



Portents for November:

A Review of the Edison Research
Democratic Primary Exit Polls



Questions or comments?

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In 2020, Edison Research conducted entrance and exit polls in 23 states



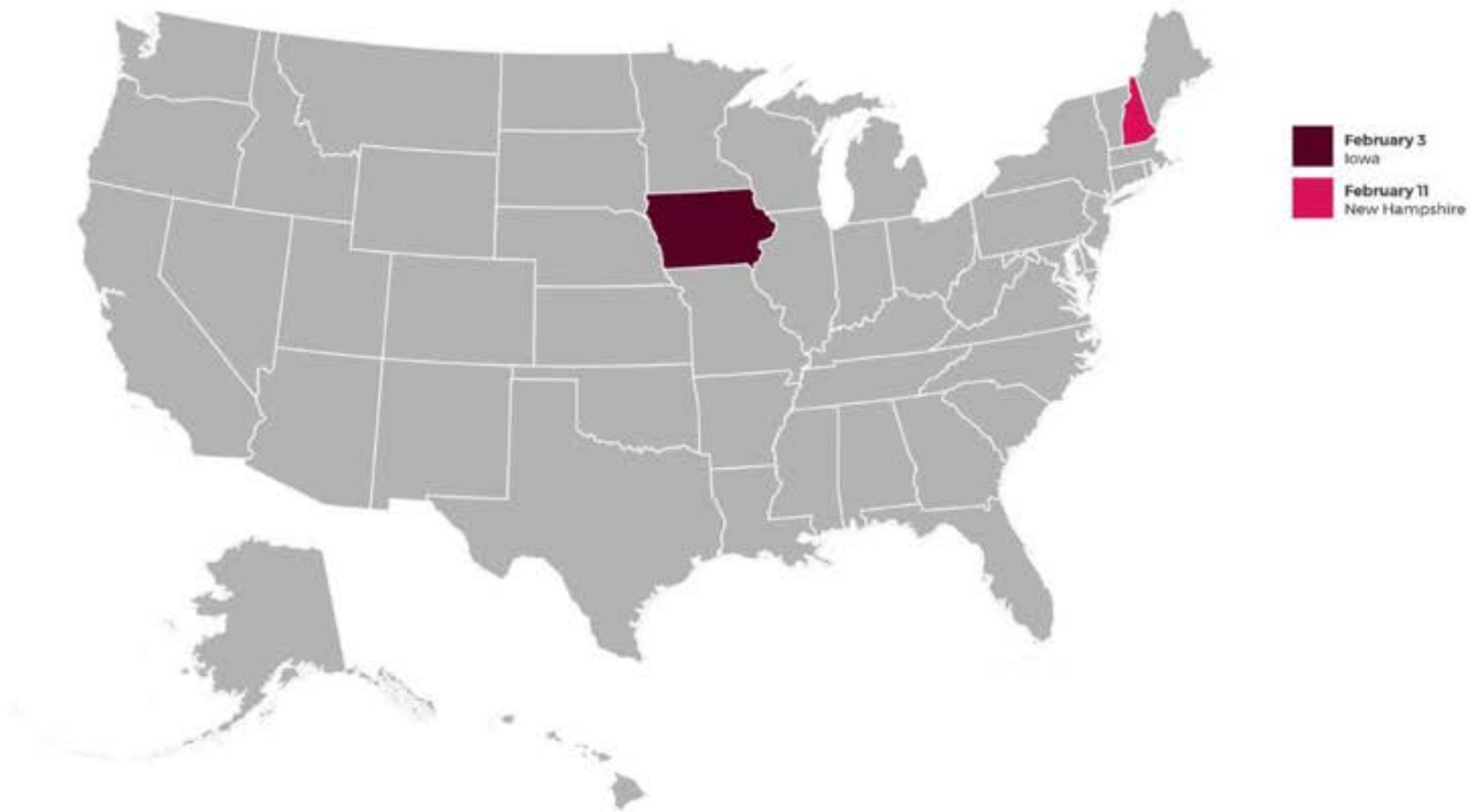


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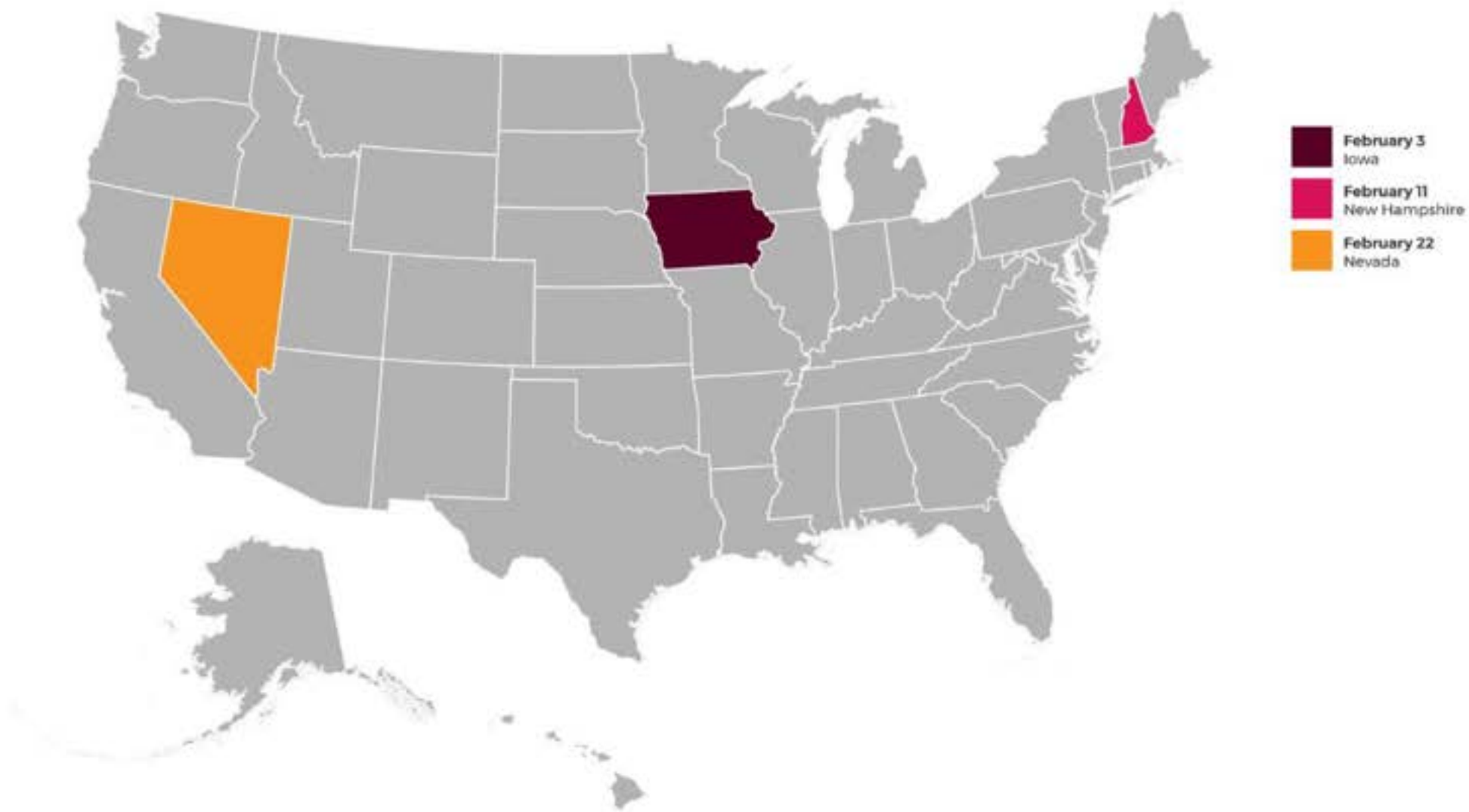


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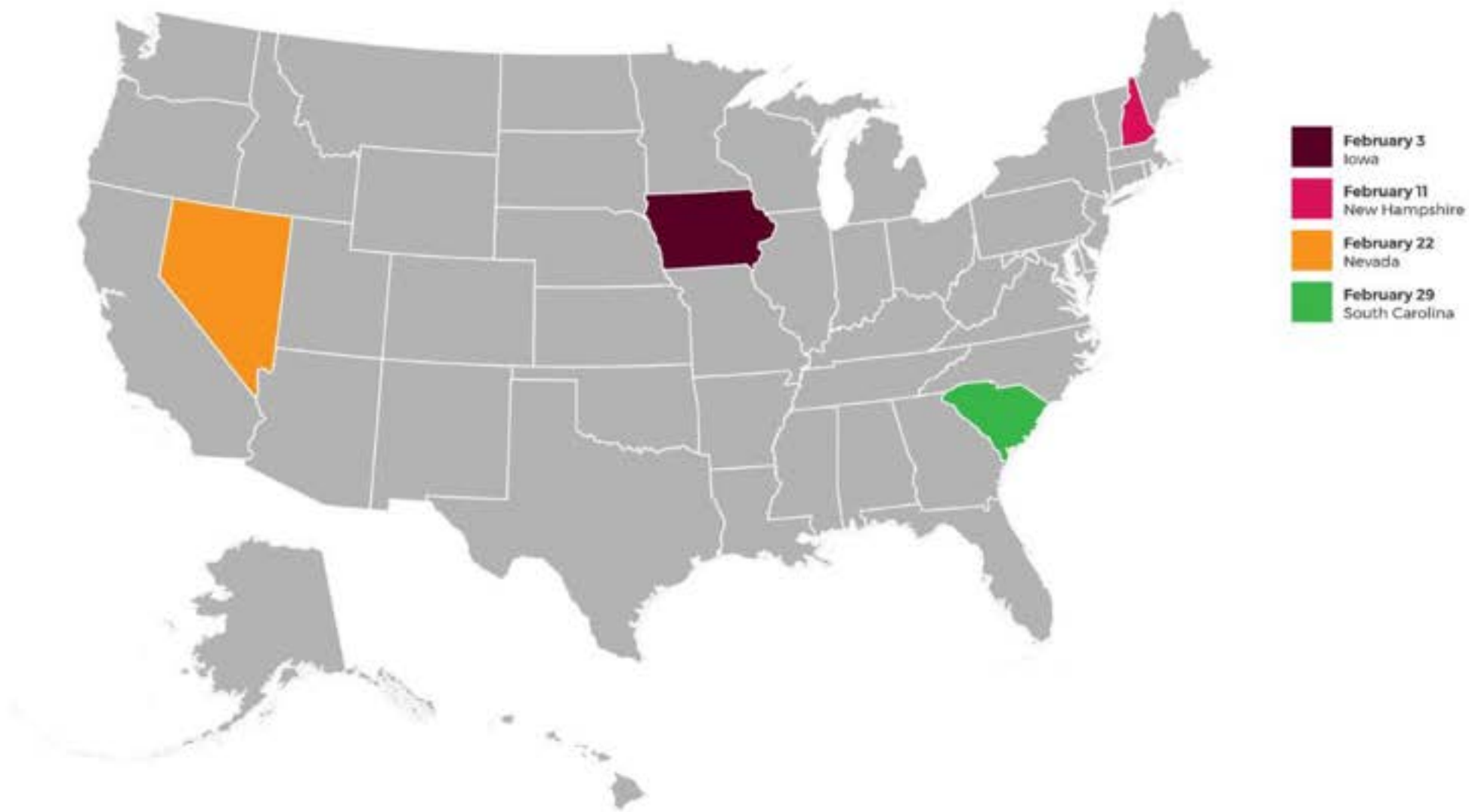


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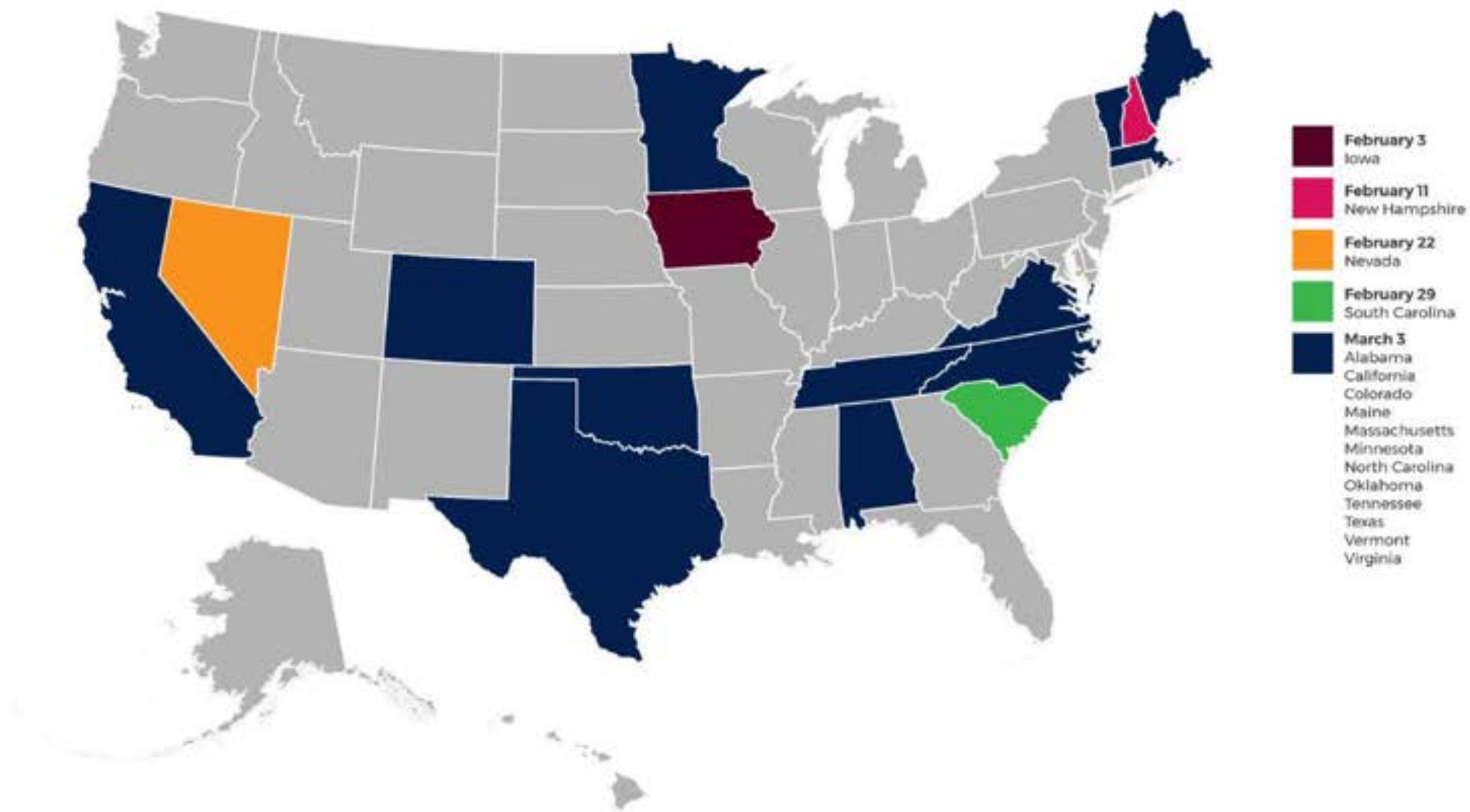


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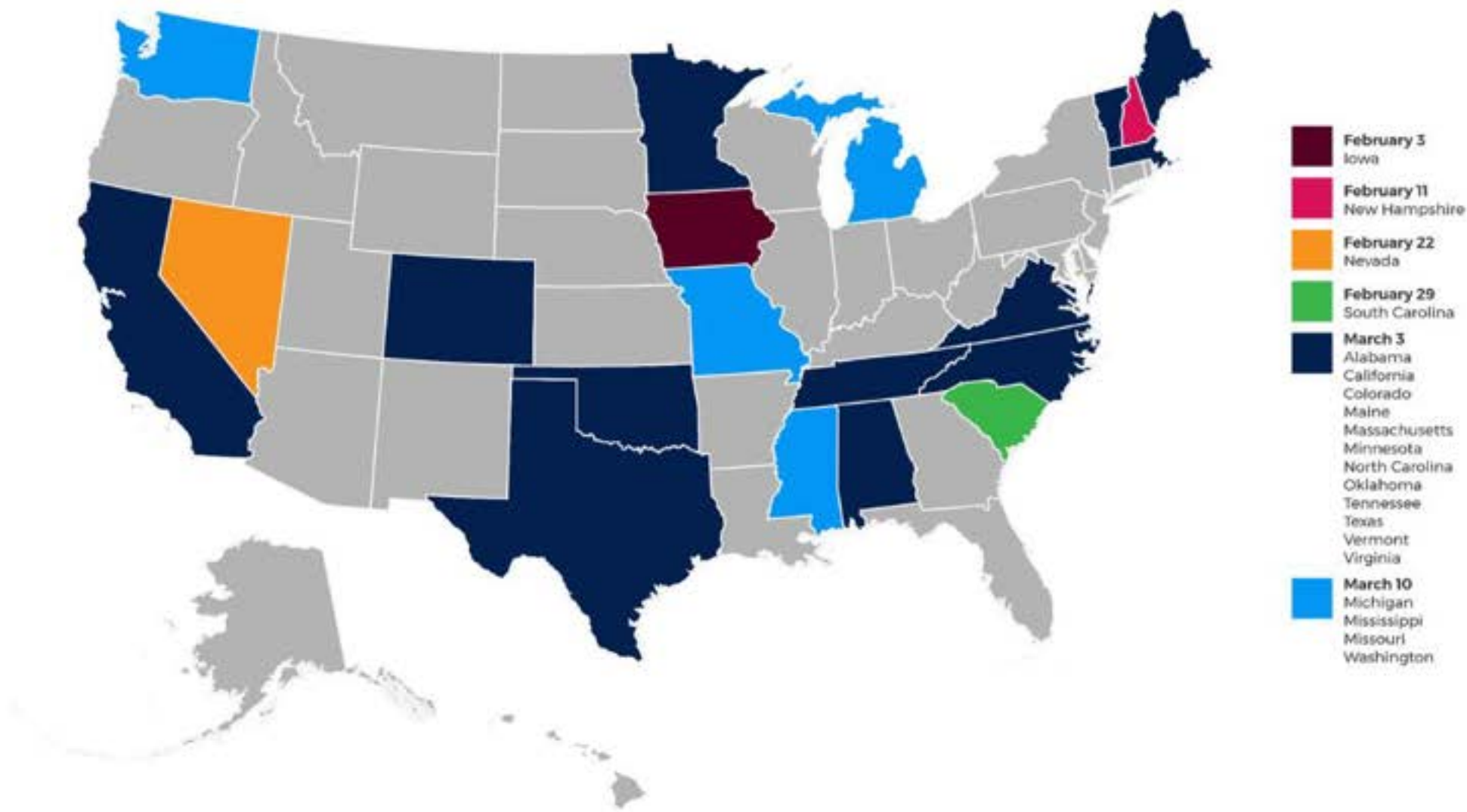


In 2020, Edison Research conducted entrance and exit polls in 23 states



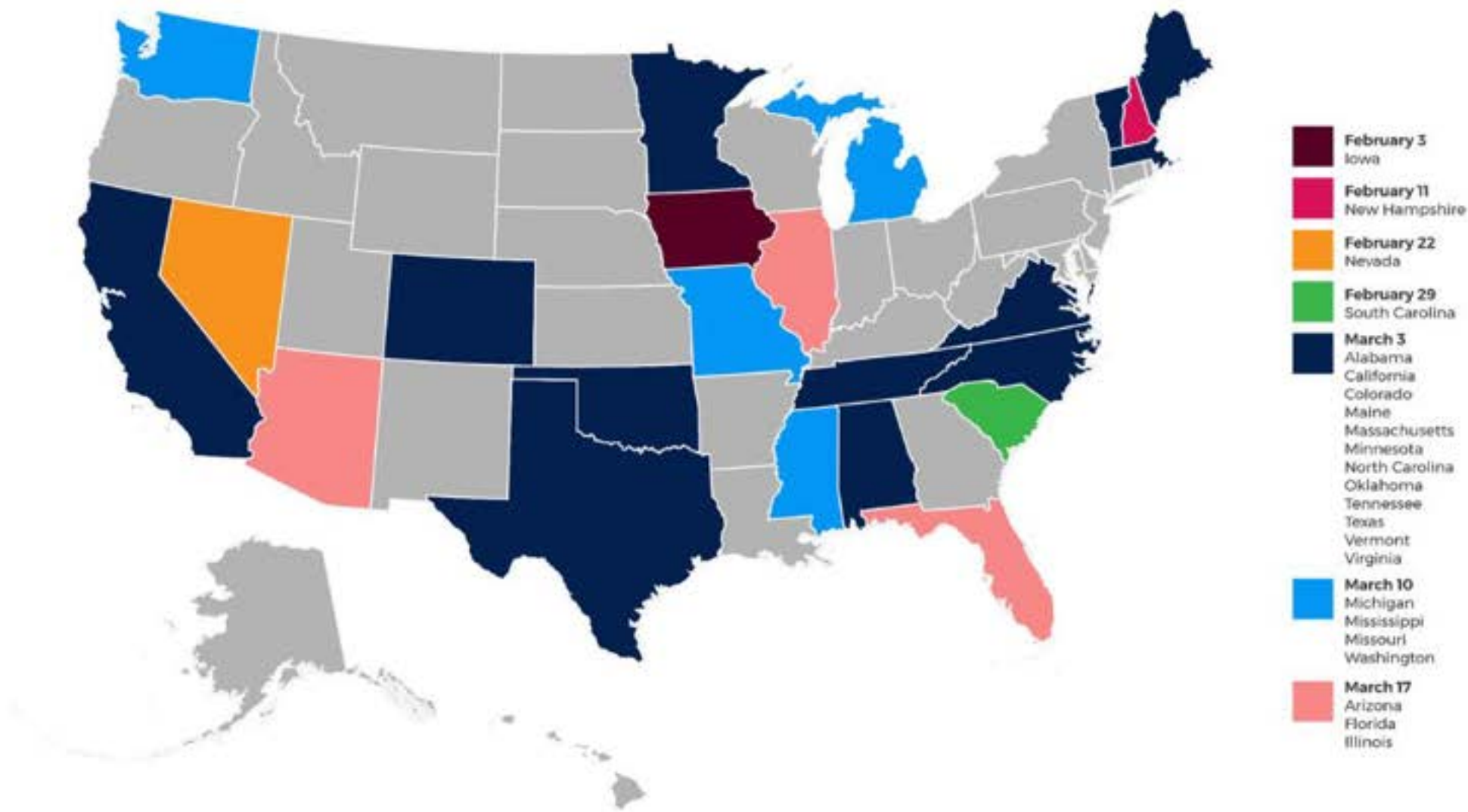


In 2020, Edison Research conducted entrance and exit polls in 23 states





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In total:

- 37,001 completed interviews

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- Each state's interviews weighted to its size of the overall primary vote in these 23 states

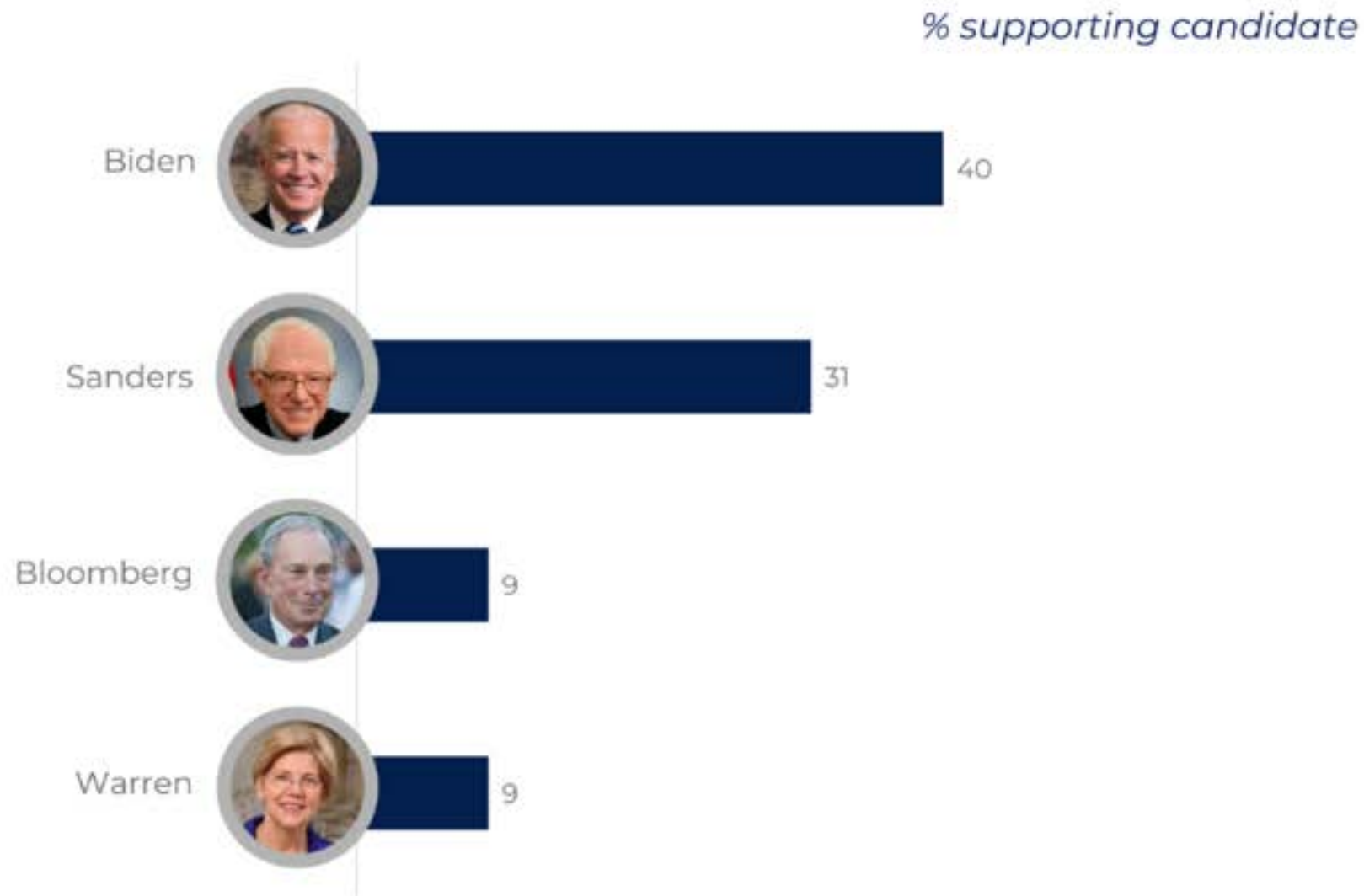
The Democratic Primary Voters





Total Vote

In today's Democratic Presidential Primary/Caucus did you just vote for...?



N=36,832

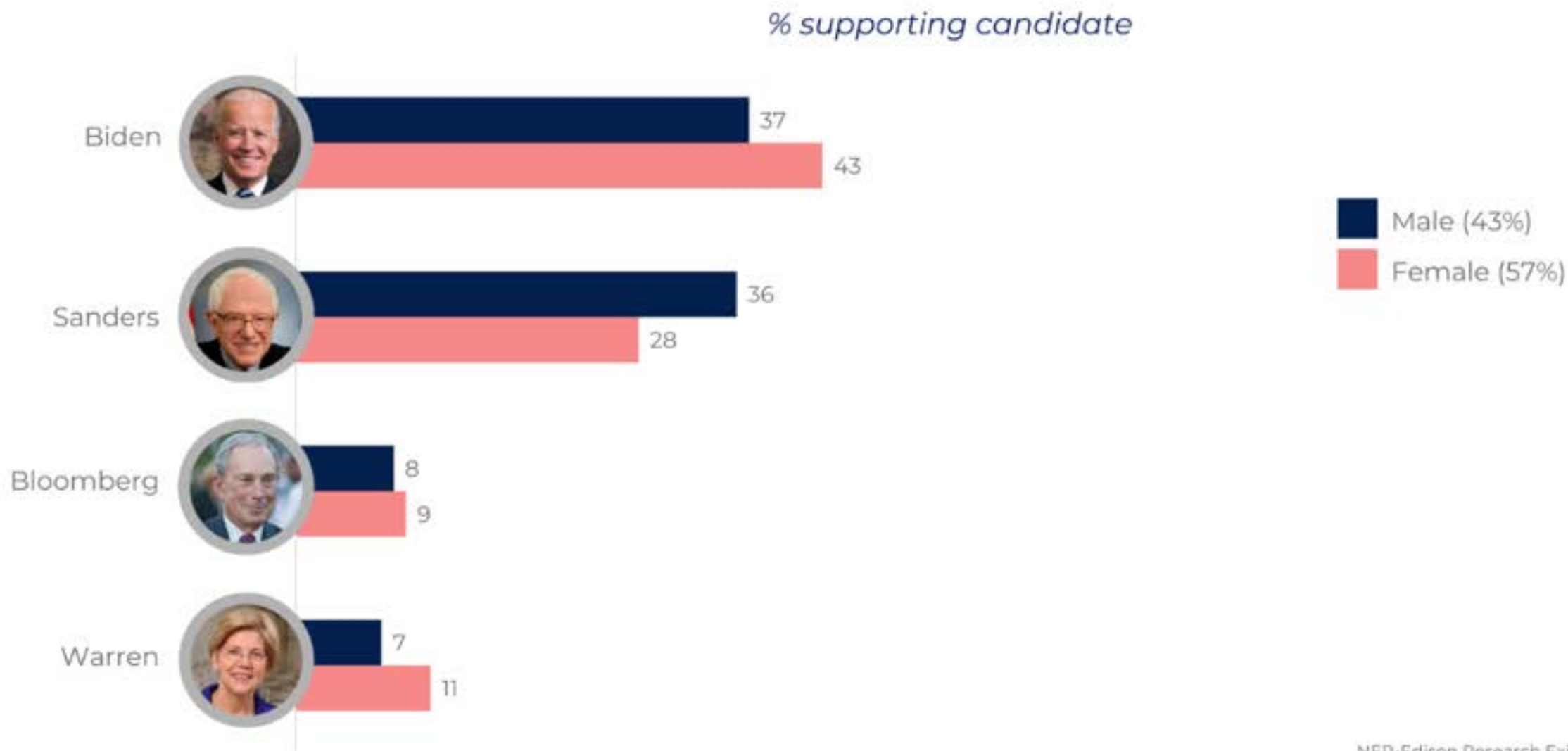
From the 2020

NEP-Edison Research Exit polls conducted in:

AL, AZ, CA, CO, FL, IL, IA, ME, MA, MI, MN, MS, MO, NV, NH, NC, OK, SC, TN, TX, VT, VA, WA

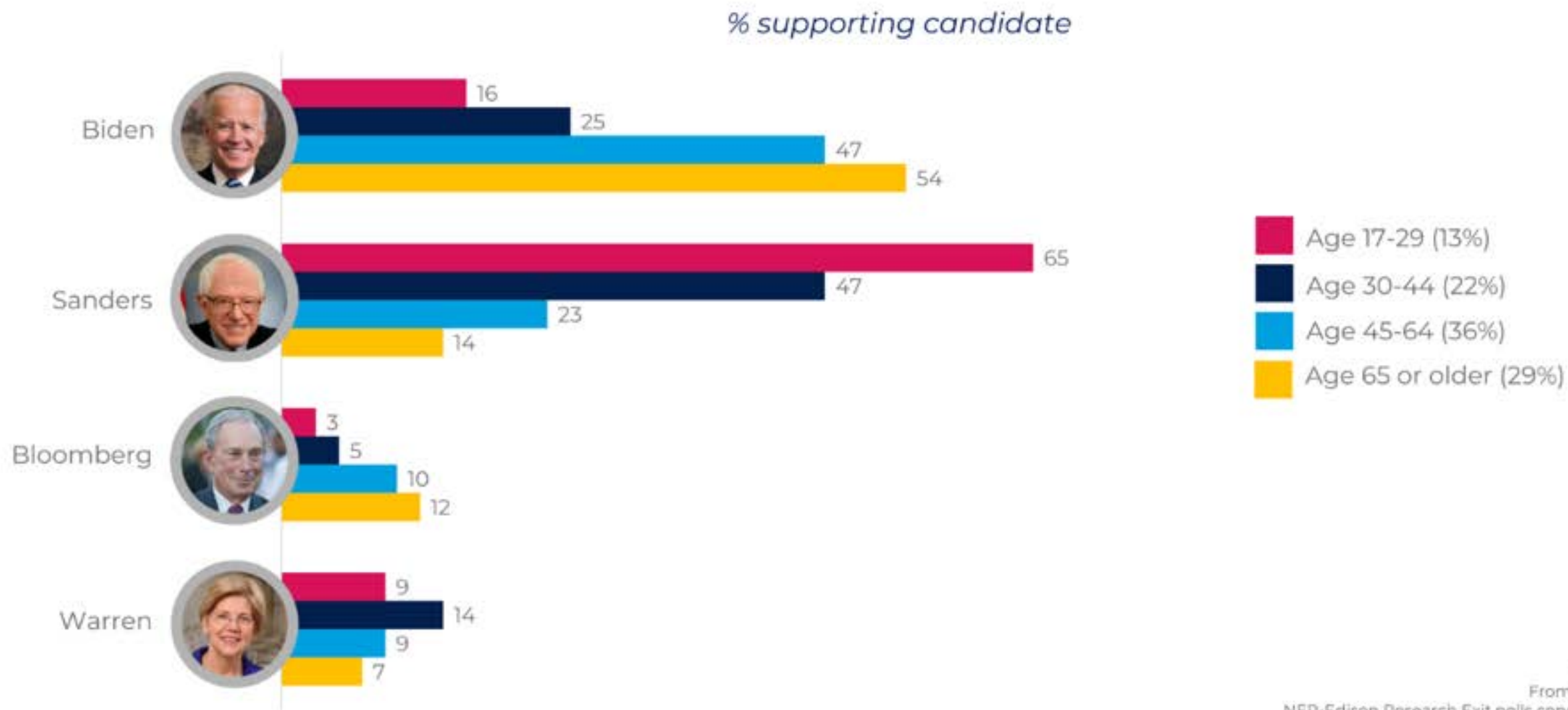
Candidate Support by Sex

Are you...?



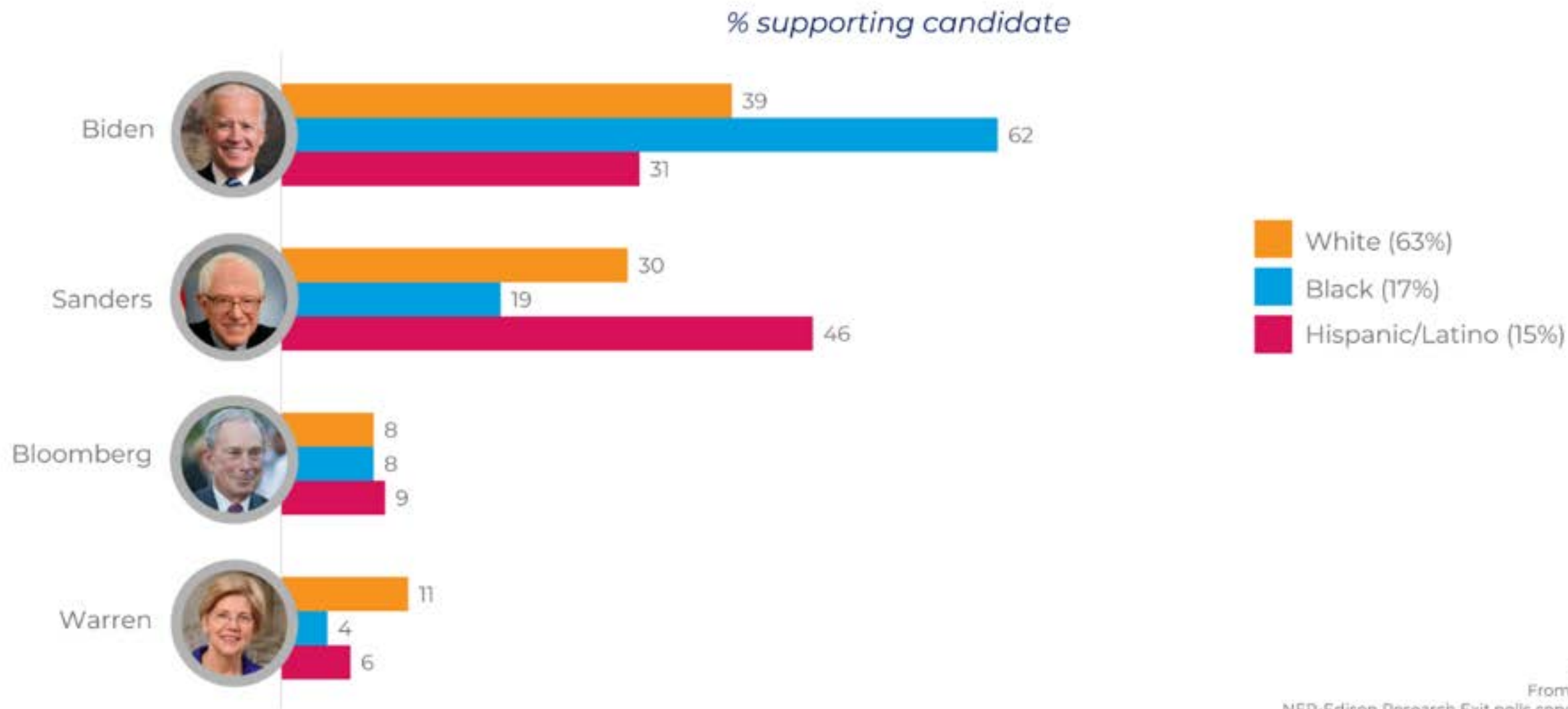
Candidate Support by Age

In which age group are you?



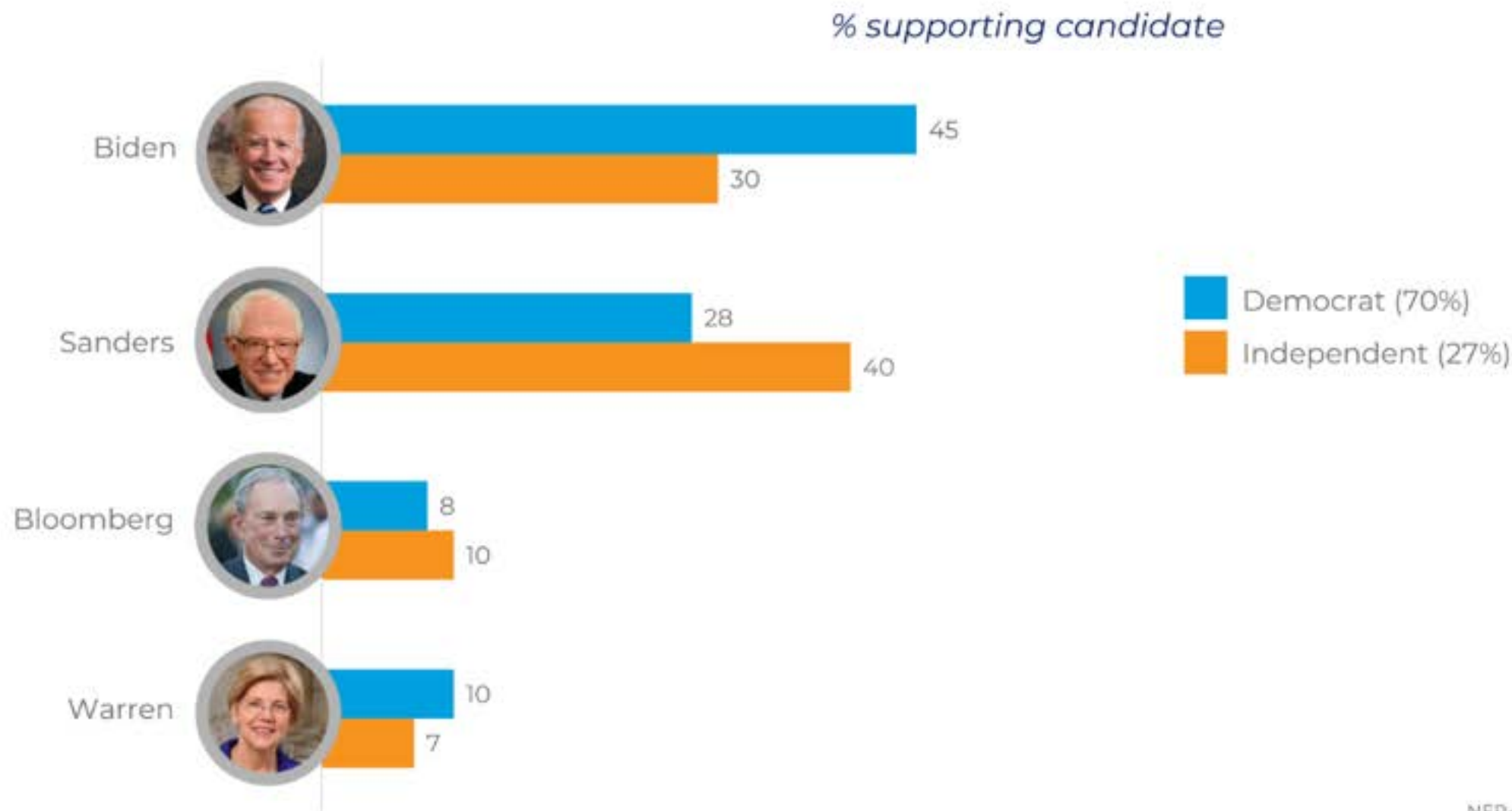
Candidate Support by Race

Are you...?



Candidate Support by Party

No matter how you voted today, do you usually think of yourself as a...?



N=36,832

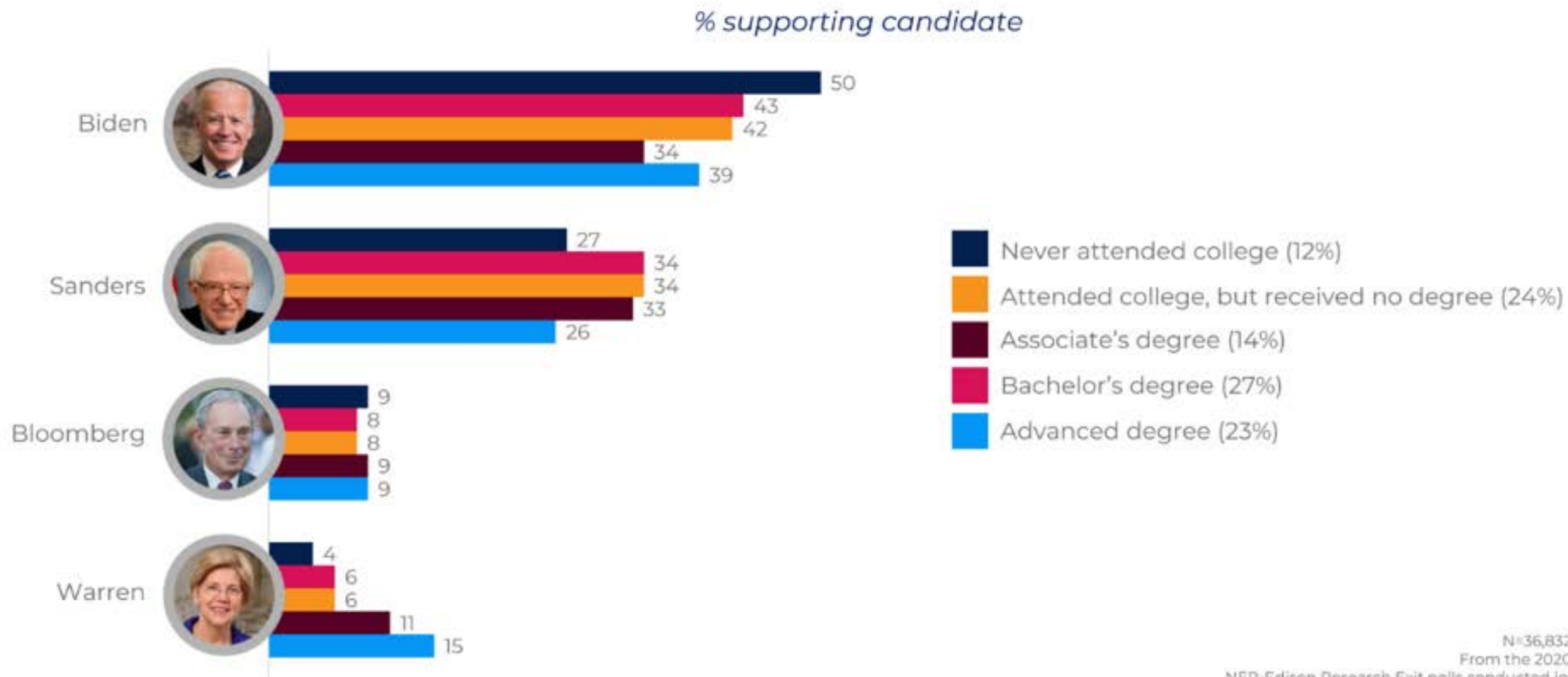
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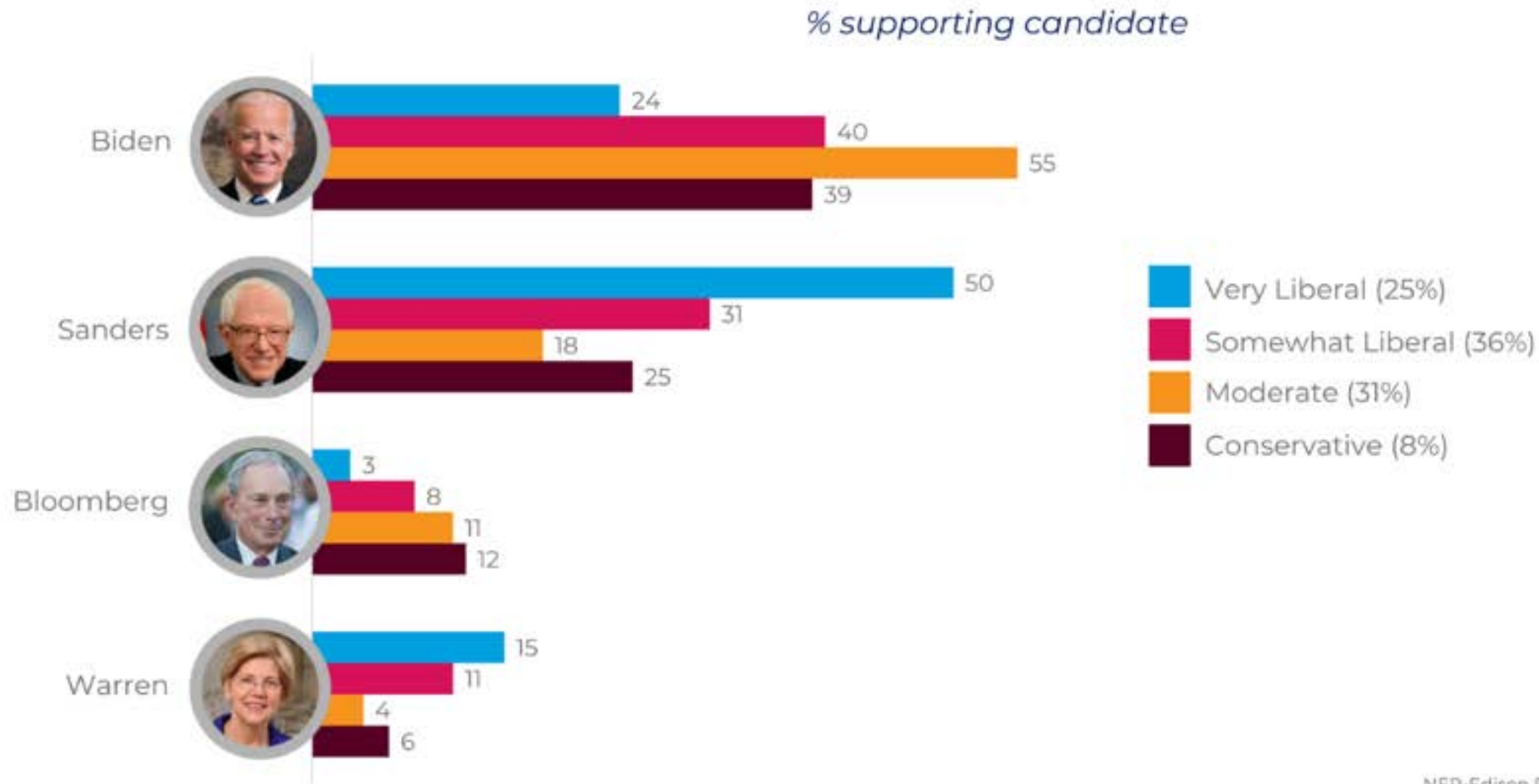
Candidate Support by Education

What was the last grade of school you completed?



Candidate Support by Philosophy

On most political matters, do you consider yourself...?



N=36,832

From the 2020

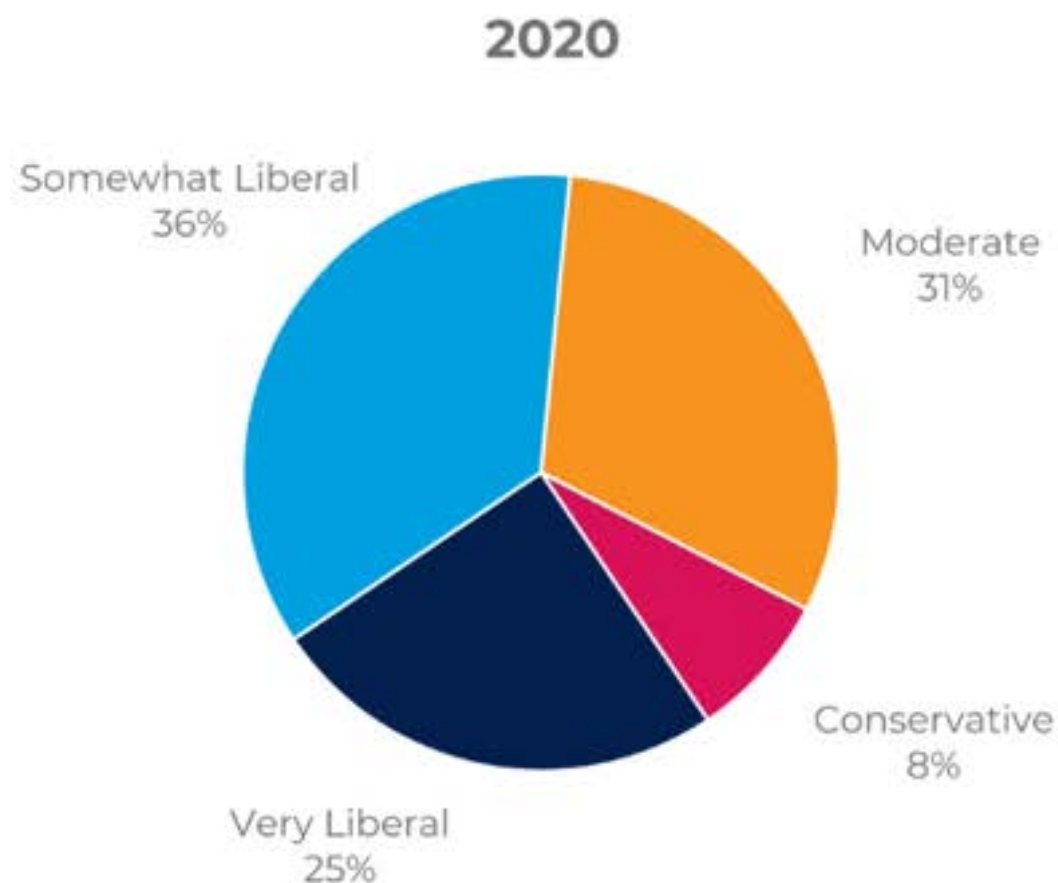
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Philosophy of the Democratic Primary Electorate

On most political matters, do you consider yourself...?



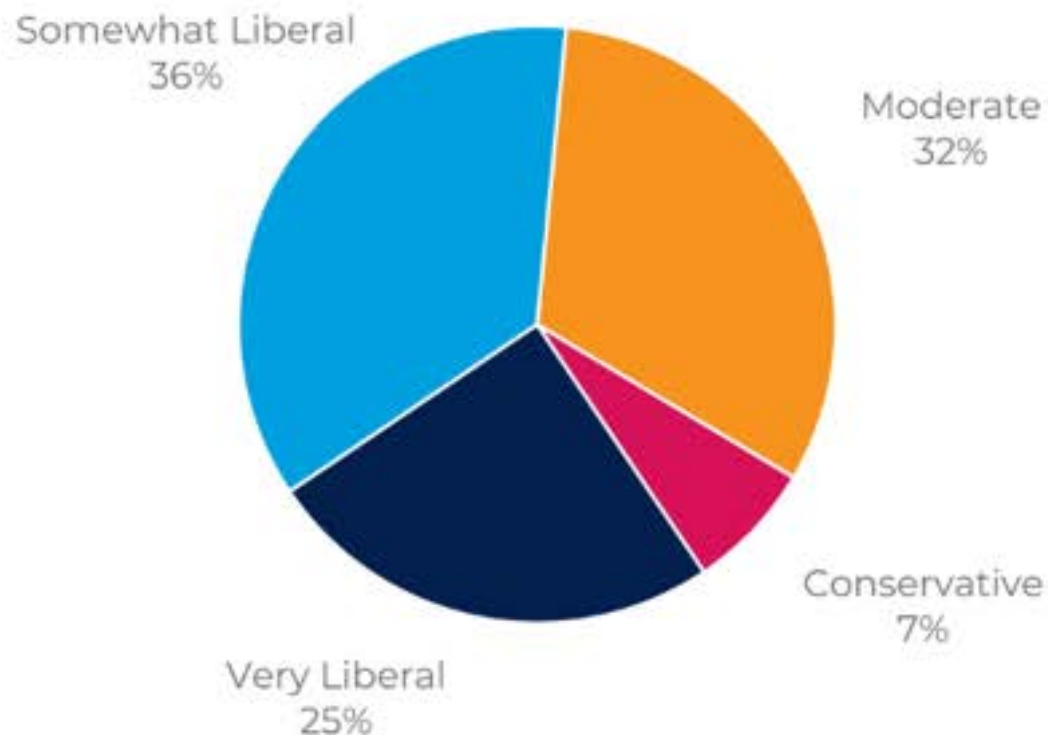
2020 data: N=36,832 From the 2020 NEP-Edison Research Exit polls conducted in: AL, AZ, CA, CO, FL, IL, IA, ME, MA, MI, MN, MS, MO, NV, NH, NC, OK, SC, TN, TX, VT, VA, WA



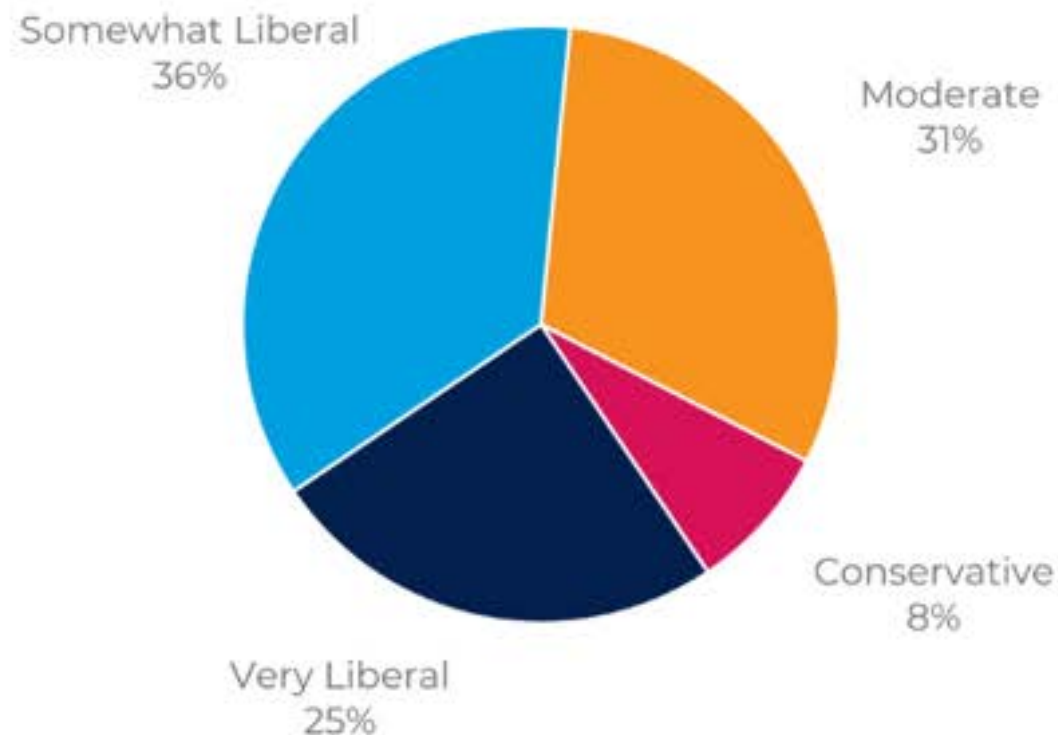
Philosophy of the Democratic Primary Electorate

On most political matters, do you consider yourself...?

2016



2020

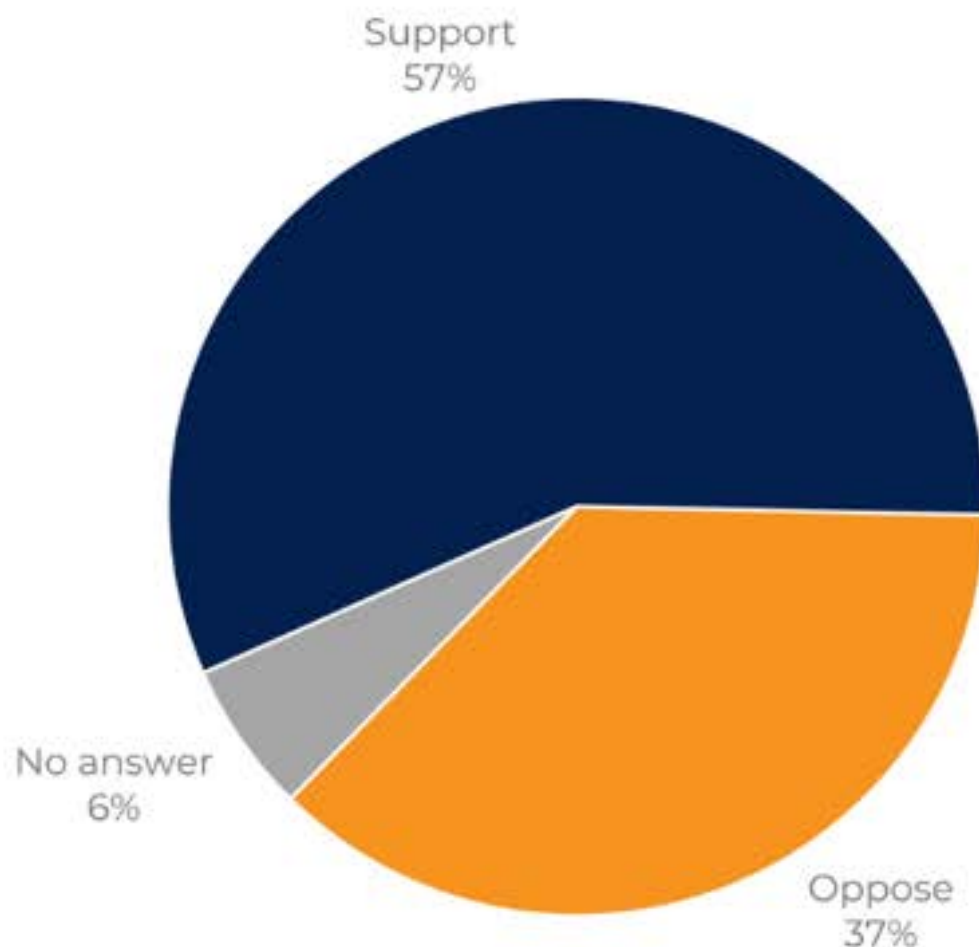


2016 Data: N=35,929 From the 2016 NEP-Edison Research Exit polls conducted in: AL, AR, CT, FL, GA, IL, IN, IA, MD, MA, MI, MS, MO, NV, NH, NY, NC, OH, OK, PA, SC, TN, TX, VT, WI
2020 data: N=36,832 From the 2020 NEP-Edison Research Exit polls conducted in: AL, AZ, CA, CO, FL, IL, IA, ME, MA, MI, MN, MS, MO, NV, NH, NC, OK, SC, TN, TX, VT, VA, WA



Single-Payer Health Insurance

How do you feel about replacing all private health insurance with a single government plan for everyone?



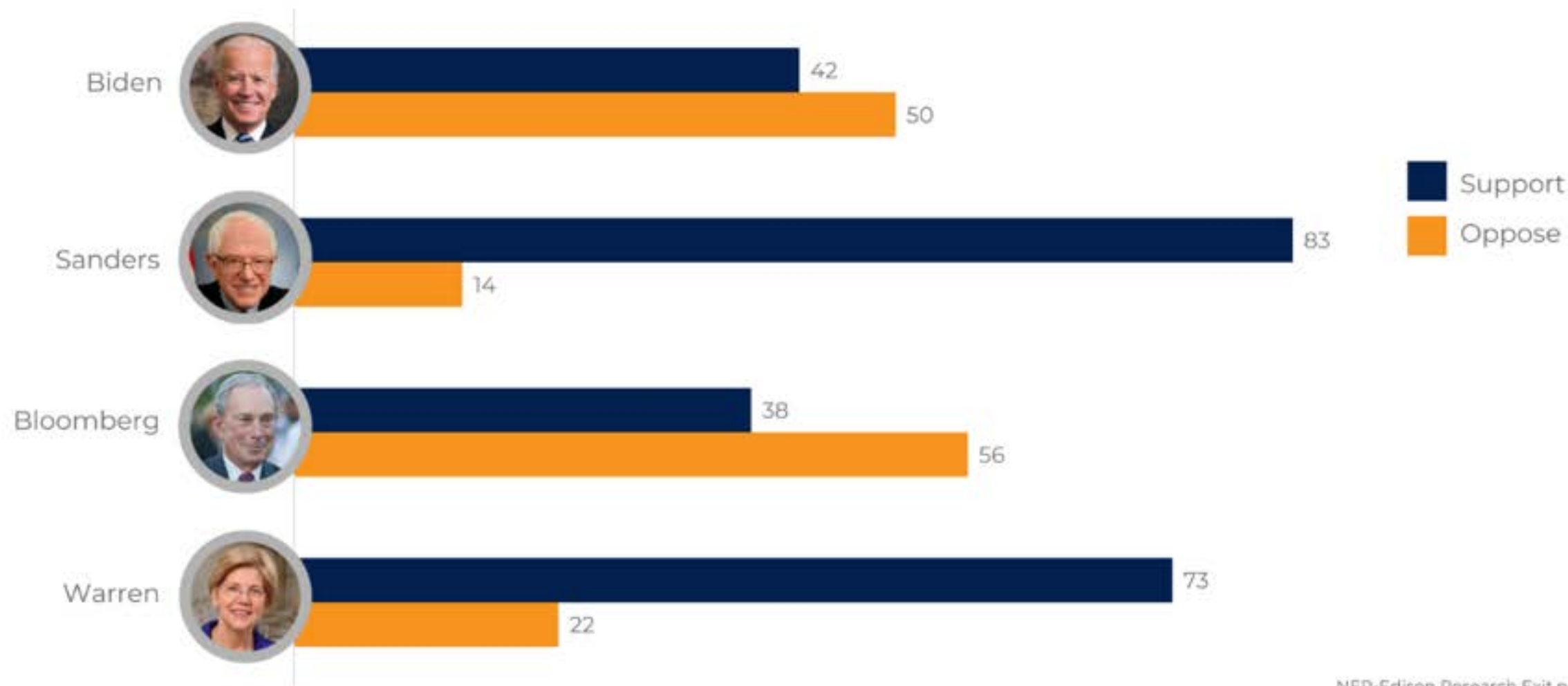
N=25513
From the 2020
NEP-Edison Research Exit polls conducted in:
AL, AZ, CA, CO, FL, IL, IA, ME, MA, MI, MN, MS, MO, NV, NH, NC, OK, SC, TN, TX, VT, VA, WA



Single-Payer Health Insurance

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Among Those Who Supported...



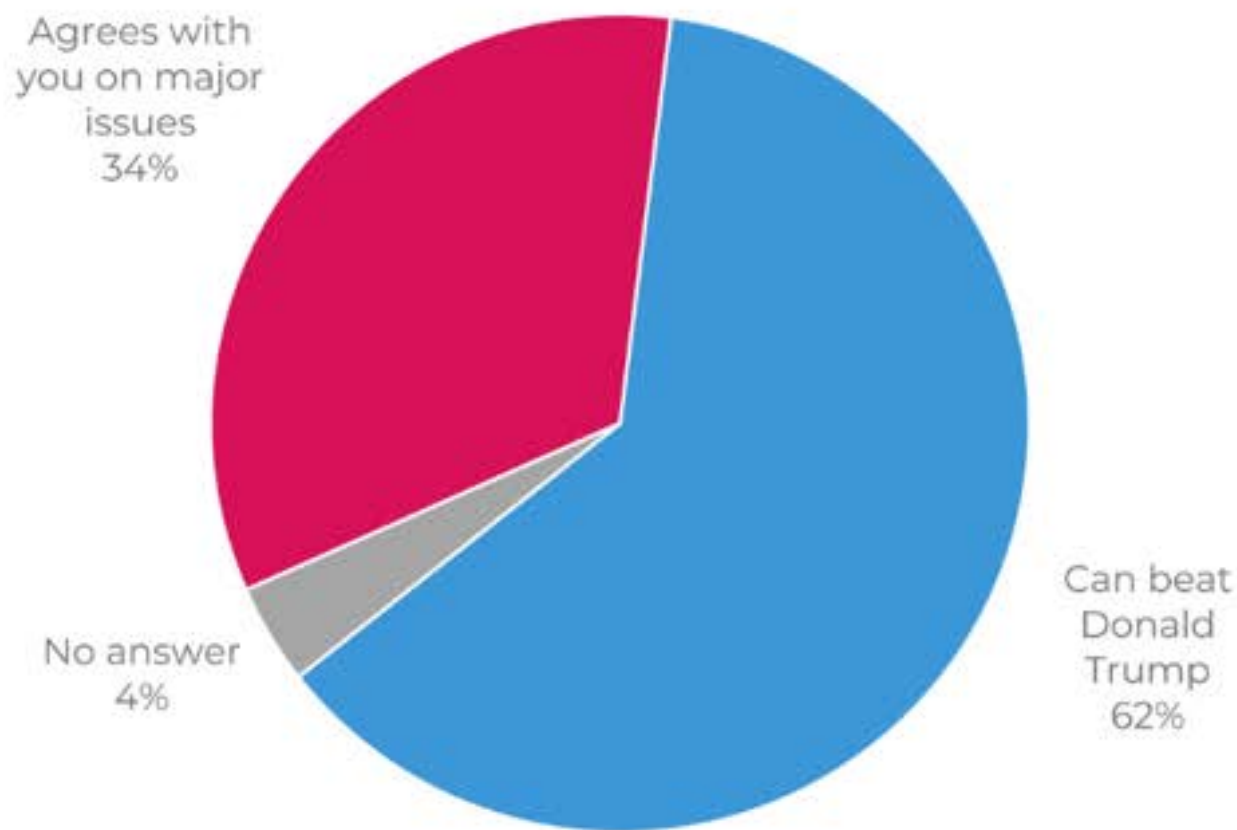
N=25,372
From the 2020
NEP-Edison Research Exit polls conducted in:
AL, AZ, CA, CO, FL, IL, IA, ME, MA, MI, MN, MS, MO, NV, NH, NC, OK, SC, TN, TX, VT, VA, WA

The Driving Factor – Beating Trump





If you had to choose, would you rather see the Democratic Party nominate a candidate who...?



N=34,980

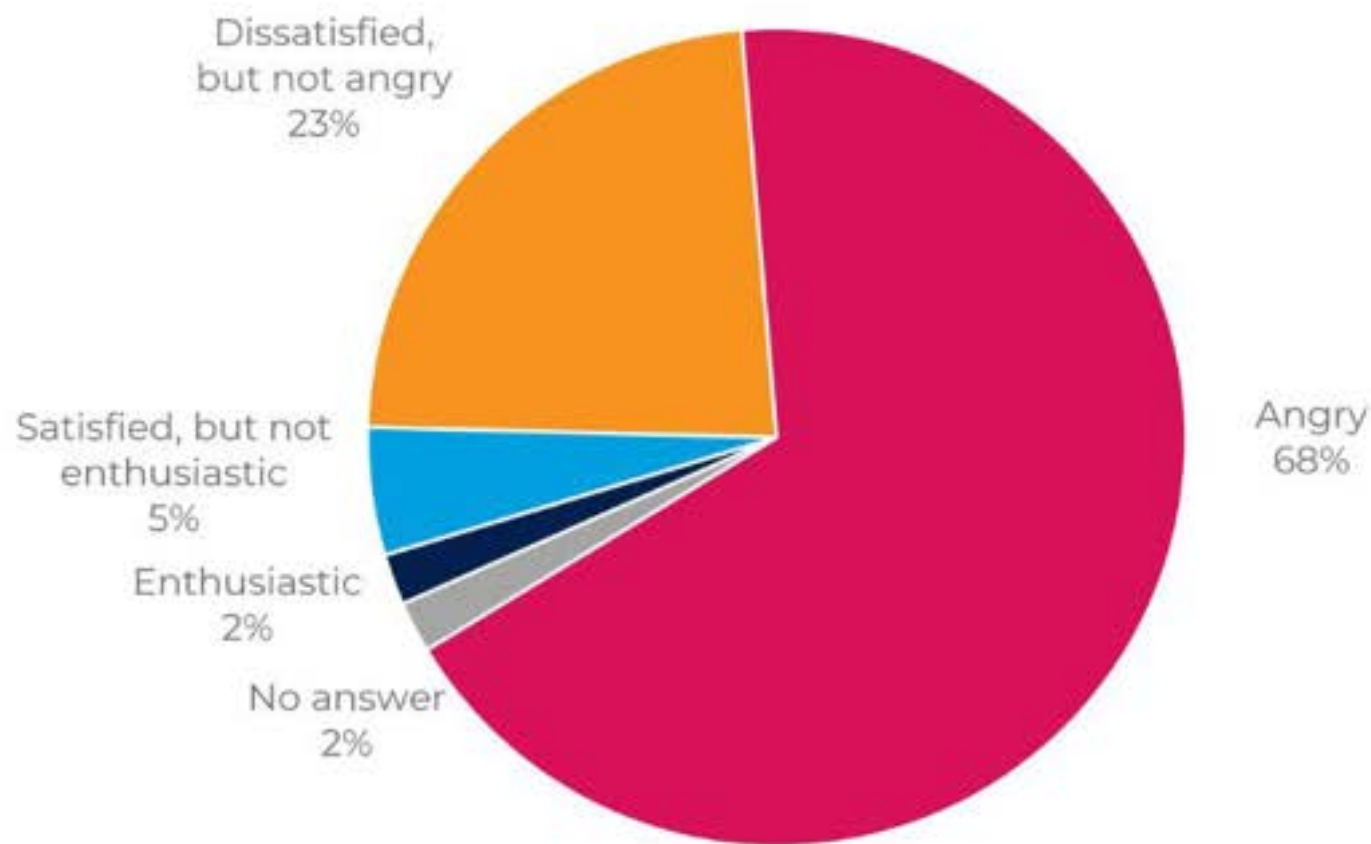
From the 2020

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Which comes closest to your feelings about the Trump Administration?





Which comes closest to your feelings about the Trump Administration?

By Sex

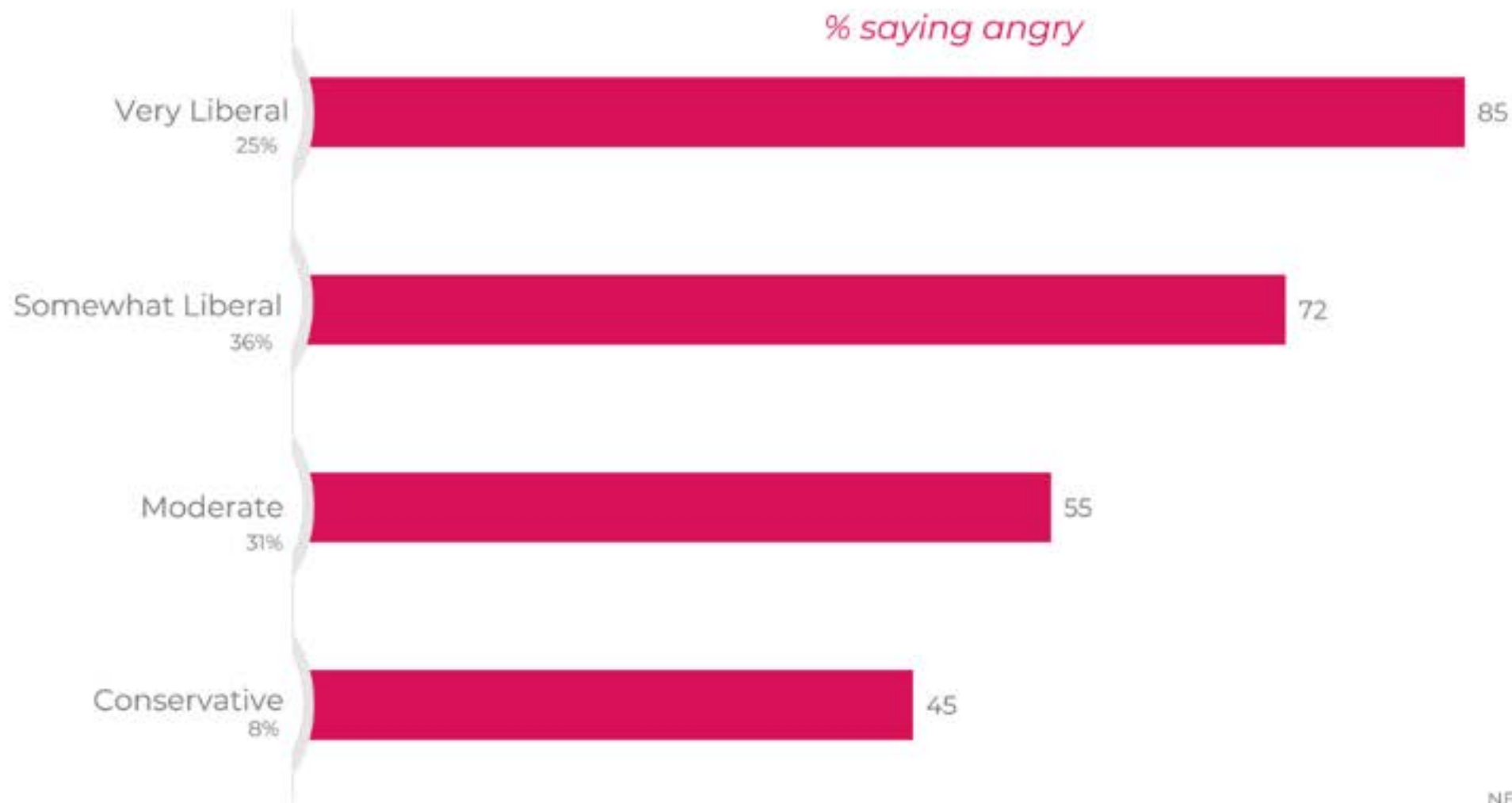




Which comes closest to your feelings about the Trump Administration?

By Philosophy

% saying angry



N=20,384

From the 2020

NEP-Edison Research Exit polls conducted in:

AL, AZ, CA, CO, FL, IL, ME, MA, MI, MN, MS, MO, NH, NC, OK, SC, TN, TX, VT, VA, WA



Which comes closest to your feelings about the Trump Administration?

By Education

% saying angry



N=20,672

From the 2020

NEP-Edison Research Exit polls conducted in:

AL, AZ, CA, CO, FL, IL, ME, MA, MI, MN, MS, MO, NH, NC, OK, SC, TN, TX, VT, VA, WA

Which comes closest to your feelings about the Trump Administration?

Among Those Who Supported...



Will They Vote?

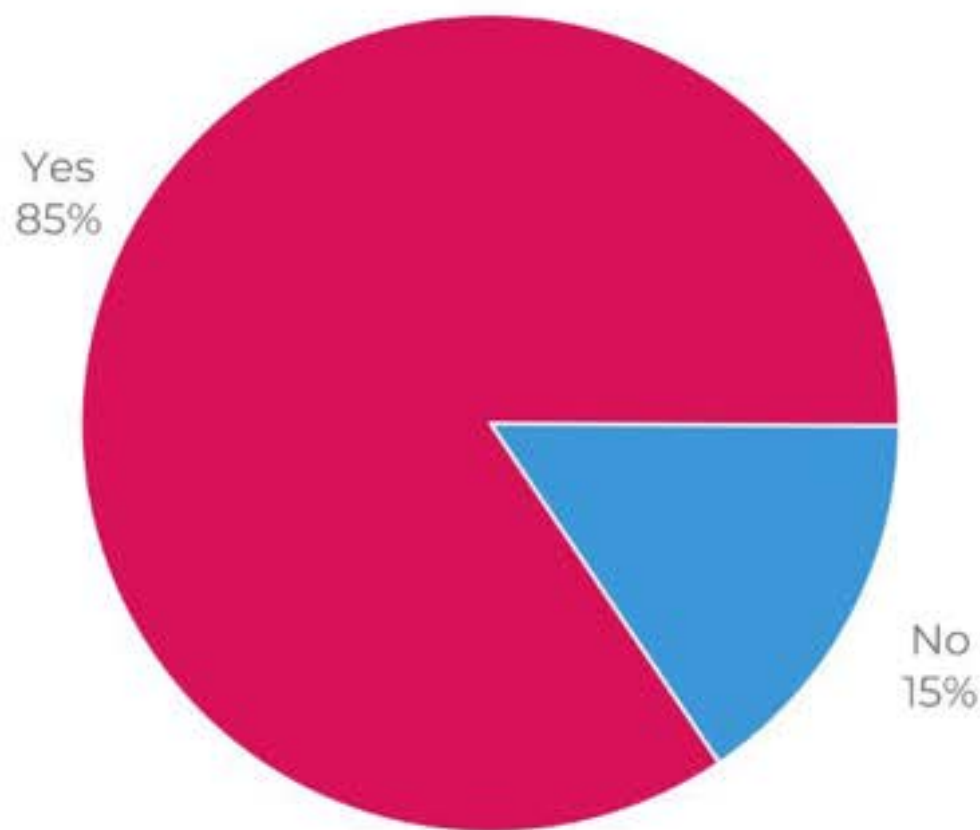




November Vote

In the election for president this November, will you vote for the Democratic nominee regardless of who it is?

Among Those Supporting Candidates other than Joe Biden:



N=11,981

From the 2020

NEP-Edison Research Exit polls conducted in:

AL, AZ, CA, CO, FL, IL, IA, ME, MA, MI, MN, MS, MO, NH, NC, OK, SC, TN, TX, VT, VA, WA



November Vote

In the election for president this November, will you vote for the Democratic nominee regardless of who it is?

Among Those Who Supported...

% saying yes



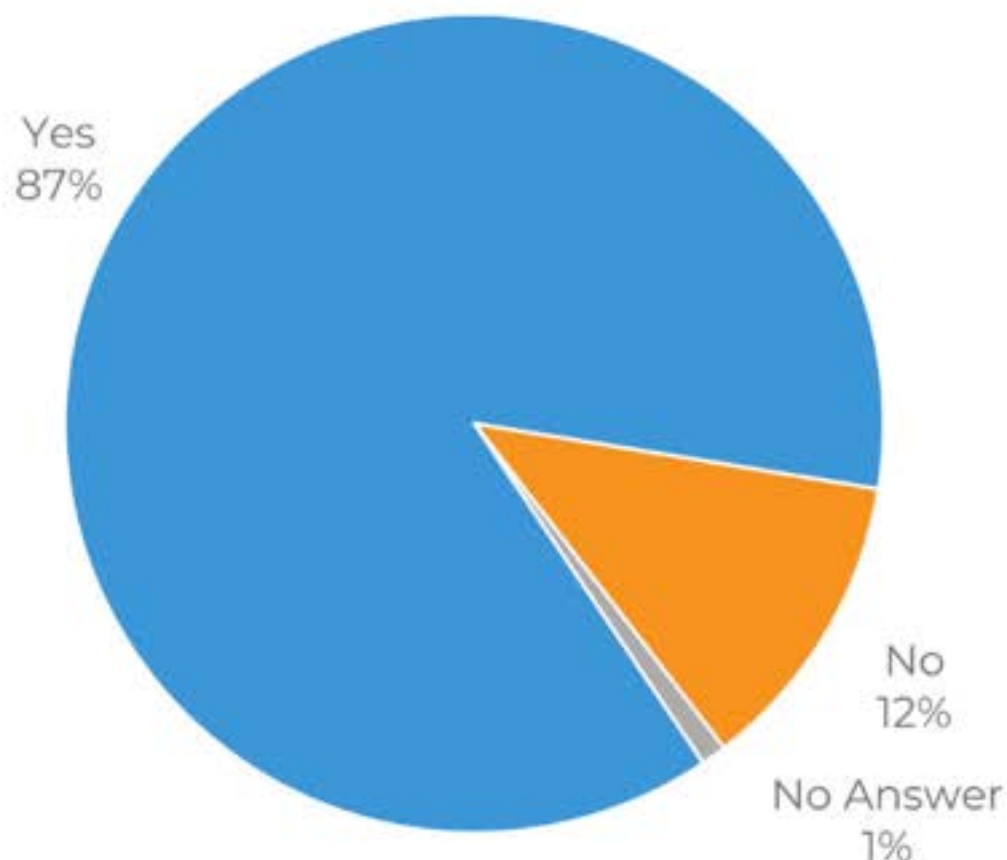
N=11,981

From the 2020

NEP-Edison Research Exit polls conducted in:

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Before today had you ever voted in a presidential primary?



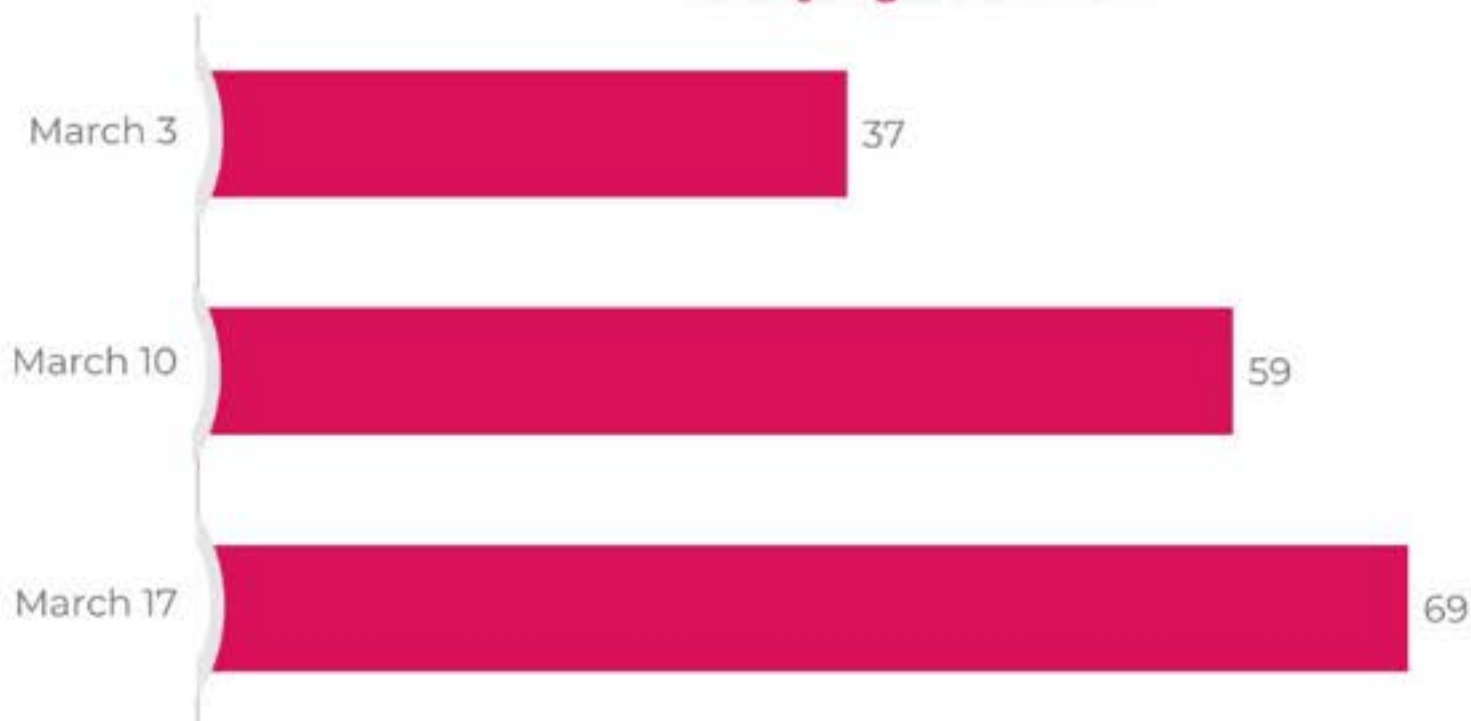
Will they vote...for Joe?



Regardless of how you voted, which ONE of these candidates would have the best chance to defeat Donald Trump in November?



% Saying Joe Biden

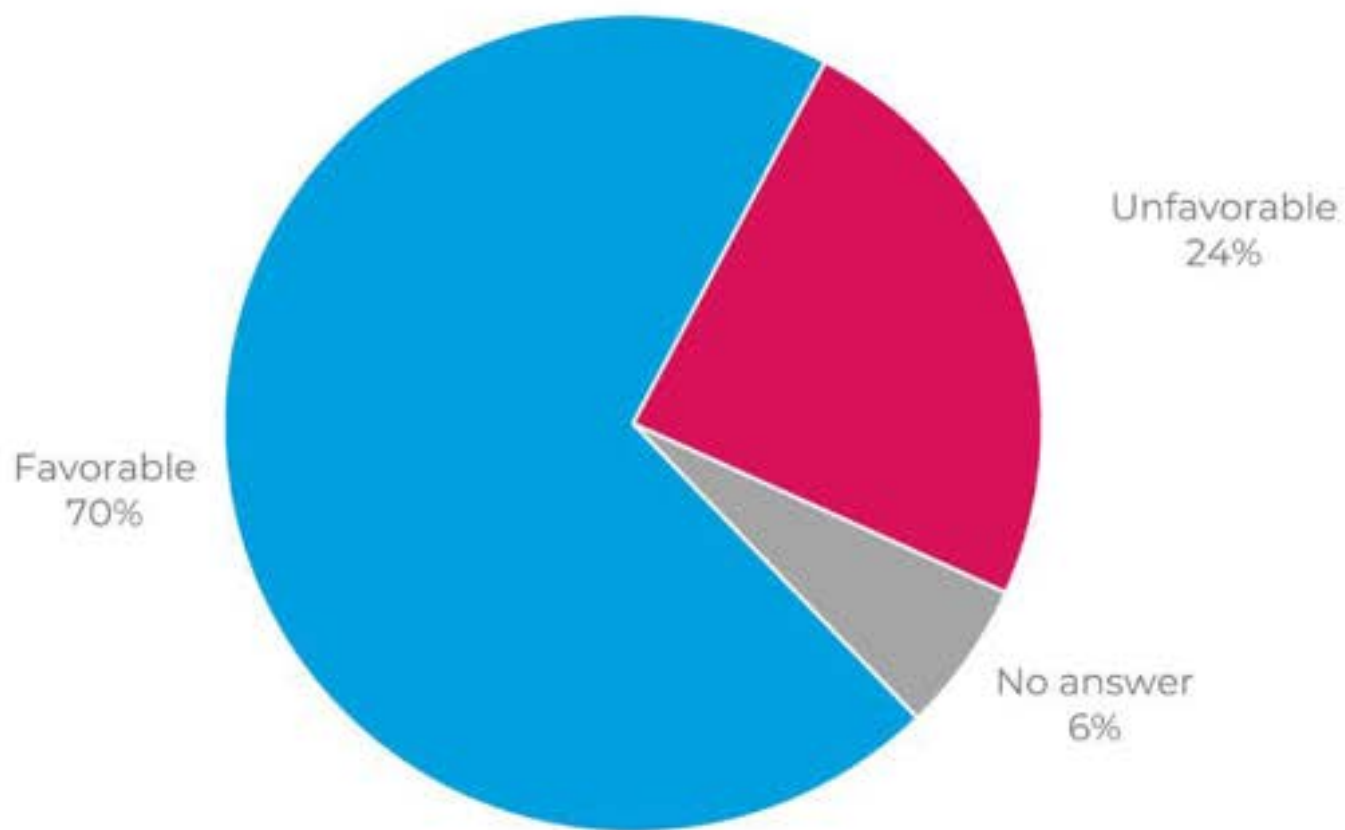


3/3/20: N=6654 From the 2020 NEP-Edison Research Exit polls conducted in: CA, CO, ME, MA, MN, NC, OK, TN, TX, VT, VA

3/10/20: N=607 From the 2020 NEP-Edison Research Exit polls conducted in: MI, WA

3/17/20: N=1211 From the 2020 NEP-Edison Research Exit polls conducted in: AZ, FL, IL

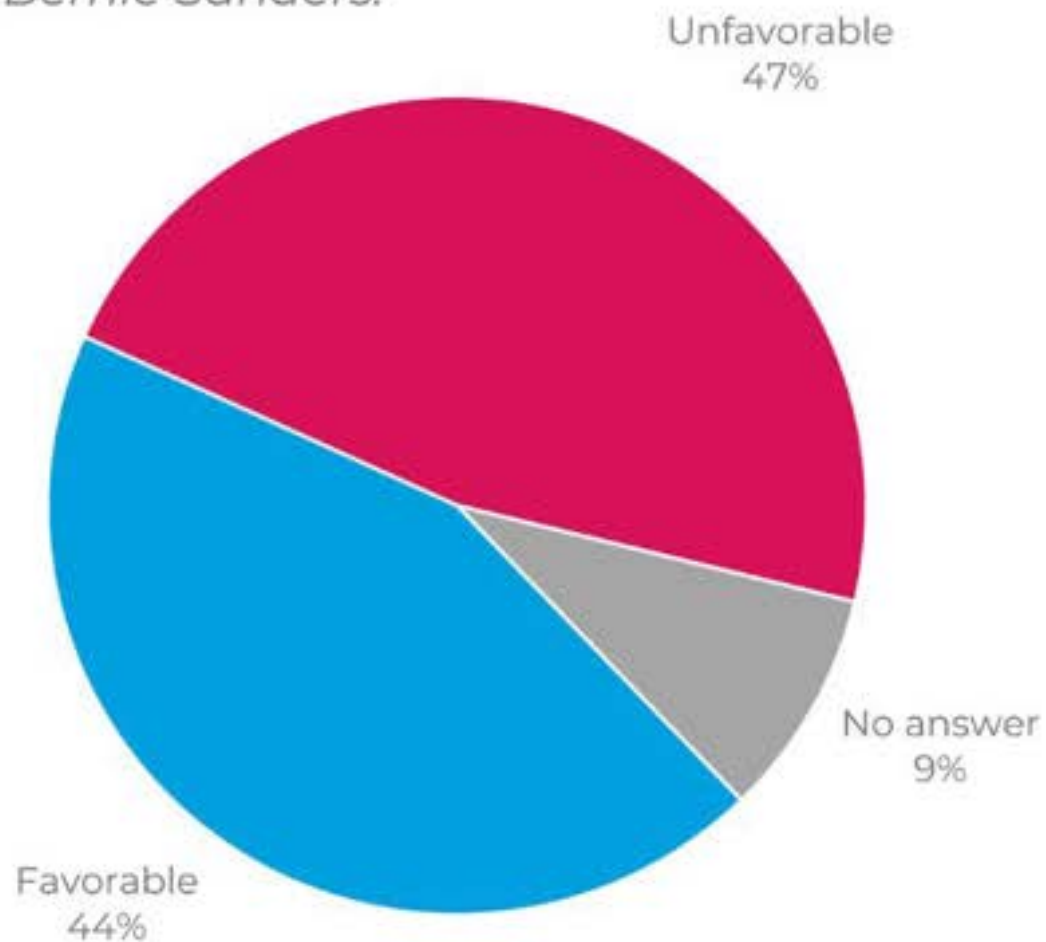
Is your opinion of Joe Biden...?



Is your opinion of Joe Biden...?



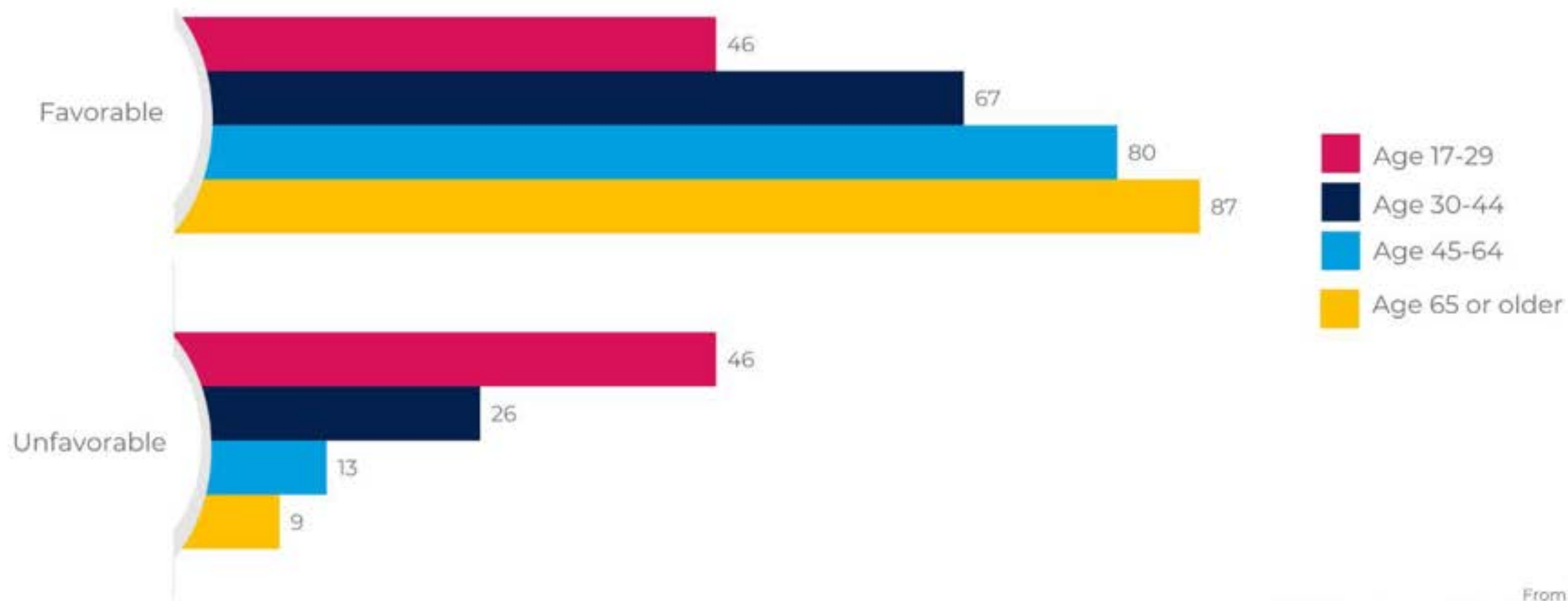
Among Those Who Supported Bernie Sanders:



Is your opinion of Joe Biden...?



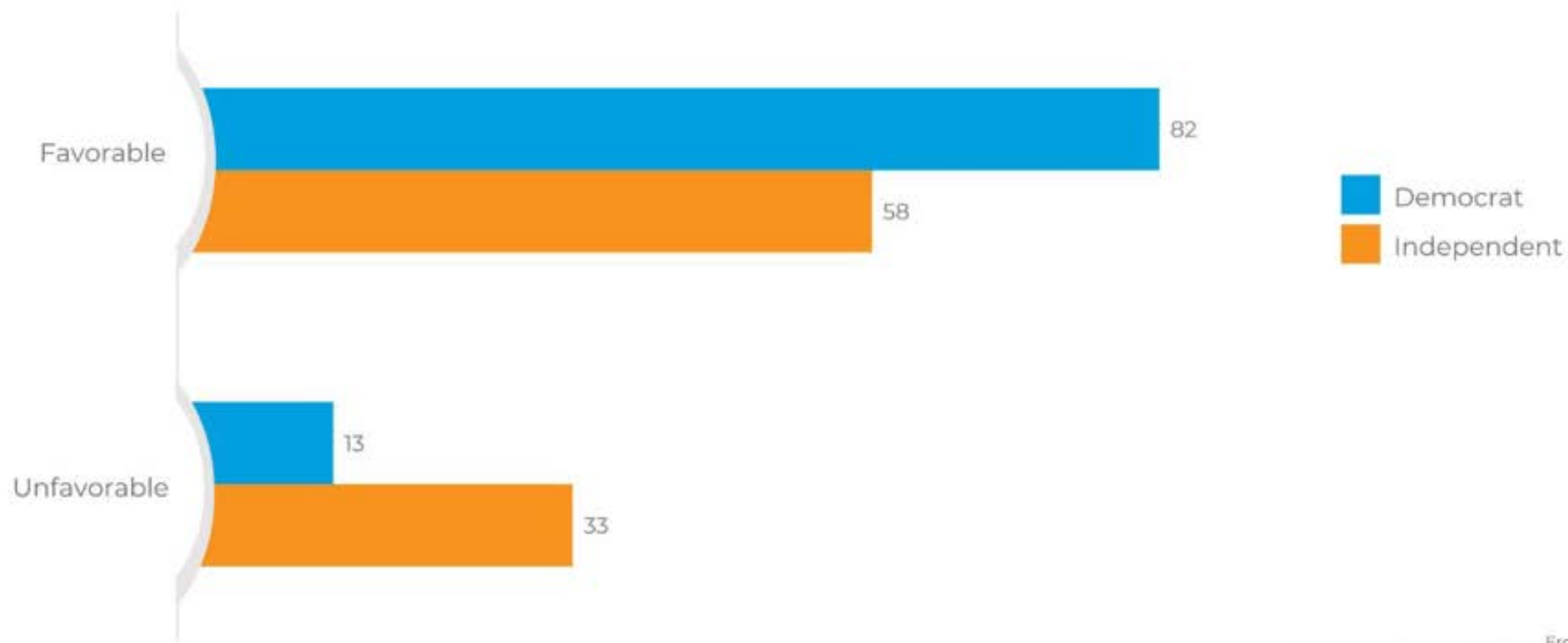
By Age



Is your opinion of Joe Biden...?



By Party



Conclusions

- The uniting force within the Democratic primary electorate is anger with Donald Trump
- Like most presidential elections with an incumbent on the ballot, the race will tend to be more about that incumbent
- The Democrats appear largely to be unified around their candidate
- Biden will need to work to drive turnout among traditionally Democratic groups and win the younger and more 'anti-establishment' elements of the electorate
- The former Vice President will also need to protect his 'favorables' against what will surely be an onslaught of negative advertising



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