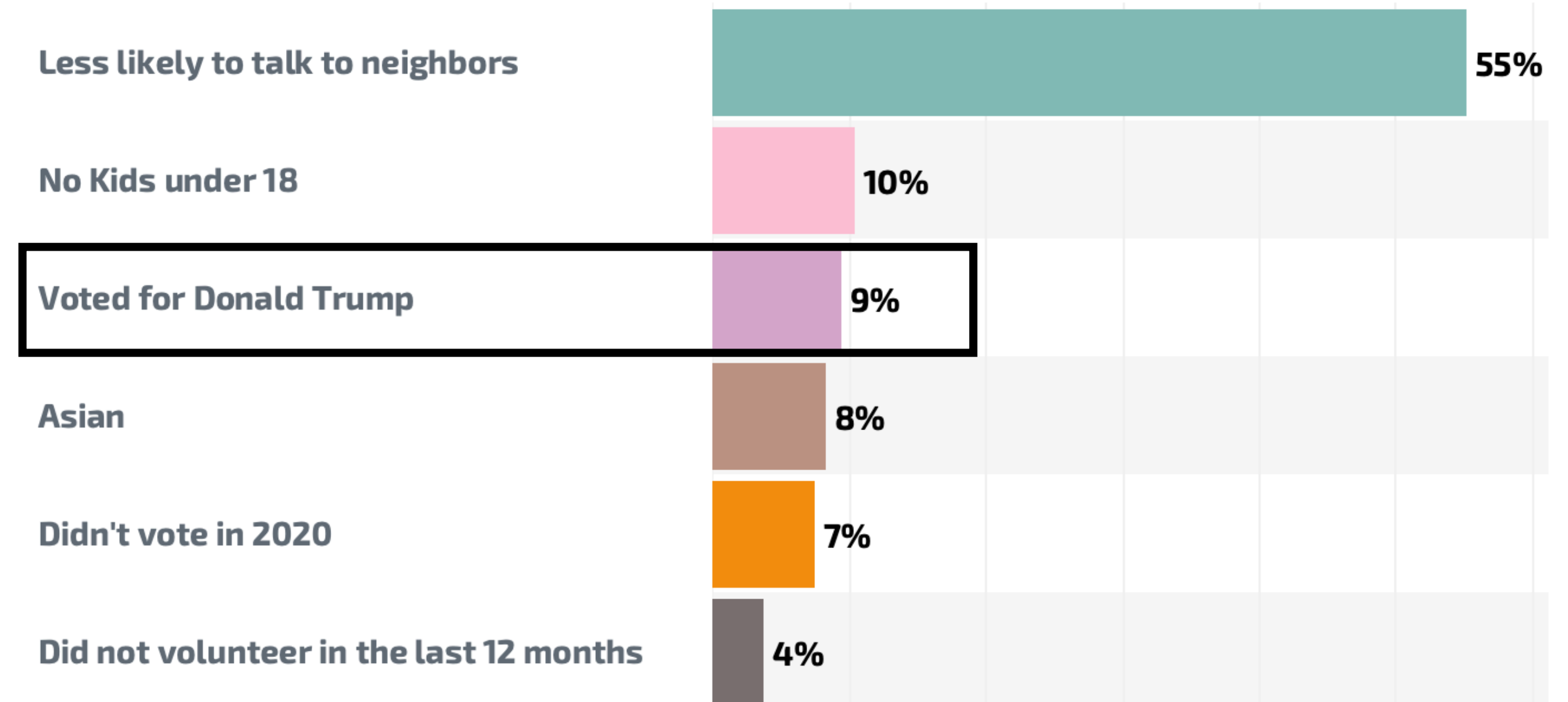
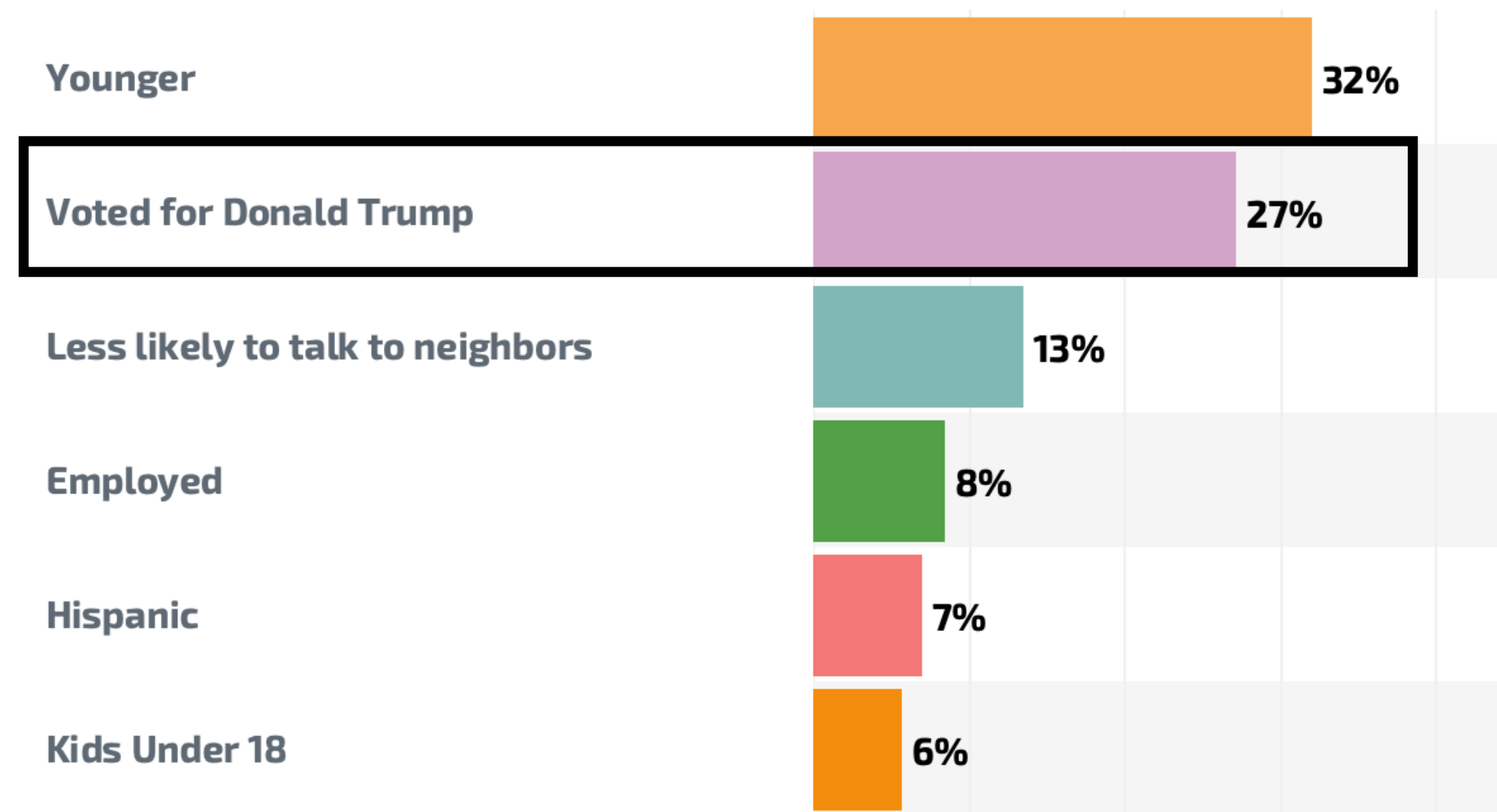


# Factors That Explain “Shyness” Are Different Than Those Explaining Self-Reported Likelihood to Take Phone Surveys

Trump support is correlated with being “shy” about one’s vote, but it’s correlated less with self-reported likelihood to take phone surveys. Lower likelihood to take phone surveys is driven more by keeping to oneself and talking to others less frequently – which isn’t especially partisan.

Ranking of Factors That Explain **Reluctance to Share Support**

Ranking of Factors That Explain **Reluctance to Take Phone Surveys**



# Takeaways

- Trump voters were more reluctant to share their vote with others in 2020, but not because they had lower social trust.
- Trump and Biden voters in communities won by the other candidate were more likely to report being shy about their vote.
- Trump voters were also lower in self-reported likelihood to take phone surveys and show support in other ways, but the relationship is less clear than it is when asked about sharing their support with people they know.
- **And...** Self-reported behavior often differs from real world behavior!





**Verified Voter  
Omnibus**

*Your questions answered by real voters*

**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.**

**By adding on to the Verified Voter Omnibus, you'll receive:**

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with 2020 election questions included**
- **A customized slide deck with your results**

**Contact [omnibus@echeloninsights.com](mailto:omnibus@echeloninsights.com) for more information.**





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