



# **The electability question**

## **Biden and Sanders in the battleground**

**March 2020**

# Innovative Methodology

## BATTLEGROUND PHONE POLL + LARGE-SCALE WEB POLL

**BATTLEGROUND PHONE POLL:** A phone poll of 1,000 registered voters in a 16-state Presidential and Senate battleground was conducted by phone March 9-16, 2020 from a voter-file sample. 67% of respondents were reached on cell phones in order to accurately reflect the American electorate. Margin of error is +/- 3 percentage points.

- The phone survey takes political and cultural measures in the battleground and among the RAE and white working class.
- The phone survey is used to compare and apply political and cultural weights the web survey results to offset bias of online sample.
- The web survey requires this parallel phone survey that includes core demographic and ideological questions, including key thermometer measures. Only with such a survey can we properly weight our web survey, which we know are always biased to be culturally liberal and more educated.

**BATTLEGROUND WEB POLL:** A large-scale web survey of 2,900 registered voters in the 16-state battleground was conducted online March 10-17, 2020 from a voter-file sample.

- The registered voter web survey is voter-file matched to produce a high-quality sample of real voters with the added advantage of known vote history. It is also well-suited for conducting experiments to test message strategies and executions.



# Definition of Battleground

**Methodology:** A phone poll of 1,000 registered voters in a 16-state Presidential and Senate battleground was conducted by phone March 9-16, 2020 from a voter-file sample. 67% of respondents were reached on cell phones in order to accurately reflect the American electorate.

**Total 16-state Presidential and Senate battleground:** Arizona, Colorado, Florida, Georgia, Iowa, Nevada, New Hampshire, New Mexico, North Carolina, Maine, Michigan, Minnesota, Ohio, Pennsylvania, Virginia, Wisconsin

**8 Diverse States** = AZ (+5), CO (+1), FL (+2), GA (+5), NV (+1), NM (+3), NC (+3), VA (+1)

**8 Blue Wall States** = IA (+3), MI (+1), ME (+3), MN (+1), NH (-), OH (+3), PA (-), WI (-)

## 4 Regions :

- Northeast (ME, NH, PA),
- Midwest (IA, MI, MN, OH, WI)
- South (FL, GA, NC, VA)
- West (AZ, CO, NM, NV)

*\*(Republican PVI advantage) (PVI – even) (Democratic PVI advantage)*

## Key Findings:

- In a general election against Trump, Biden wins by 4 points, 49 to 45 percent — a 5-point swing from 2016 in the battleground.
- Sanders, however, loses a general election by 1 point in the battleground, matching Hillary Clinton's performance in 2016.
- Two-thirds of Sanders voters are millennials and in a result reminiscent of 2016, 11 percent of them vote for third party candidates in a Biden-Trump contest. Fully 94 percent of Biden voters vote for the Democratic nominee, compared to 86 percent of Sanders voters.
- Biden's strong starting margin in the battleground is produced by the Rising American Electorate - particularly African Americans (71-point margin), unmarried women (33 points), and Hispanics (30 points).
- Biden's lead is also produced by the growing gap between white working-class women and men. Trump looks poised to continue garnering strong support from working class men but working class women's support for Trump has fallen sharply.

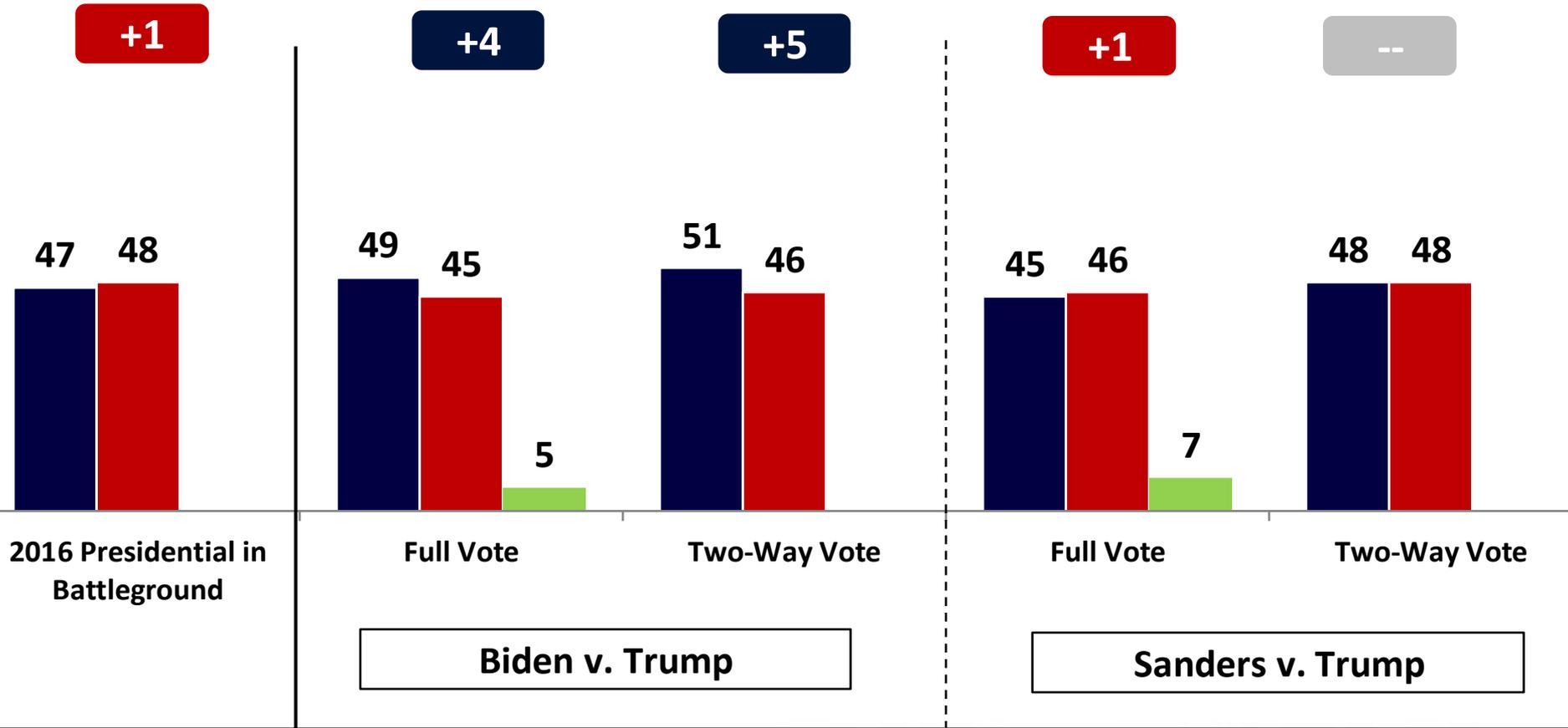
# State of the Race

# Joe Biden moves into winning margin in battleground, but Bernie Sanders only matches Clinton's 2016 performance

## 2020 PRESIDENTIAL BALLOT

### BATTLEGROUND

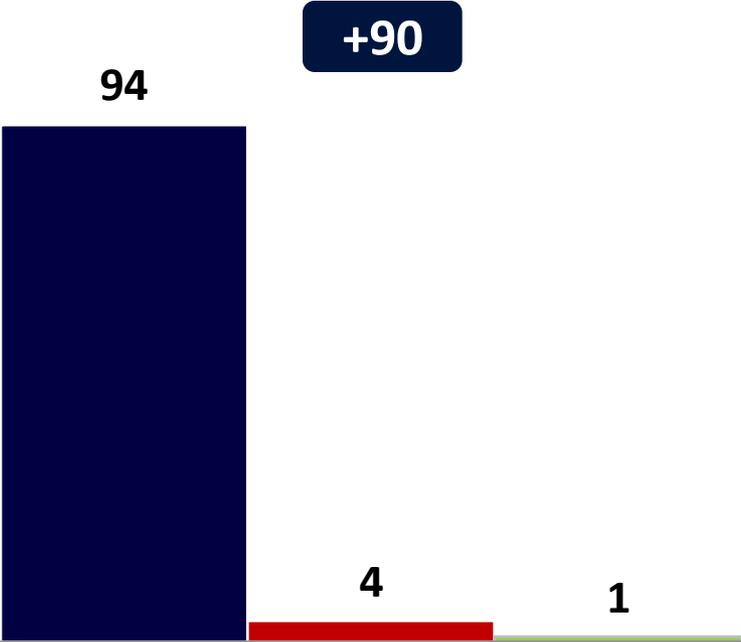
■ Democratic Candidate   ■ Republican Donald Trump   ■ Libertarian/Other



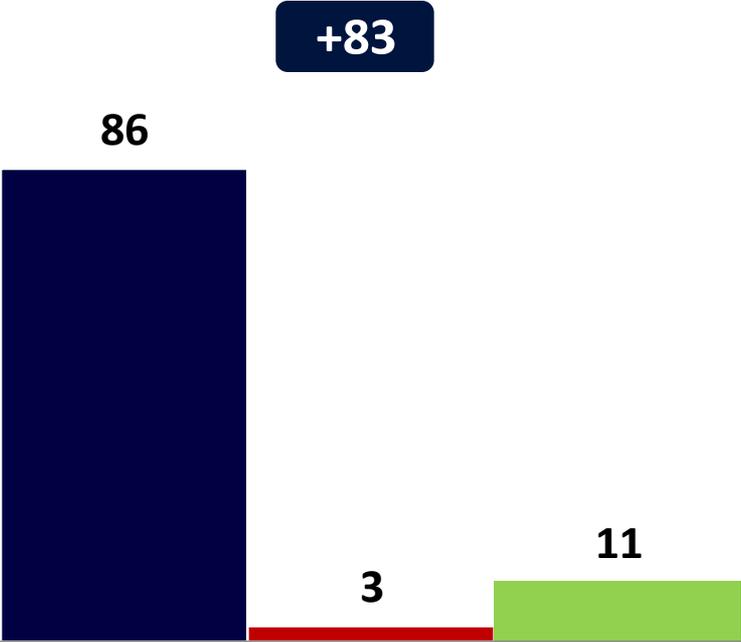
# Biden voters nearly consolidated in general, but Sanders voters still to be consolidated

## 2020 PRESIDENTIAL BALLOT Registered Voters in Battleground

■ Democrat Joe Biden      ■ Republican Donald Trump      ■ Libertarian/Other



Trump v. Biden  
Biden Primary Voters

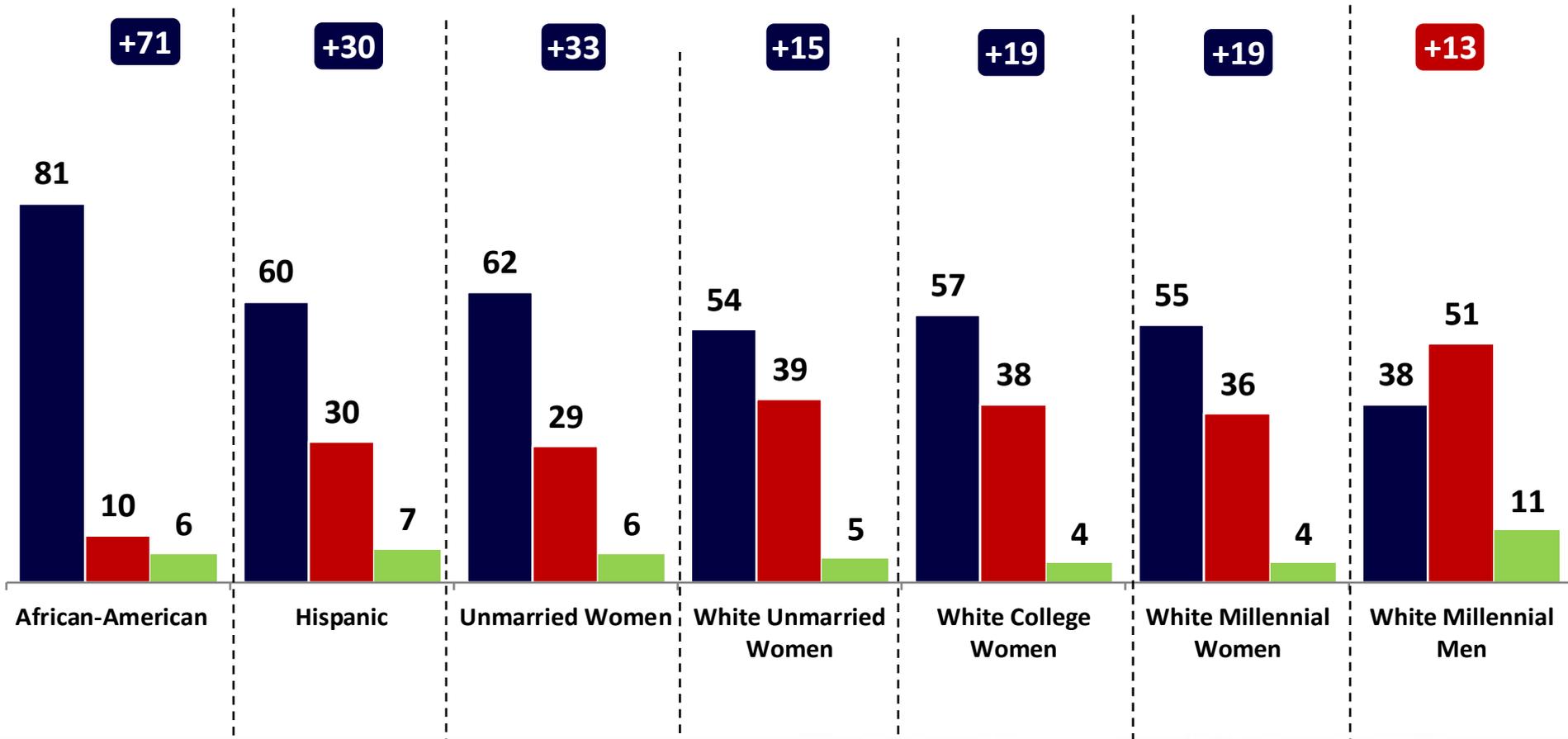


Trump v. Biden  
Sanders Primary Voters

# Biden impressive support in Rising American Electorate and college women, but important work with millennials

Thinking about the election for President in 2020, who would you vote for if the candidates were -- (ROTATE TRUMP AND BIDEN, KEEP AMASH LAST) Democrat Joe Biden, Republican Donald Trump, and Libertarian candidate Justin Amash?

■ Democrat Joe Biden    ■ Republican Donald Trump    ■ Libertarian/Other

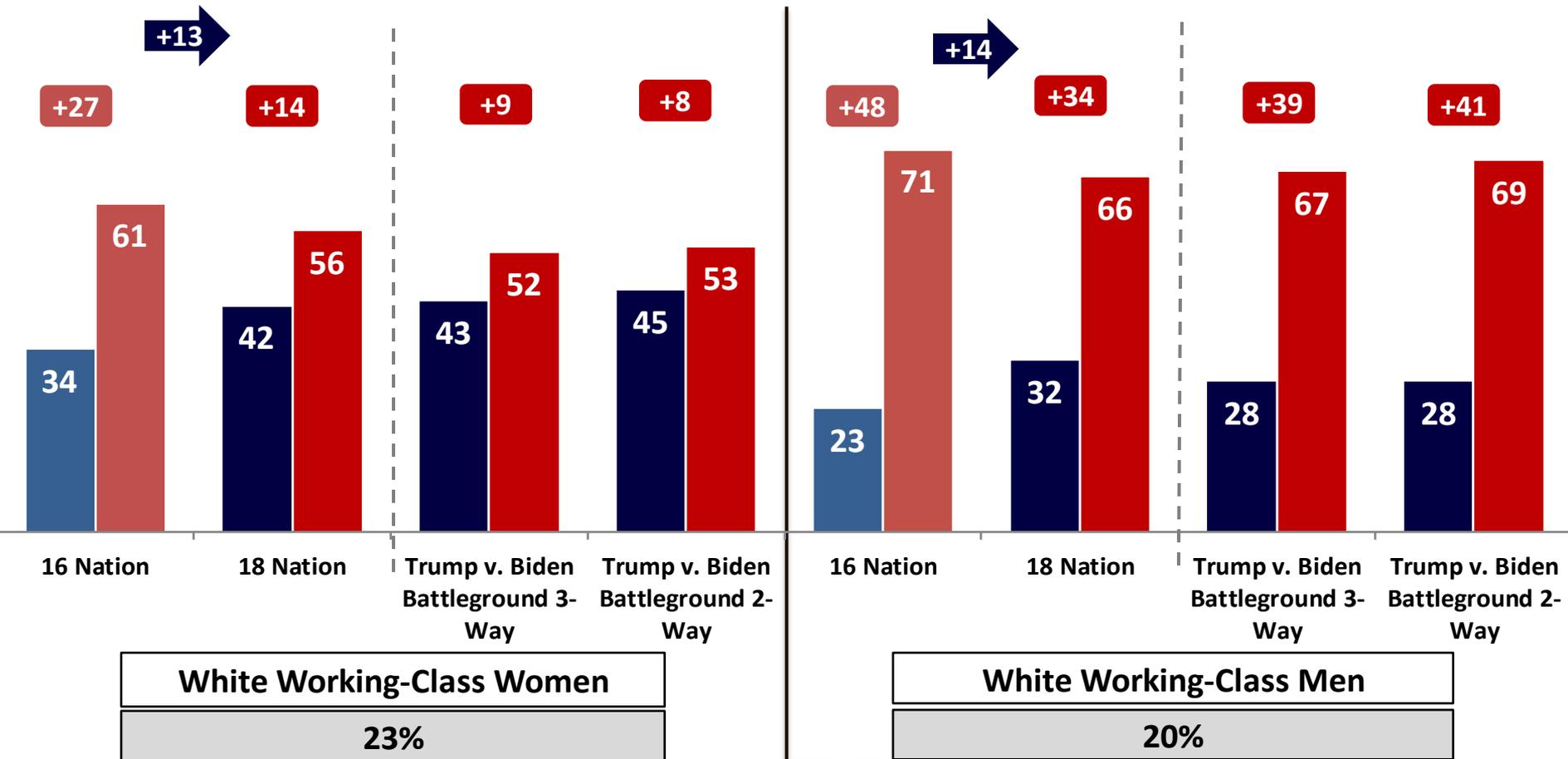


# Trump's winning back white working-class men, but not the women

## 2016 V. 2018 NATIONAL V. 2020 BATTLEGROUND VOTE

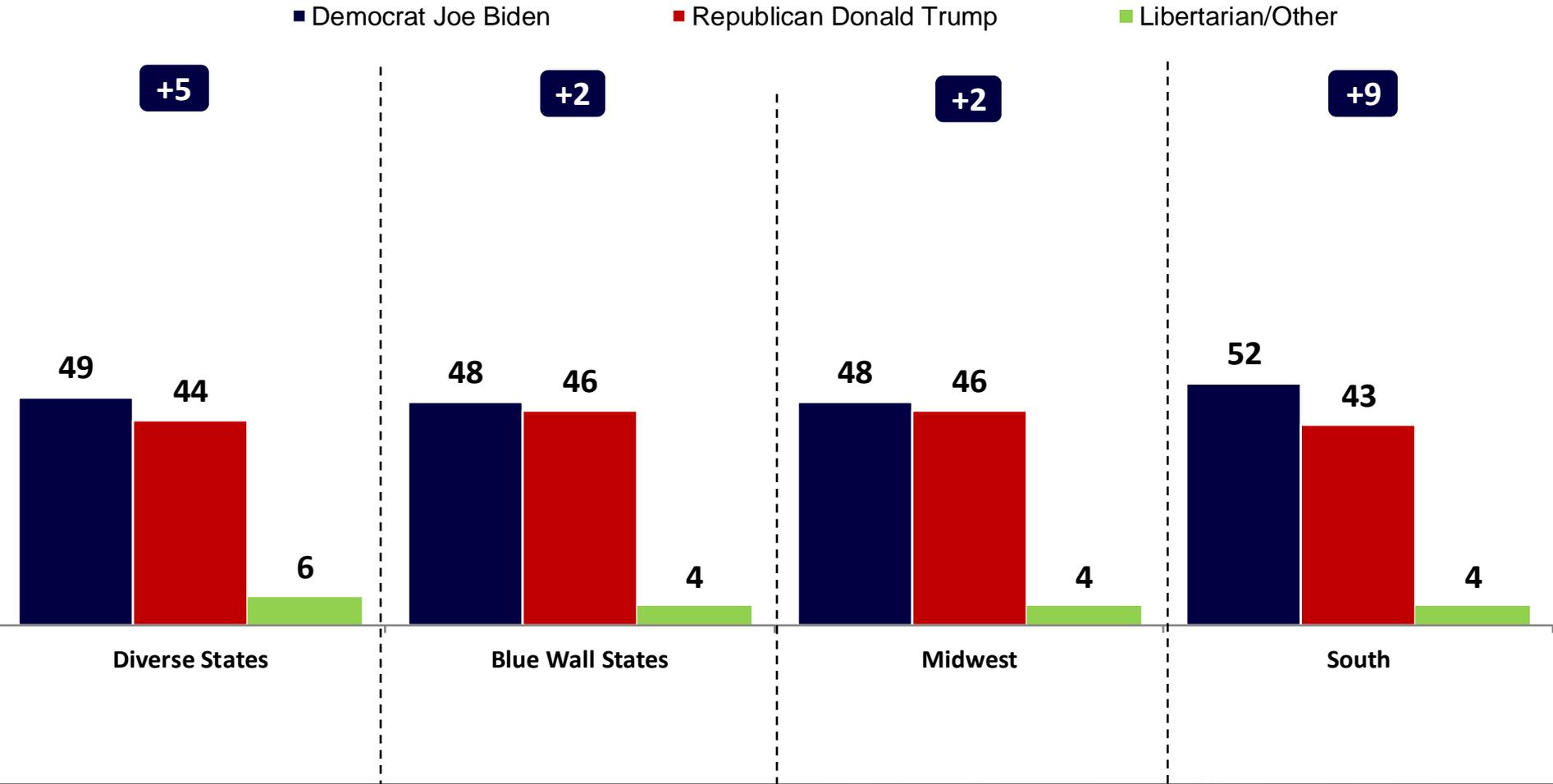
■ Clinton 2016/Democrat 2018/Biden 2020

■ Trump 2016/Republican 2018/Trump 2020



# Biden has a 2-point lead (48 to 46 percent) in both the Midwest and blue wall predominantly white states

Thinking about the election for President in 2020, who would you vote for if the candidates were -- (ROTATE TRUMP AND BIDEN, KEEP AMASH LAST) Democrat Joe Biden, Republican Donald Trump, and Libertarian candidate Justin Amash?



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