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DEMOCRACY CORPS  
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**GREENBERG** RESEARCH

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# Big 2020 juncture & campaign choices

AFT battleground web and phone polls

September 18, 2020

CAMPAIGNS

CORPORATIONS

ADVOCACY

WORLDWIDE

# Definition of Battleground

**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)*



# Methodology

## TWO BATTLEGROUND WEB POLLS, WEIGHTED TO PHONE POLL

**AUGUST BATTLEGROUND WEB POLL:** A 1,000 sample web survey of registered voters in a 16-state battleground as conducted online September 9-13, 2020 from a voter-file sample..

- The registered voter web surveys are voter-file matched to produce a high-quality samples of real voters with the added advantage of known vote history. They are also well-suited for conducting experiments to test message strategies and executions.
- One survey of 1,000 registered voters included core content to track movement over time, while another survey of 1,000 was fielded simultaneously to conduct experiments and test message strategies.

**WEIGHTING TO PHONE POLLS:** A phone poll of 1,00 registered voters in this 16-state battleground was conducted by phone September 8-13, 2020 from a voter-file sample. 67% of respondents were reached on cell phones in order to accurately reflect the American electorate. The margin of error is +/- 3.5 percentage points.

- The phone survey includes core demographic and ideological questions, including key thermometer measures, and is used to compare and apply political and cultural weights the web survey results to offset bias of online sample.
- Only with such a survey can we properly weight our web surveys, which we know are often biased to be culturally liberal and more educated.



## Key Findings:

- Biden is successfully structuring the race to dominate the blue wall states of Minnesota, Wisconsin, Michigan, Pennsylvania, New Hampshire, and Maine, but elsewhere, he is reducing his and US Senate margins.
- These are the powerful new dynamics: total consolidation of Sanders voters and further growth of millennial and young support; further growth of women's support across RAE; and surge in support with white college grads, both men and women. That could help in suburban seats.
- But the white working class (44 percent of the electorate) is a different. White working class men have pulled back sharply from Biden, and Trump now enjoys a 40-point lead — on track to match his 2016 margin.
- White working class women have not yet moved: Biden trails by only 10 points), but they are consumed by health care and Biden's ads, say "build on the progress." The women instead want to see big health care changes, wealth tax, & reforming government to work for the middle class.

## But simulated race with new messages can change this:

- The new information included a Republican voter attack on conservative values; Biden respecting Trump voters by not asking to regret vote, but explain how both parties left divided and rigged and can now be united; a policy agenda prioritizing reducing health care costs; and Biden posing a choice of Biden for the middle class, not Wall Street and CEOs.
- The simulated campaign raised Biden's margin by 2 points, reversing the pull back in this survey.
- The new information raised Biden's vote 9 points with GOP defectors, 8 with whites under 30, 7 with millennial women, and most importantly, 4 points with white working-class women.



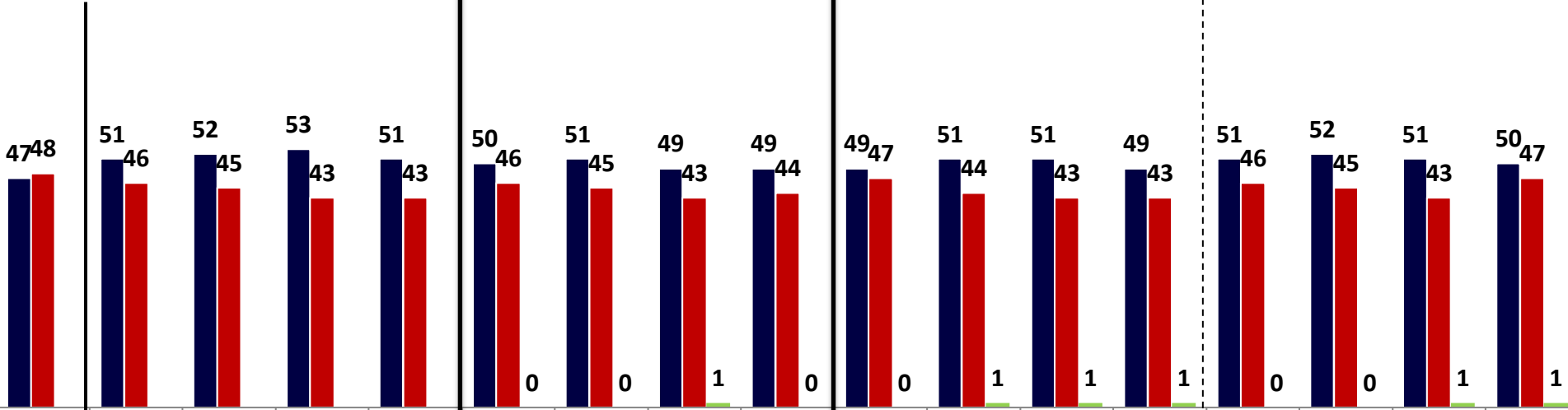
# Biden has strong 8-point lead, but evidence of some Democratic slippage

## PRESIDENTIAL, HOUSE & SENATE BALLOTS

### BATTLEGROUND

■ Democratic Candidate    ■ Republican Candidate    ■ 3rd Party

+1   +5   +7   +10   +8   +4   +6   +6   +5   +2   +7   +8   +6   +5   +7   +8   +3



2016 Pres Vote

Trump V. Biden

Generic Congressional

Named Senate

AZ, CO, IA, ME, NC

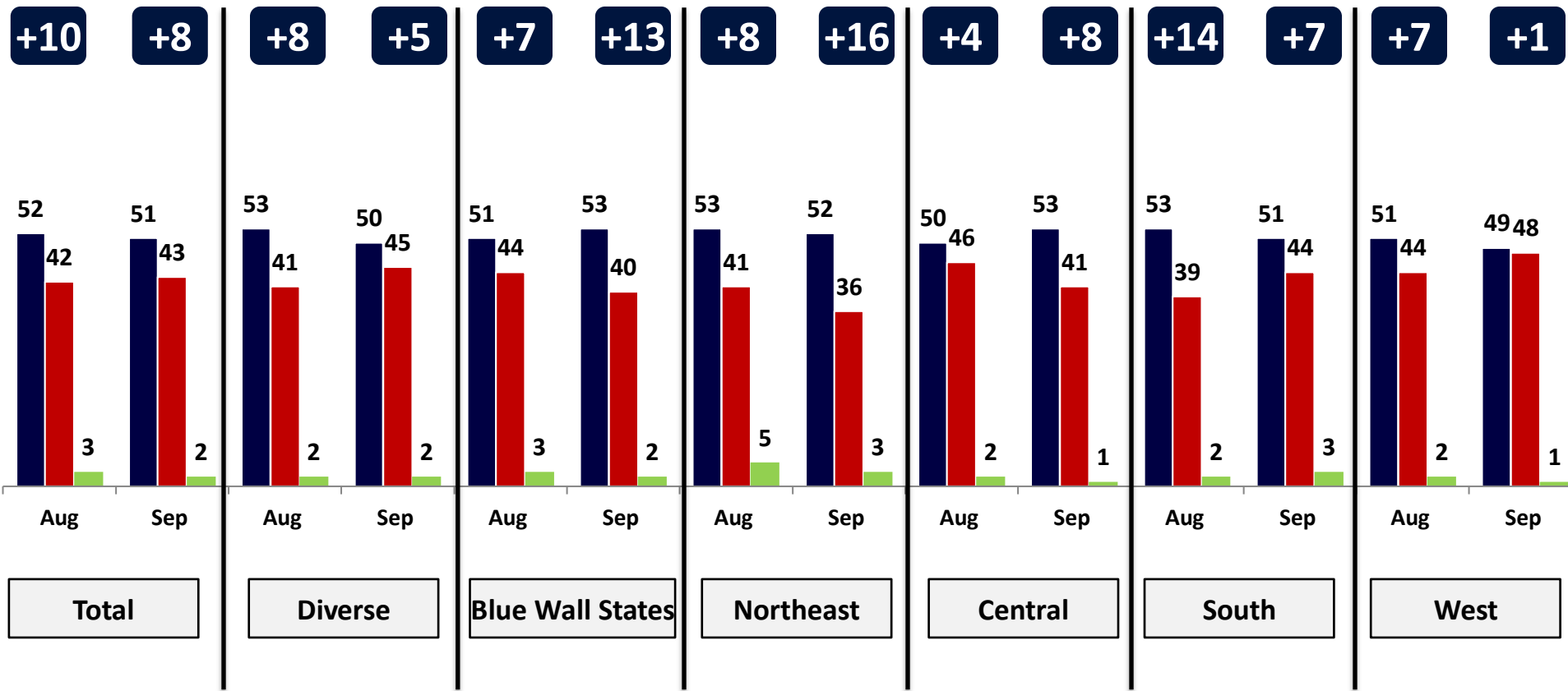


Displaying Senate result from Democracy Corps March & May & August 2020 battleground phone surveys.

# Biden's pattern of support secures blue wall but weakens elsewhere

## PRESIDENTIAL, HOUSE & SENATE BALLOTS BATTLEGROUND

■ Democratic Candidate    ■ Republican Candidate    ■ 3rd Party



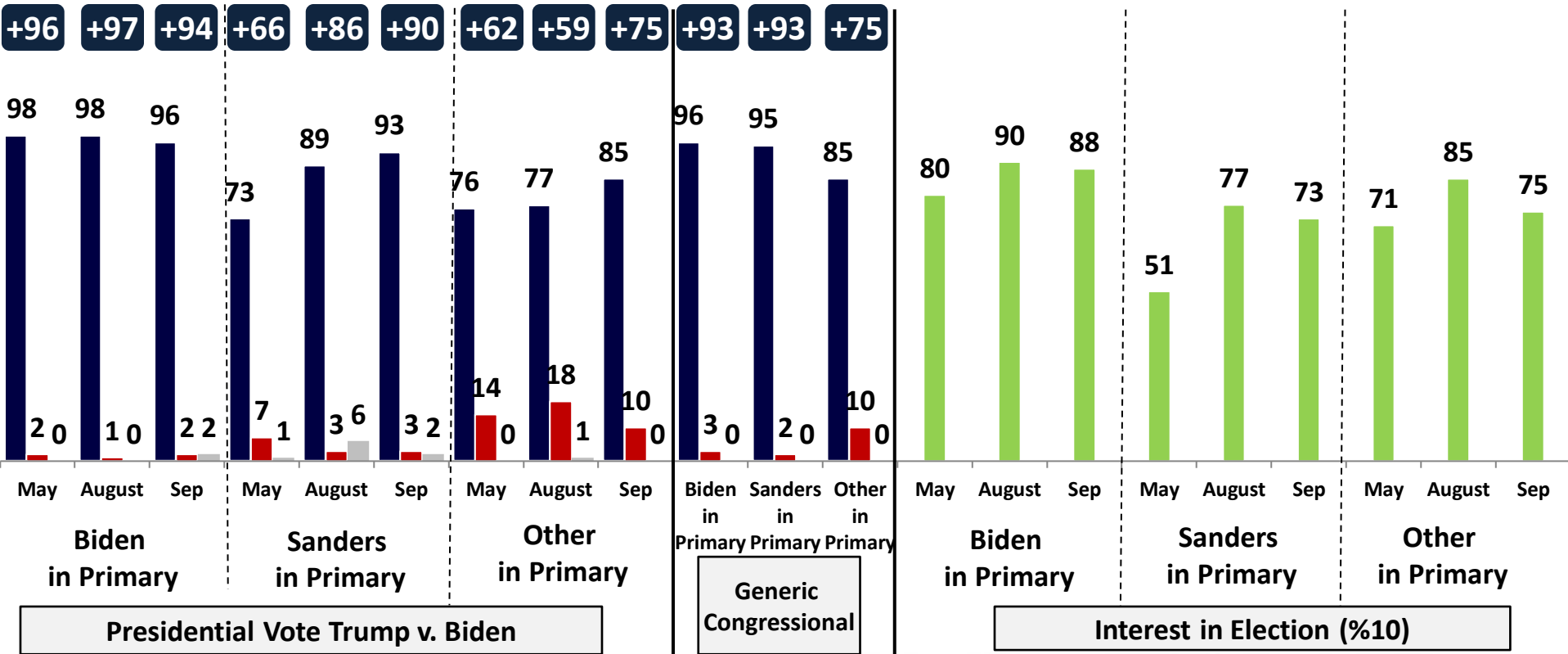
Displaying Senate result from Democracy Corps August & September 2020 battleground phone surveys.

# Sanders and Biden primary voters now equally strong for Biden and Democrats, though fall off in engagement

## PRESIDENTIAL & SENATE BALLOTS

### BATTLEGROUND

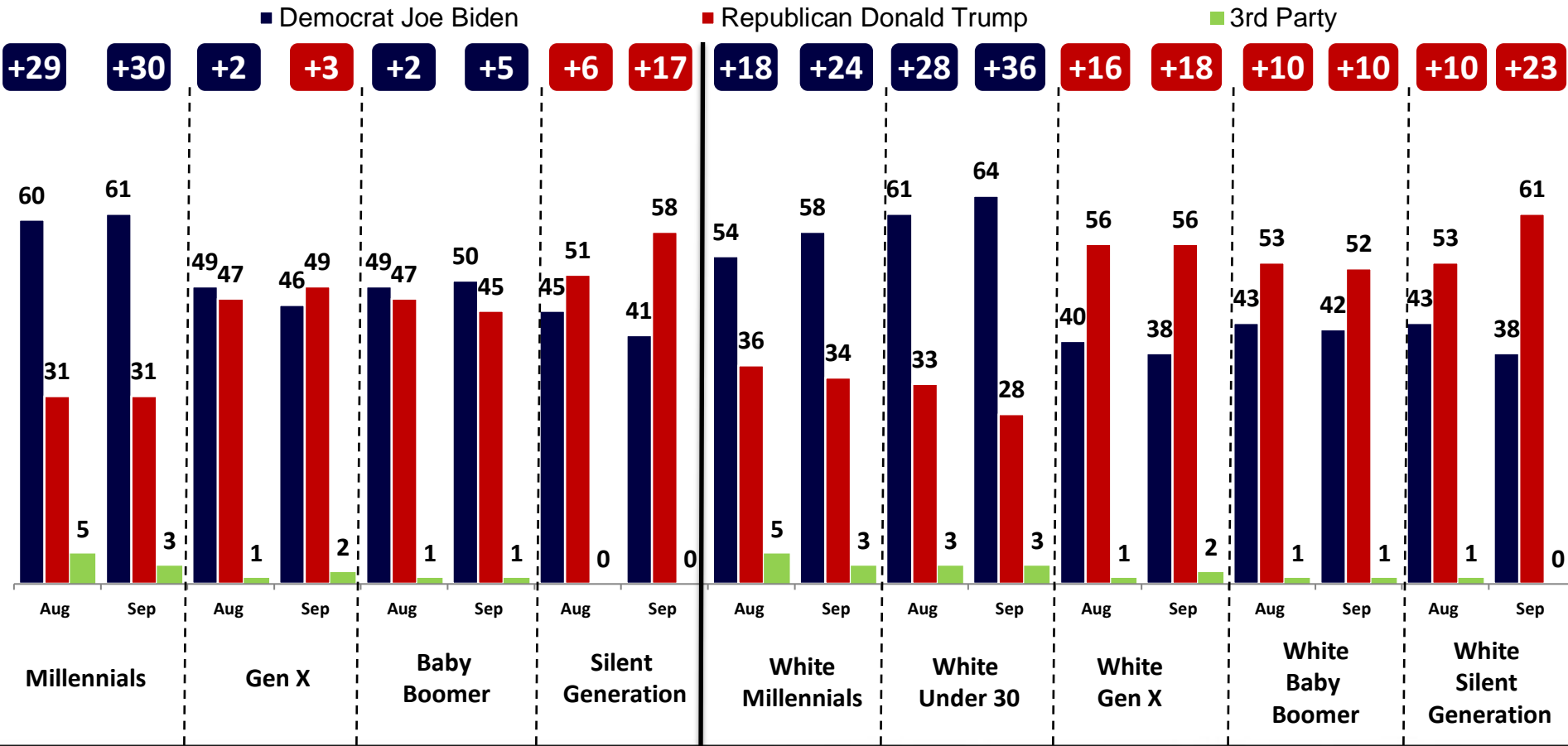
■ Democratic Candidate    ■ Republican Candidate    ■ 3rd Party





# Biden big new gains with white millennials and young (following consolidation) ahead and stable with baby boom but silent generation gone

## 2020 PRESIDENTIAL BALLOT Registered Voters in Battleground

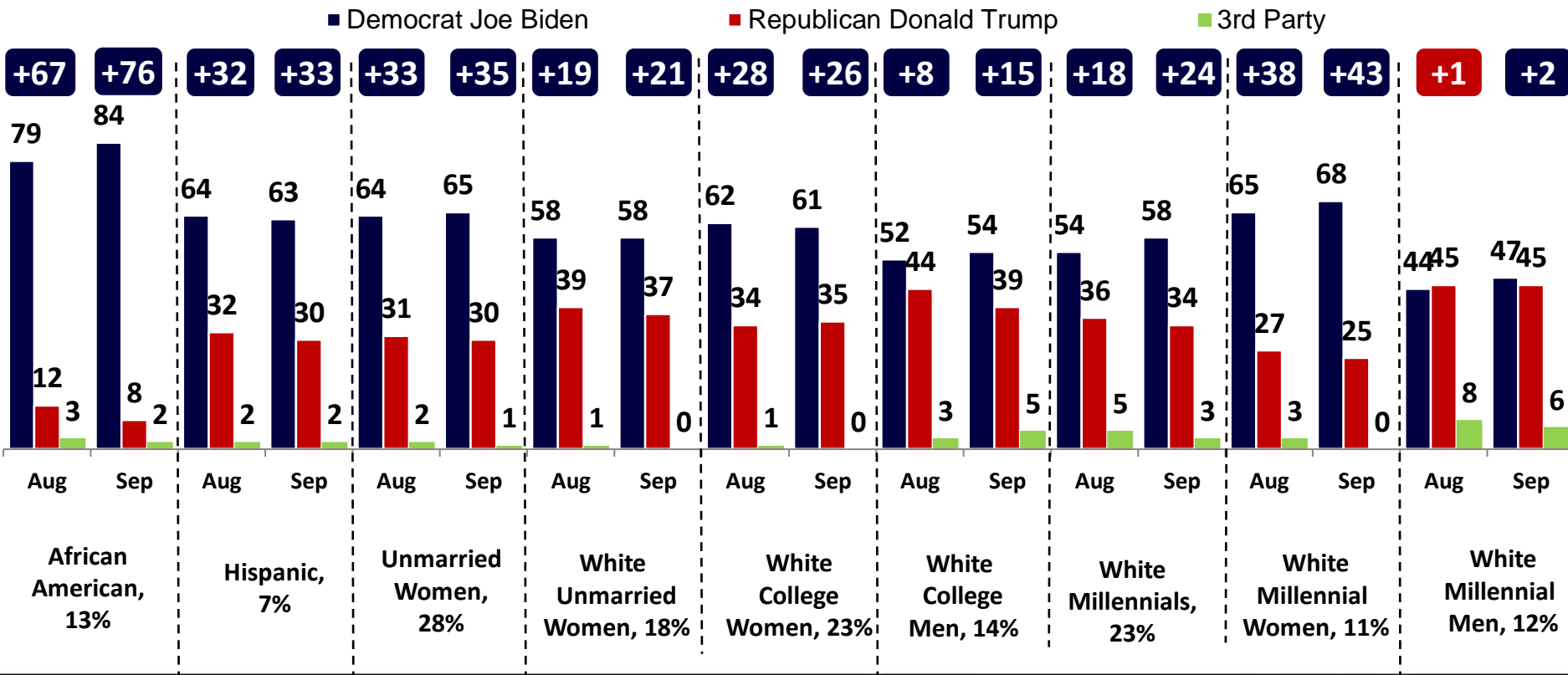


Displaying results from Democracy Corps August & September 2020 battleground phone surveys.

# Biden's lead held up by broad gains in RAE base, especially white millennials, male and female, combined with big gains among all college graduates

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, or the Libertarian candidate?

## 2020 PRESIDENTIAL: BIDEN V. TRUMP RISING AMERICAN ELECTORATE



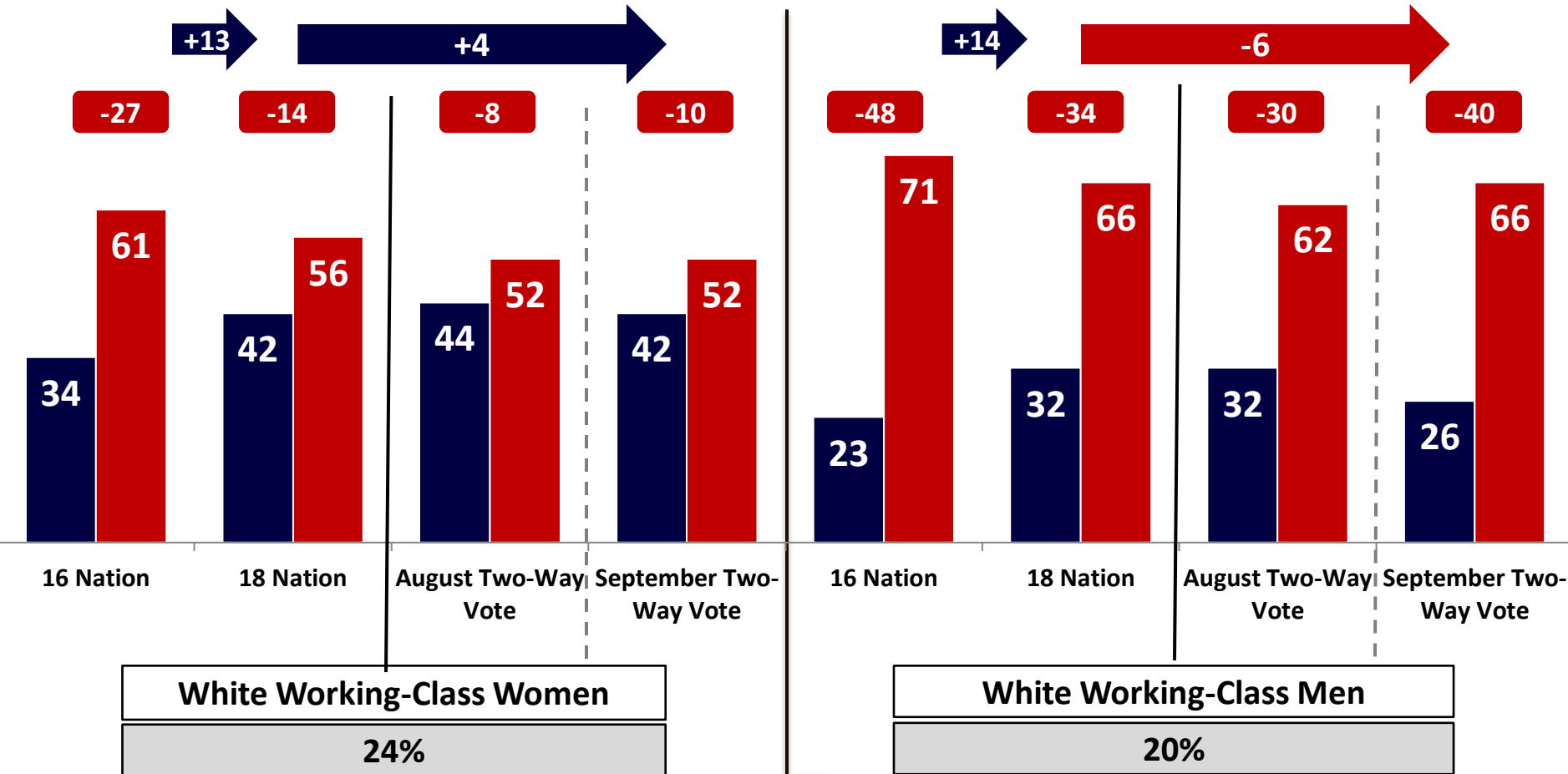
Displaying results from Democracy Corps August & September 2020 battleground phone surveys.

# White working class women hold, but working class men break against Biden and head toward 2016 Trump rout

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

■ Clinton 2016/Democrat 2018/Biden 2020

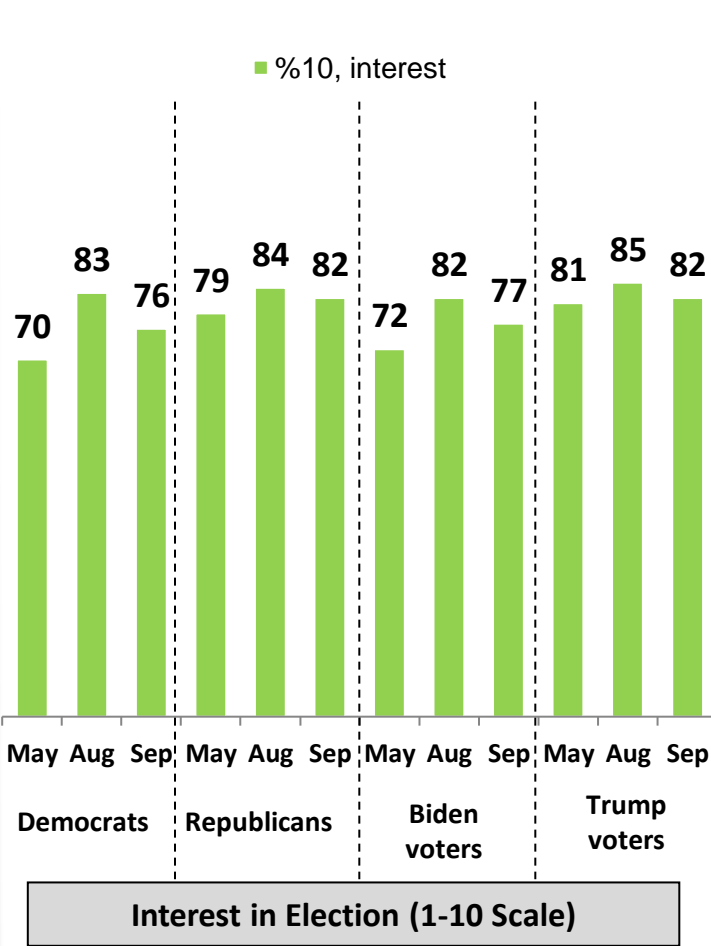
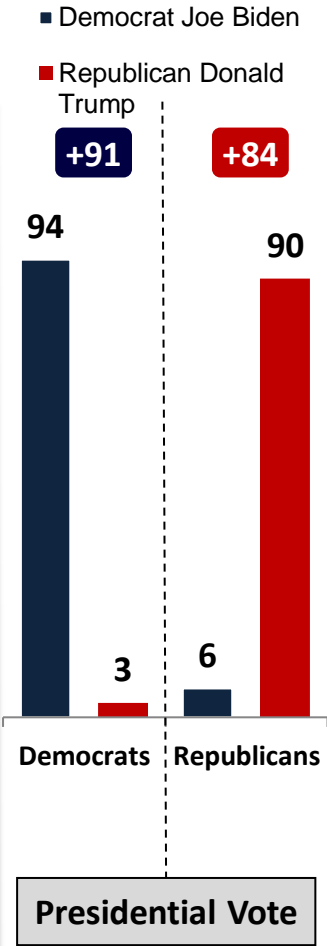
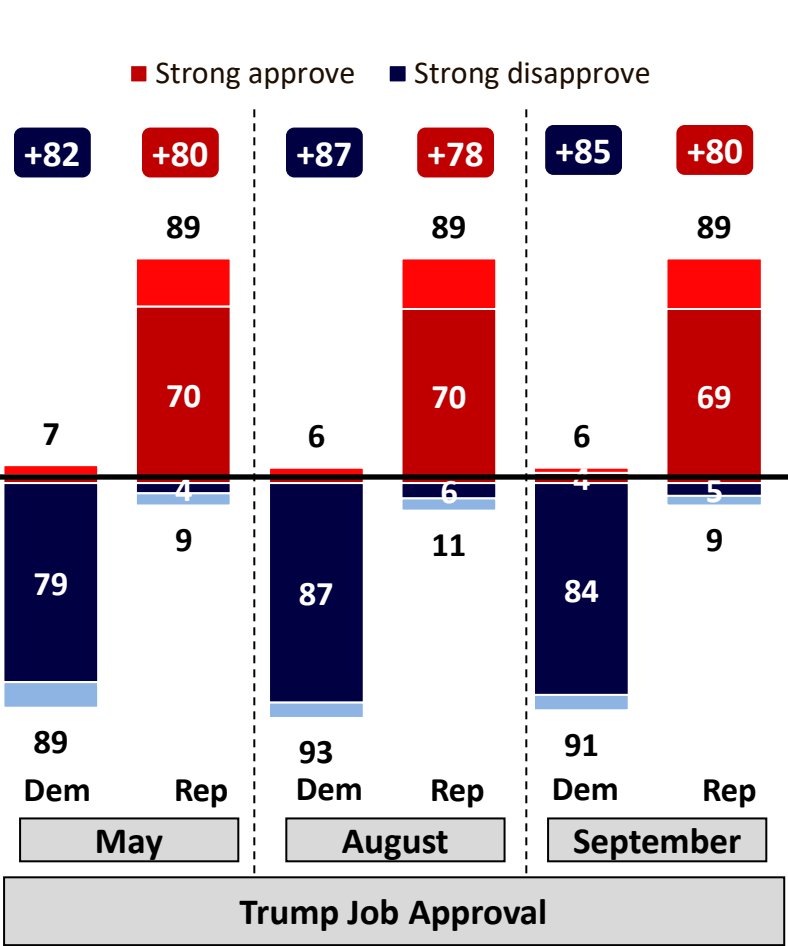
■ Trump 2016/Republican 2018/Trump 2020



Democracy Corps/VPC August & September 2020 battleground phone survey data compared to the 2016 presidential vote and 2018 Congressional vote in national exit polls. White working class = non college educated.

# Democrats more consolidated and anti-Trump, but Trump & GOP somewhat more engaged

## ENGAGEMENT AND CONSOLIDATION

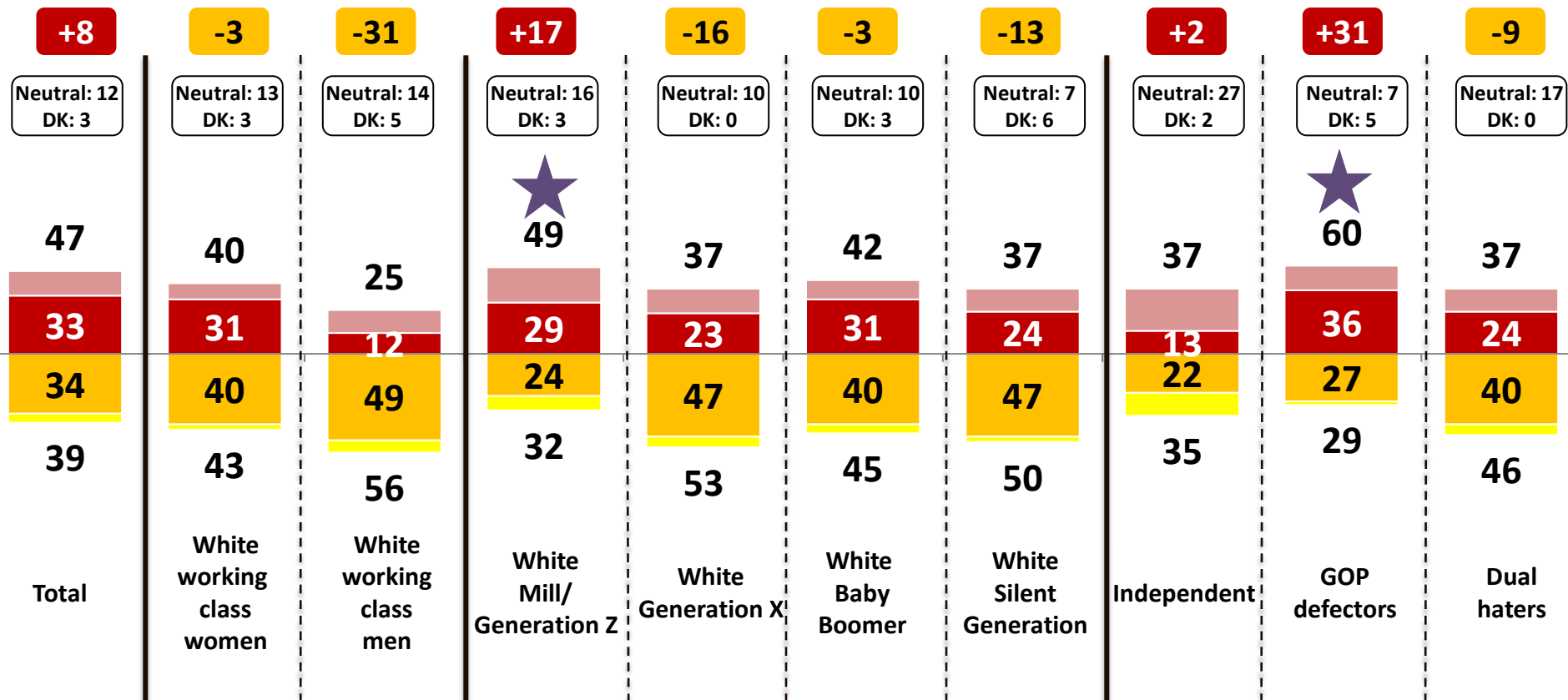


# ACA/Obamacare a strong negative with white working class & older voters

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

## THERMOMETERS

■ Very Warm (76-100) ■ Warm (51-74) ■ Very Cool (0-25) ■ Cool (26-49)

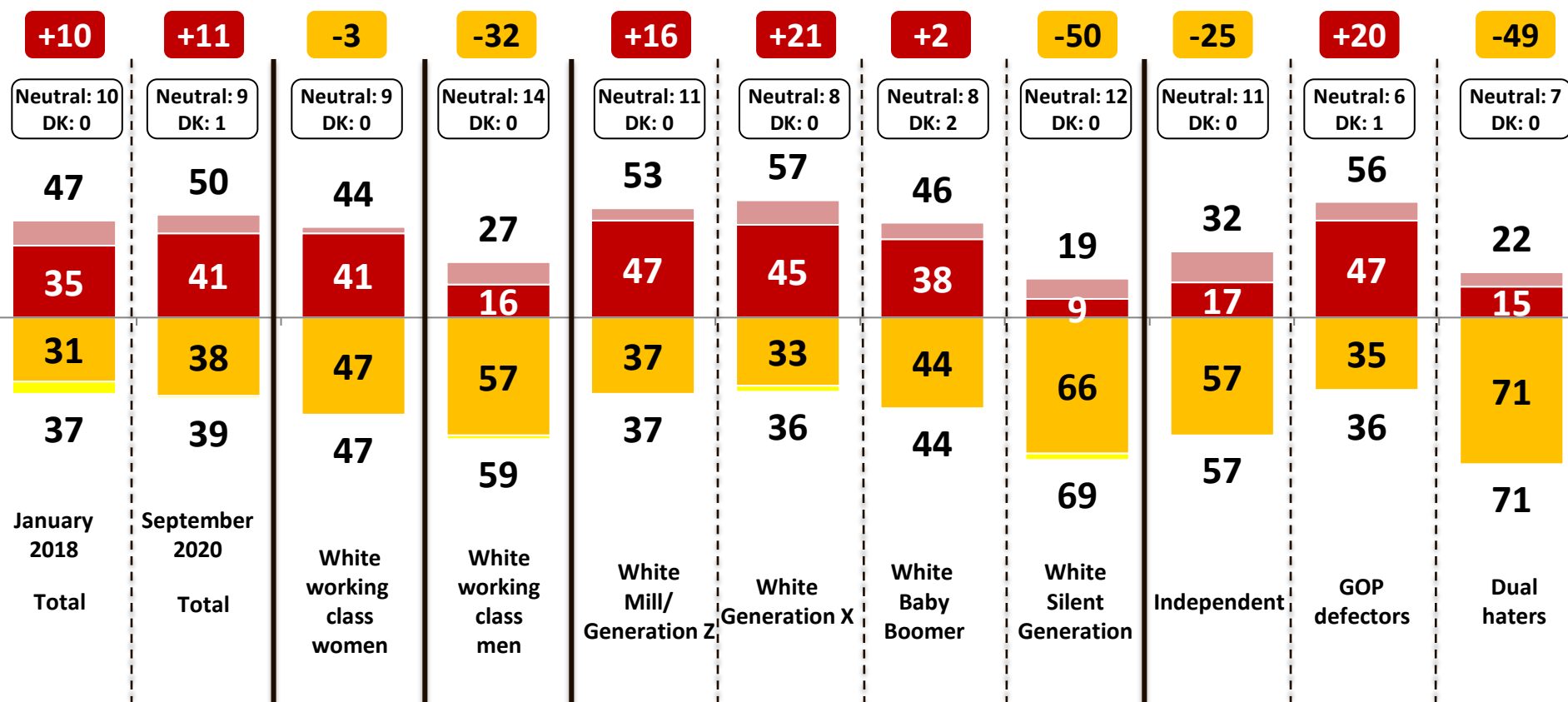


# BLM a net positive, with surprising allies, but part of problem with WWC men

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

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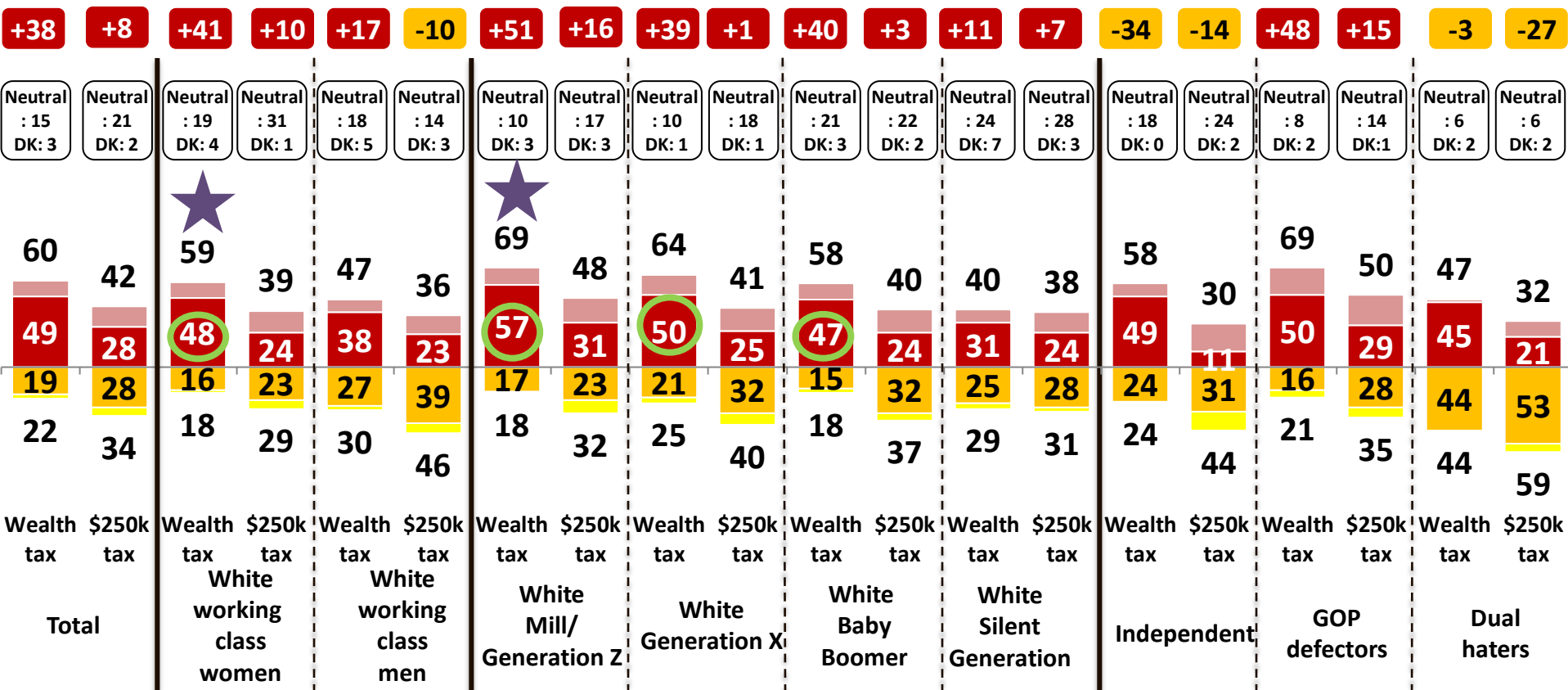


# Raising taxes on wealth wins intense support with WWC women, millennials and GOP defectors: sign of big change

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

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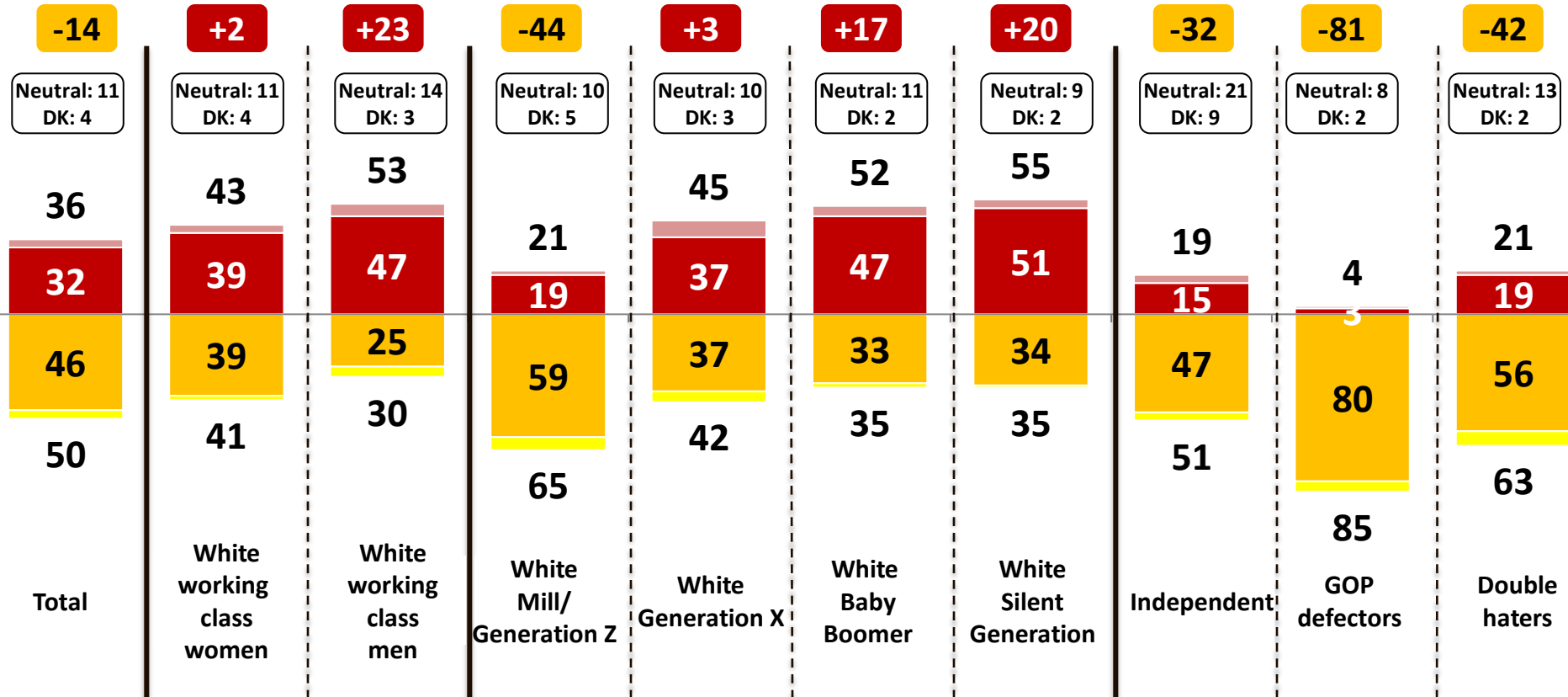


# Border wall intensely unpopular, especially GOP defectors & millennials

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

## THERMOMETERS

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# The simulated race

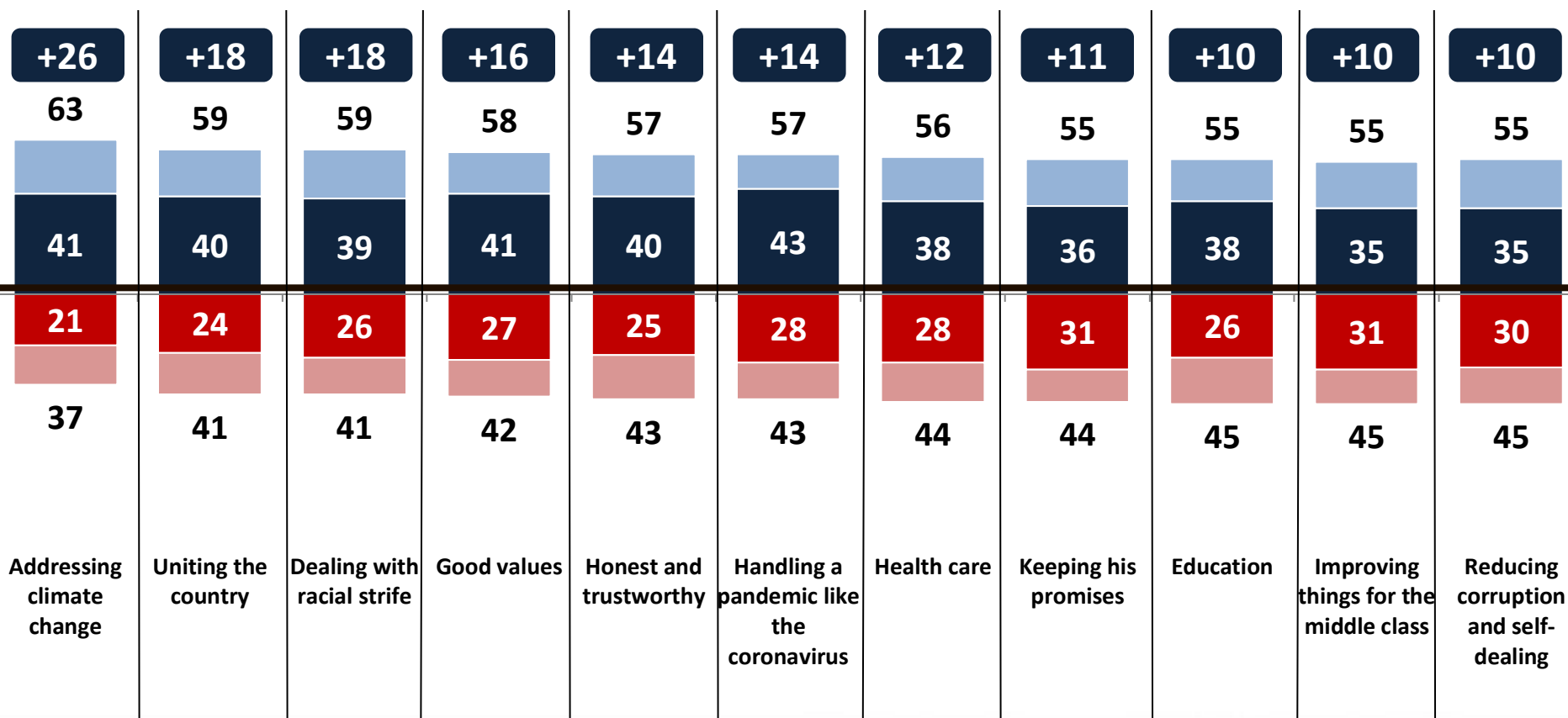


# Biden's lead is rooted in his standing on unity, dealing with racial strife, values, honesty and handling pandemic

Now you will read some issues. For each issue, please say whether you think Joe Biden or Donald Trump would do a better job with handling that issue.

■ Biden much better

■ Trump much better

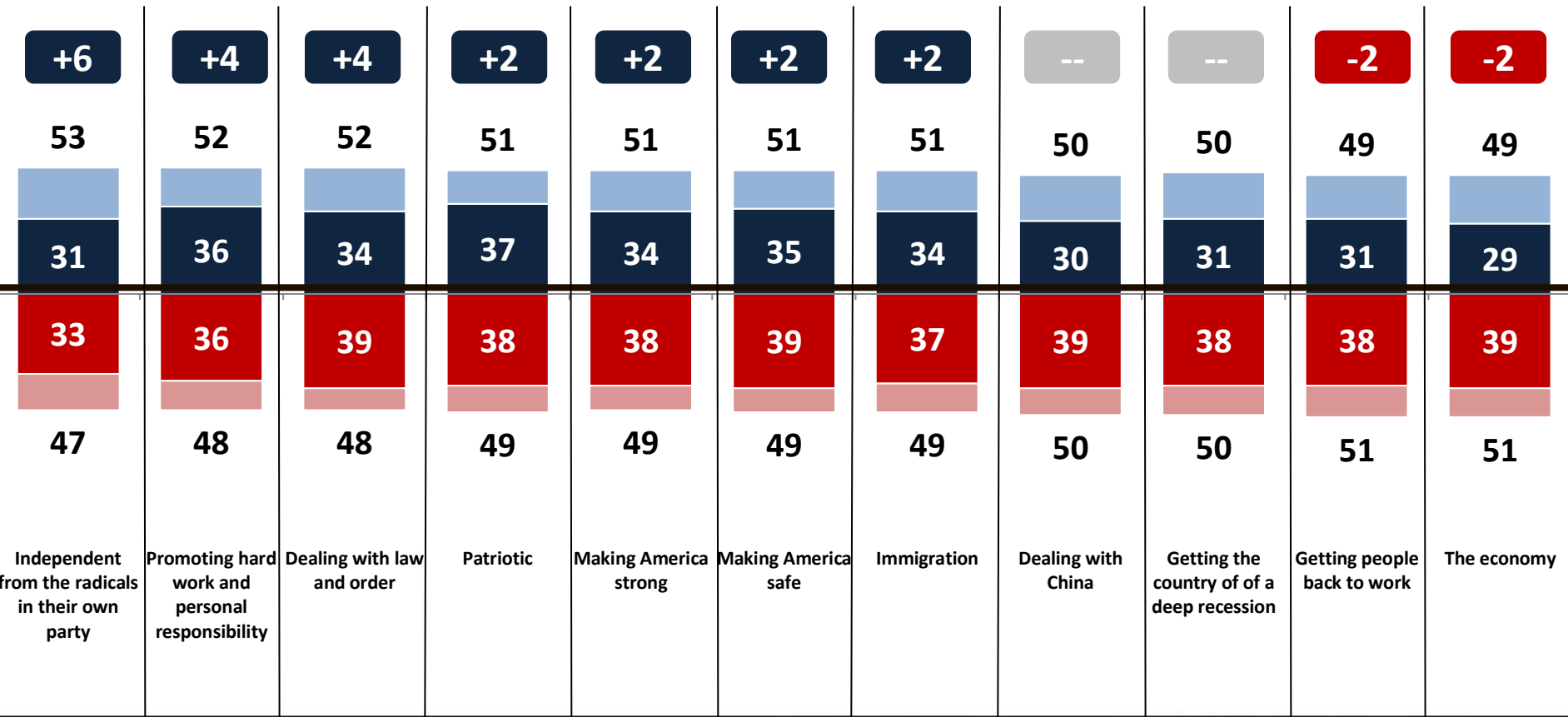


# Biden lead pulled down law and order, hard work and responsibility, America safe and the economy

Now you will read some issues. For each issue, please say whether you think Joe Biden or Donald Trump would do a better job with handling that issue.

■ Biden much better

■ Trump much better



# Here is what we added that voters not hearing from current campaign

- Trump attacked by Republican voter for not abiding by conservative values, specifically, blaming others, not taking responsibility; dishonest and undisciplined.
- Biden respecting working class Trump voters by not asking them to regret their vote; Trump not the cause of a divided nation; both parties allowed a rigged system to favored those at the top. We should come together so all races and genders can fight a corrupt system.
- Biden policy agenda, topped by his plans to reduce health care costs for every American.
- Biden narrative for mom-and-pop, not the wealthy and Trump cronies; Biden for middle class, not Wall Street and CEOs.

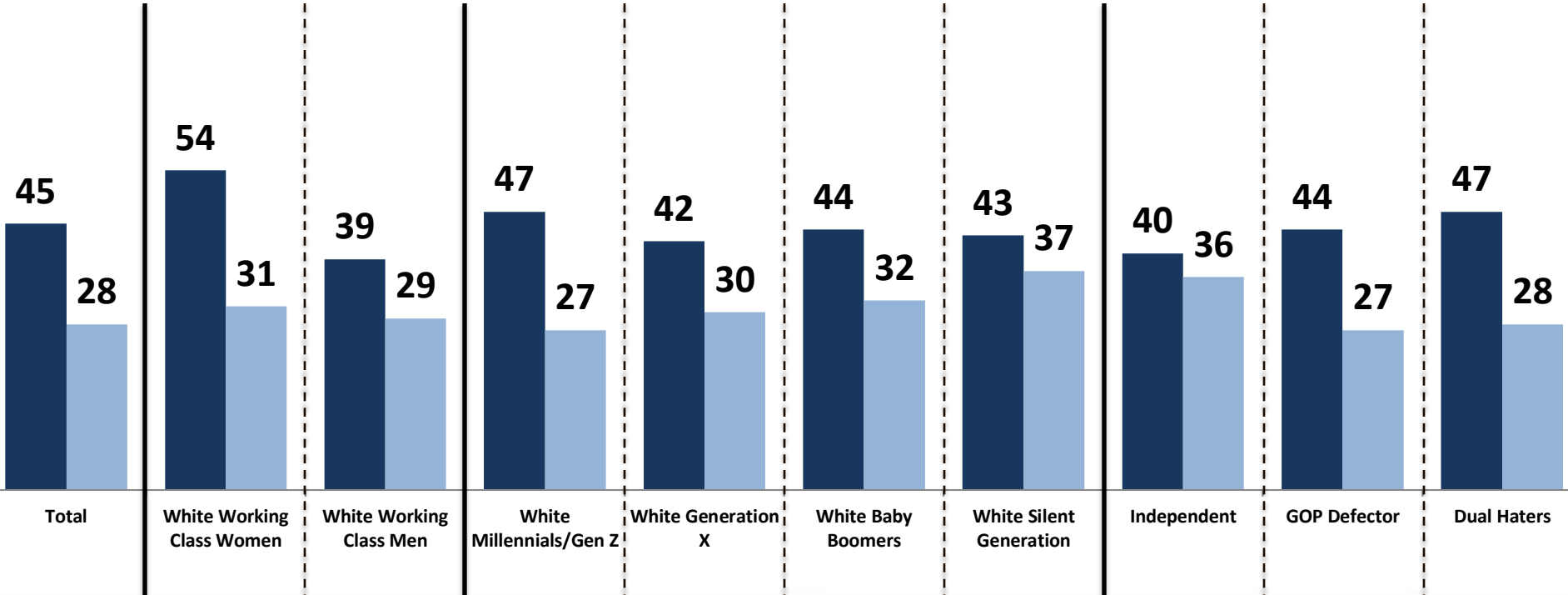


# Voters – particularly white working class women – choose reduced health care costs from list as most positive, followed by buy America

Now you will read some things Joe Biden is saying, please pick the TWO that are positive for you.

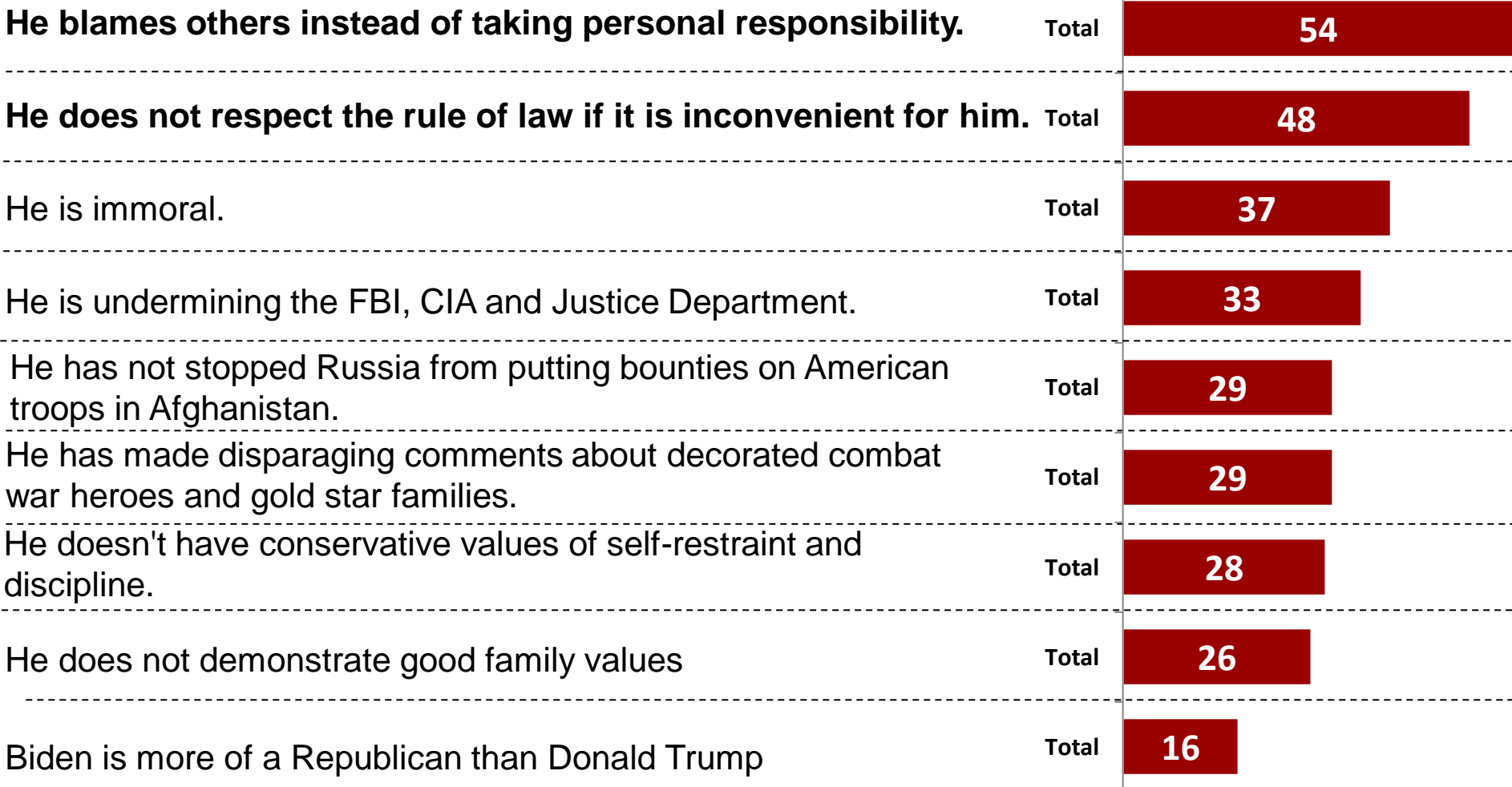
They have a plan to reduce healthcare costs for every American by forcing insurers to keep premiums and deductibles low and lowering out of pocket expenses and prescription prices for everyone.

They want to reinvest taxpayer money back into the country including \$400 billion to buy American products and materials our country needs to modernize our infrastructure.



# Strongest GOP attack on Trump is blame and not taking responsibility

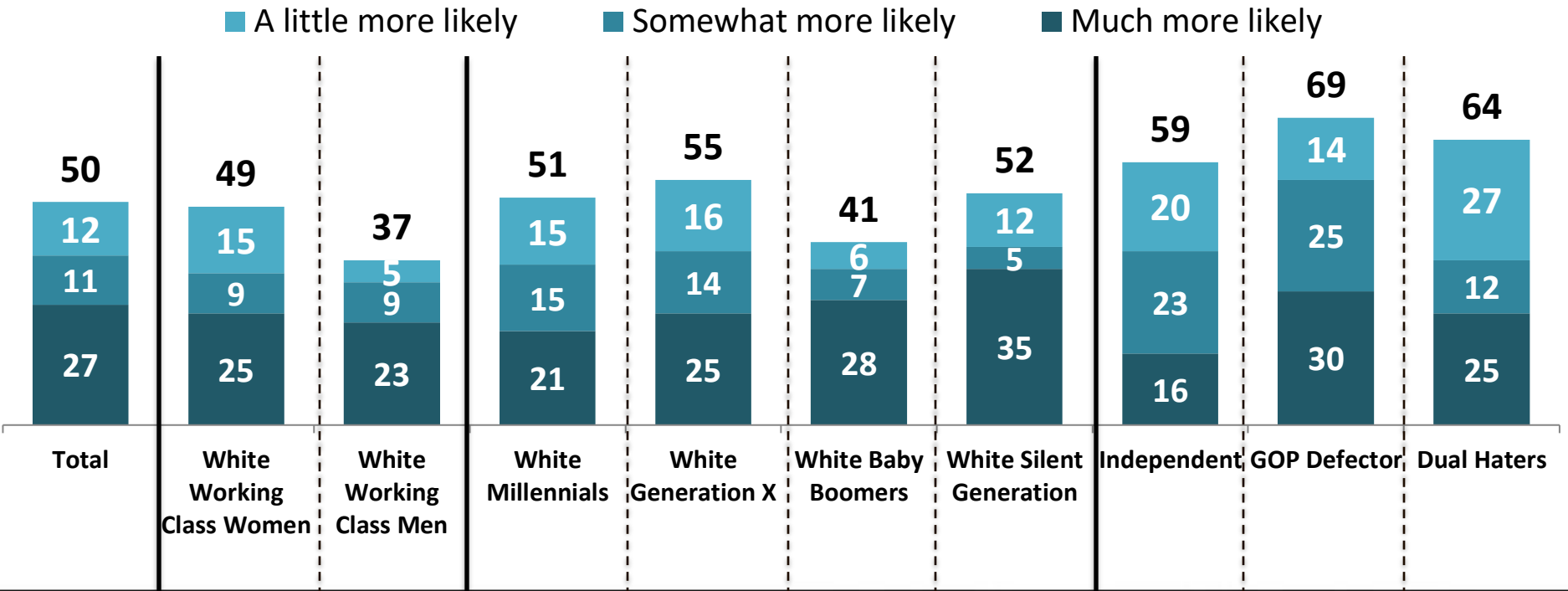
*I am going to read you what some Republicans are saying about Donald Trump. I want you to pick the THREE that raise the most doubts about Trump.*



# GOP voter conservative values attack strongest with GOP defectors and those dislike both Trump and Biden

Now you will read some things from four real people who voted for Donald Trump in 2016, about why they will not support him again in this year's election. Please indicate which one raises the most doubts for you about President Trump.

Republican voter from Arizona: I've been a Republican since Richard Nixon. I was heavily invested in what I thought was The philosophy of the party, which was fiscal restraint, strong defense, family values, and more reliance on individual efforts. But Donald Trump doesn't display these values. I've never seen a man in public view act so dishonest, immoral, and undisciplined. He called our FBI scum and insulted decorated combat war heroes, and I have to say Joe Biden looks like more of a Republican.



# Both parties rigged against working class – Trump not the cause – strongest, especially with GOP defectors, dual haters and independents

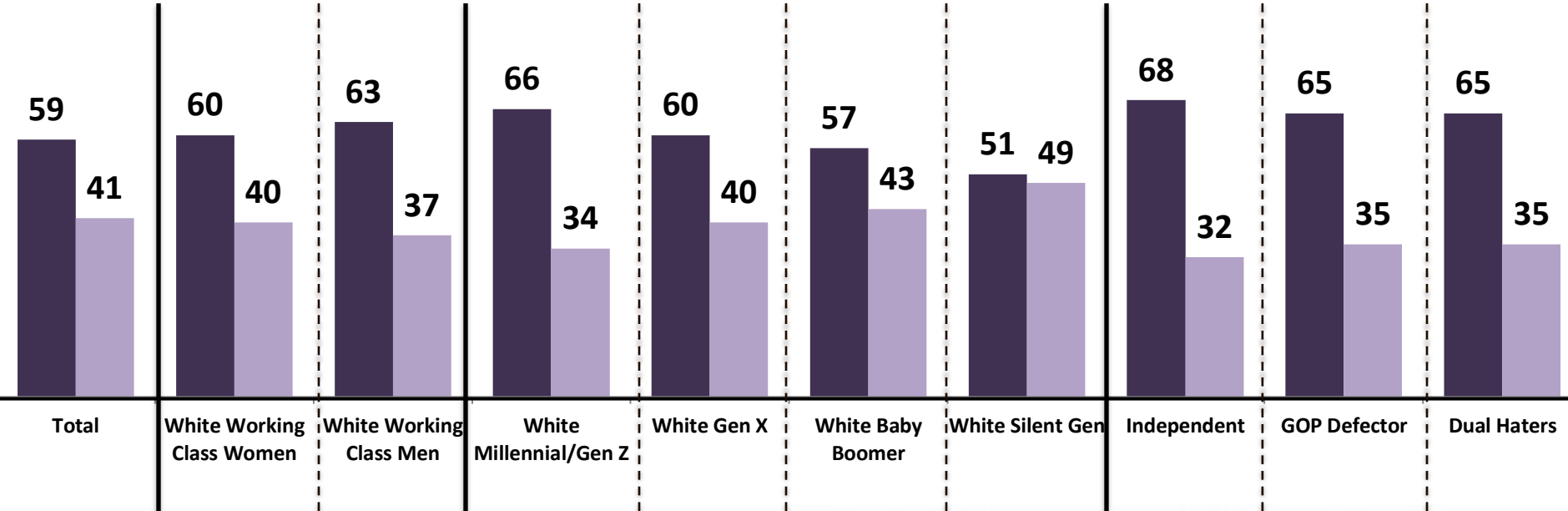
Now you will see two last things that Joe Biden said. Please read them both and then indicate ONE made you think the most?

## BOTH PARTIES RIGGED

Both parties failed to address the cycle of wealth and power that has rigged the economy for the benefit of those at the top and determined the working class. Both parties left the system rigged. Trump is not the cause of our divided nation. He is the symptom of a rigged system that was already dividing us. We must come together and reform the system that got us here in the first place by uniting people of all races, genders, and classes, and band together now to unrig this corrupt system.

## DEPLORABLES APOLOGY

I want you to know when I heard our nominee say, "deplorables," I was personally angry. It disrespects working Americans who made me who I am. I see when the economy crashed after the financial crisis, most Americans struggled, and had good reasons to think about voting for Donald Trump. I am sorry most leaders didn't see them and fight for them, and I apologize you had to vote for Trump to get heard. I see you and listen as we make the big changes the country needs.



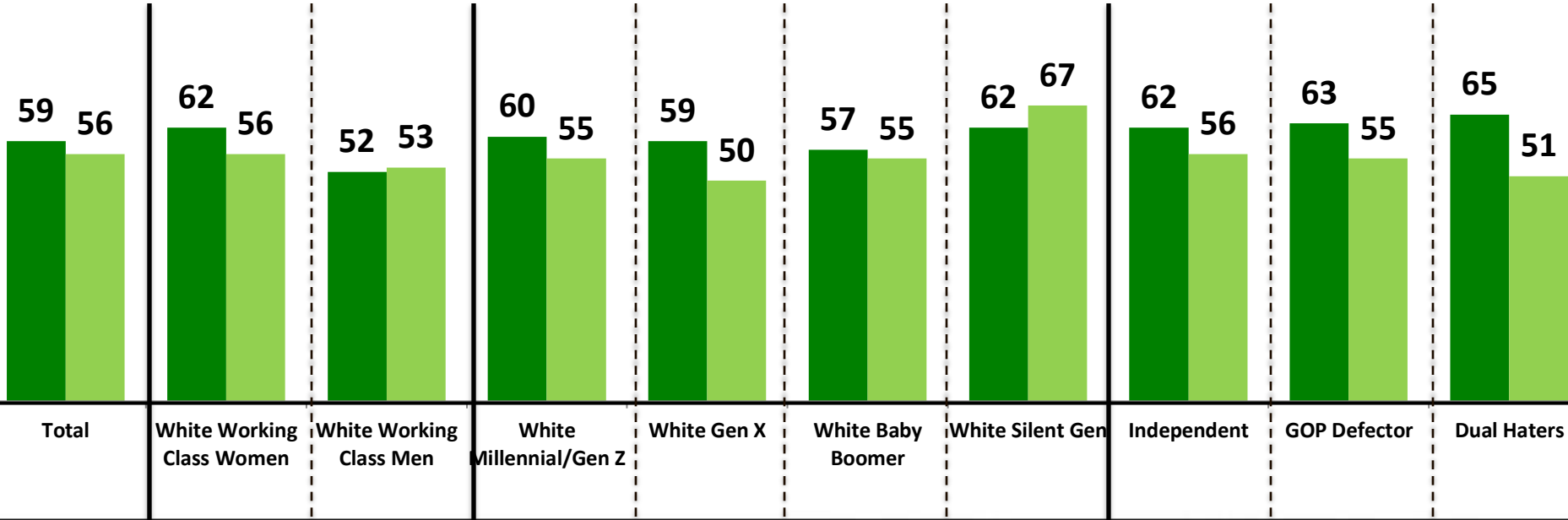


# Biden's message on mom-and-pop over Trump cronies; middle class built country, not CEOs and Wall Street

Now you will read some more things Joe Biden is saying, please pick the TWO that are positive for you.

Less than a third of economic relief during the pandemic has gone to mainstream businesses. Instead, it went to Trump's cronies. It went to big businesses, the wealthy, large hotels, and restaurant chains that were already making hundreds of millions of dollars. The mainstream mom and pop businesses didn't get the money.

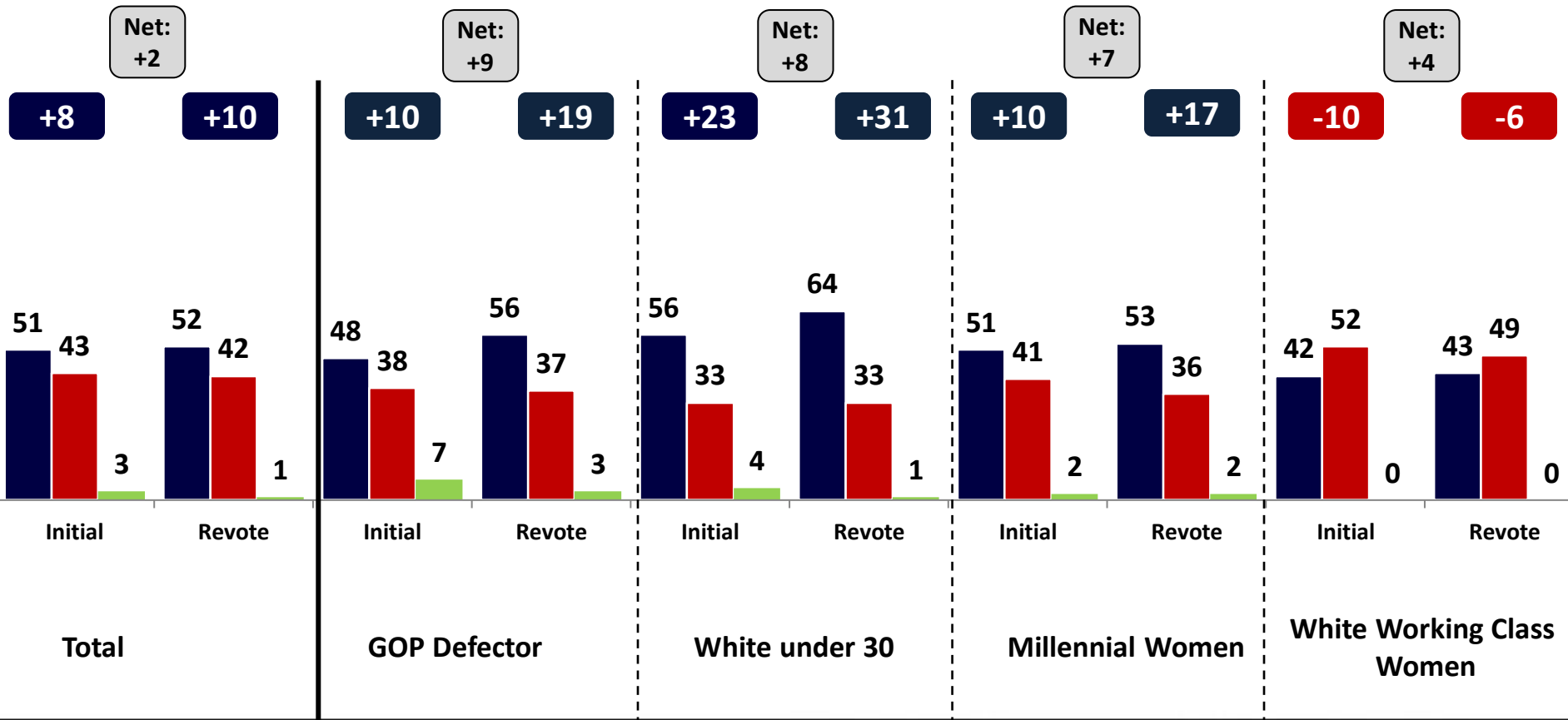
Wall Street bankers and CEOs didn't build this country. The middle class did. If I am fortunate enough to be elected president, I'll be laser focused on the middle class families like the one I came from, not the wealthy investor class. They don't need help, but working families do. Our guiding principal should be to reward work as much as we've rewarded wealth, but right now we just reward excessive wealth.



# Added messaging raises margin by 2 points, but much more with GOP defectors, young people, millennial women and white working class women

## 2020 PRESIDENTIAL BALLOT INITIAL AND REVOTE

■ Democrat Joe Biden    ■ Republican Donald Trump    ■ 3rd Party



# CONTACT US



## **DEMOCRACY CORPS**

1440 G Street. NW  
Floor 10  
Washington, DC 20005

Phone: +1 202 250 3645

[www.democracycorps.com](http://www.democracycorps.com)

## **GREENBERG RESEARCH**

1440 G Street NW  
Floor 10  
Washington, DC 20005

Phone: +1 202 499 6901

[www.greenbergresearch.com](http://www.greenbergresearch.com)

