

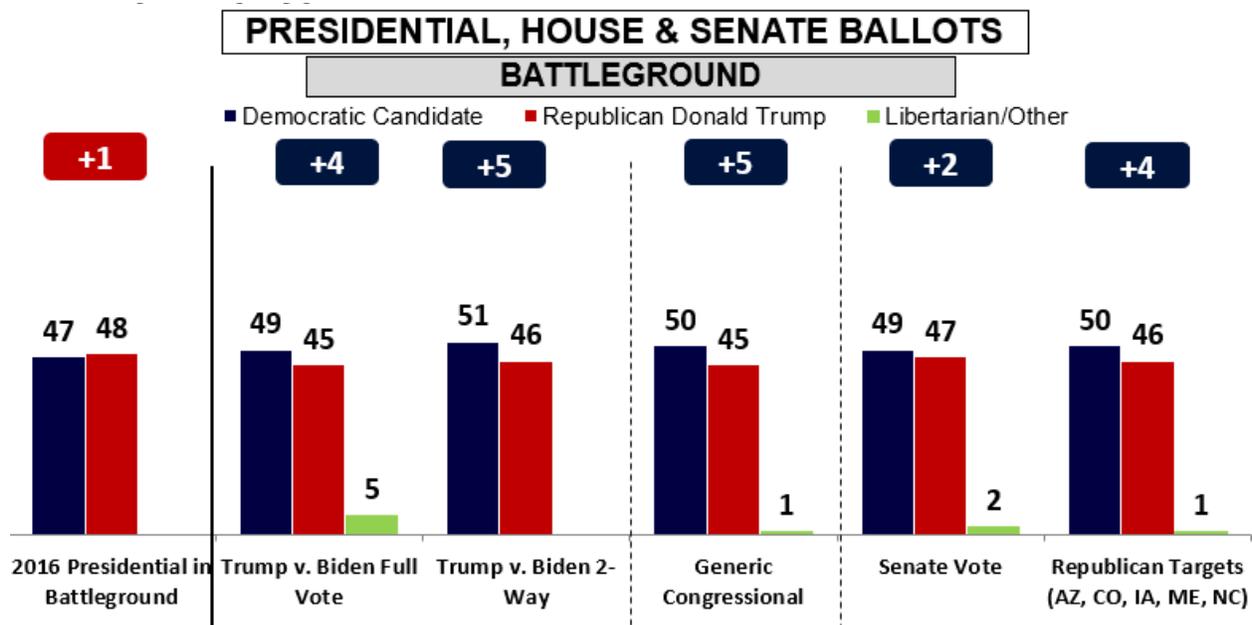
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To: Interested Parties

From: Stan Greenberg, Greenberg Research & Democracy Corps

2020 Election at a Turning Point: Presidential and Senate Battleground Poll

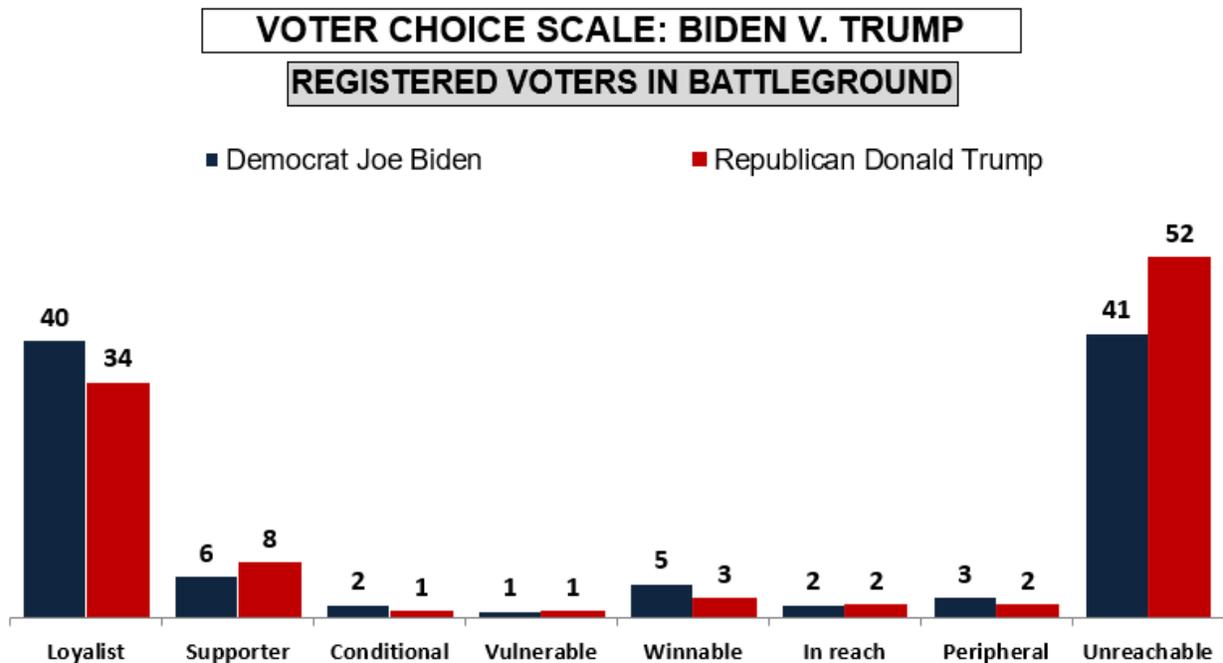
This is a turning point in the 2020 campaign. Vice President Joe Biden leads Donald Trump in the battleground by a healthy margin of 4 points, and 5 in a two-way contest. This is a battleground that Donald Trump painfully won by 1.3 points in 2016, but Senator Bernie Sanders only matches Hillary Clinton’s performance in these critical states. After a simulated campaign played in this web survey, he loses by 5 points.



The stakes could not be higher. President Trump is a threat to the rule of law, already politicizing the coronavirus crisis, and prepared to do anything to win the election. That requires we all recognize the message both Democratic voters and the whole citizenry are sending. Get started taking advantage of the critical dynamics aiding Biden, House and Senate Democrats, despite the president, and start consolidating and engaging voters to get the insurance policy the country needs in such a disruptive time.

These findings are based on an extraordinary first phase of research conducted by Democracy Corps for the Center for Voter Information¹. It includes a 1000 sample, mostly mobile phone survey to establish a reliable baseline in sixteen battleground states and a 2900 sample web panel survey - respondents who will be interviewed three further times. The large sample allows a breakout of key groups, not otherwise possible.

The race is shaping up with Biden having much more loyalists than Trump (40 to 34 percent), more winnable voters (5 versus 3 percent), and fewer unreachable (41 versus 52 percent). This scale uses eight questions, including the vote, favorability of each party and candidate, and stated willingness to support. A majority in the battleground are as negative as possible to register on the scale and say, there is no chance they will support him.



¹ 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. 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 states included Arizona, Colorado, Florida, Georgia, Iowa, Nevada, New Hampshire, New Mexico, North Carolina, Maine, Michigan, Minnesota, Ohio, Pennsylvania, Virginia, Wisconsin

Biden holds his lead because the re-alignment of the electorate, evident in every election since Trump’s 2016 victory continues. The Rising American Electorate is key, particularly the landslide margin with white unmarried women (59 to 34 percent), a group that is bigger in size than white women with a four-year college degree (56 to 39 percent). Biden is building up huge leads with all women across the Democratic base: African American women (83 to 7 percent), Hispanic women (62 to 30 percent) and white millennial women (51 to 41 percent).

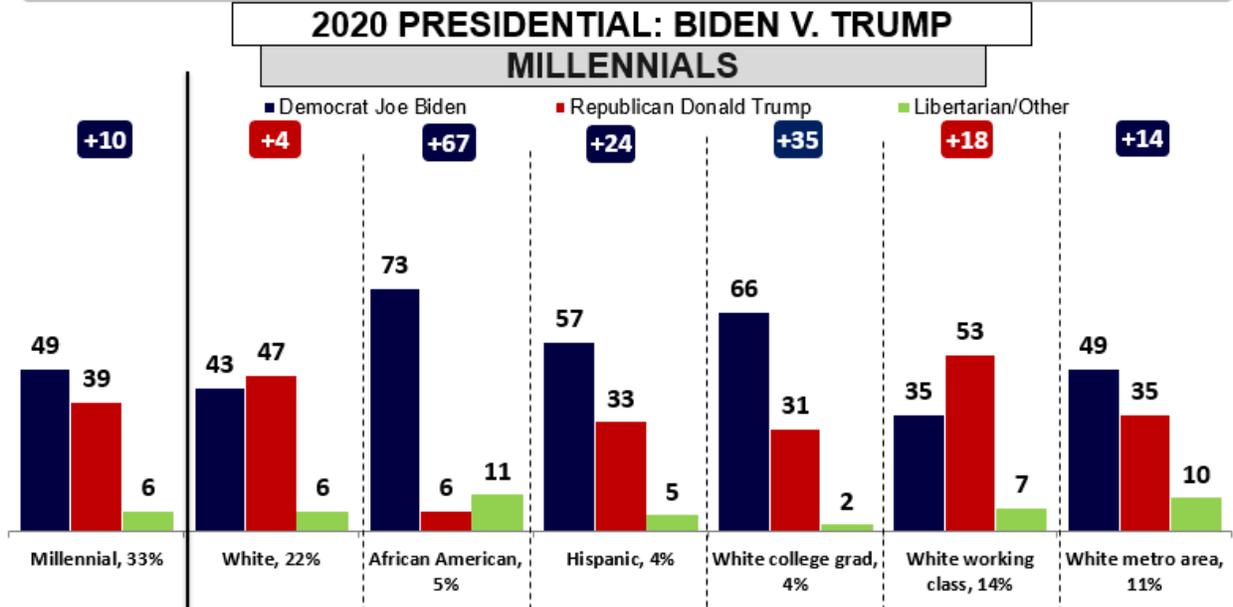
Critical to Biden’s lead is his competing with white working class women - 8 points in the two-way - compared a 27 point margin in 2016.

Adding to his lead is real Republican defection that this large web survey is able to show. Biden makes surprising gains with McCain conservatives and moderates support both Biden and the Libertarian. Biden swamps Trump among straight independents.

But Trump has stoked the embers around gender, and there is important work to do consolidate African American, Hispanic and white millennial men.

The biggest problem to consolidate the Democratic vote, however, are the Sanders voters and millennials where third party voting takes a toll and where Biden should just have a bigger margin.

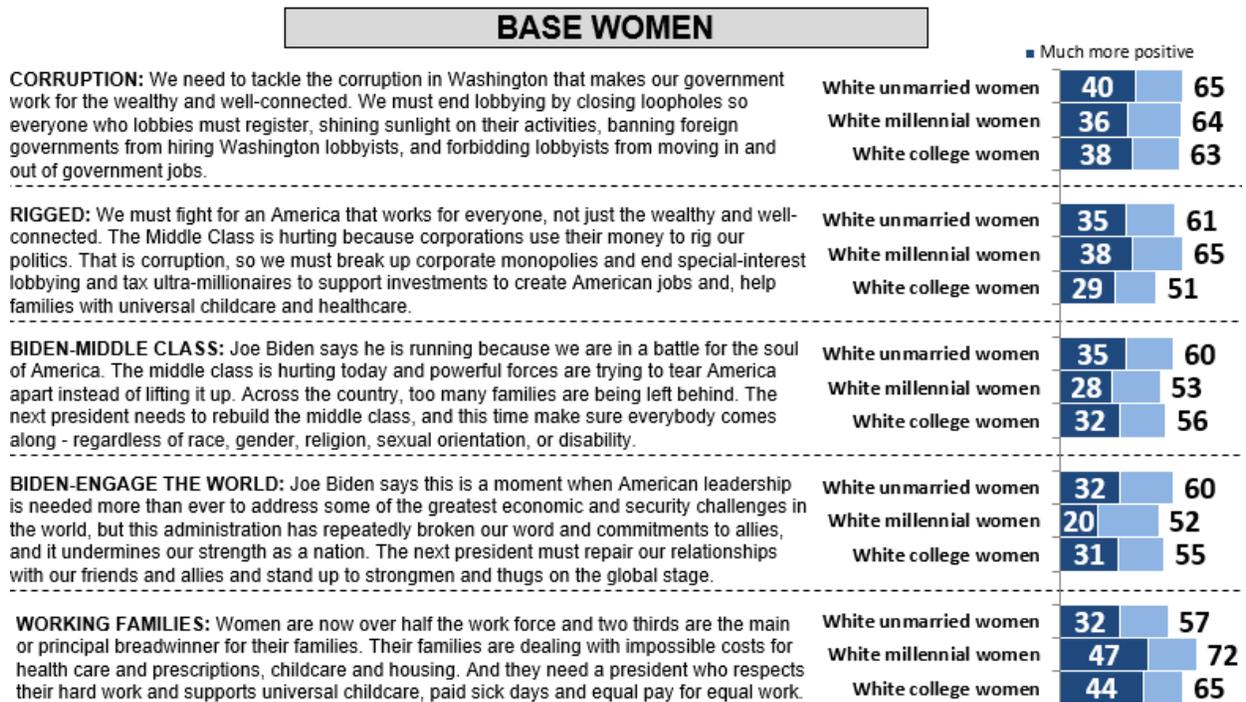
Thinking about the election for President in 2020, who would you vote for if the candidates were -- Democrat Joe Biden, Republican Donald Trump, and Libertarian candidate Justin Amash?



Part of the problem is that Biden’s current messages do not dominate the message battle with Donald Trump. They score comparably on overall reaction and intensity and do better with independents. Trump’s messages are competitive, but do much better with white working class women - a potential threat in the industrial heartland and non-metropolitan areas.

In this survey, we tested unattributed messages on corruption, corporations rigging politics, and working families that were articulated by other candidates in the primary, and they polled much better with the general election electorate. More view them positively, with almost 40 percent responding much more positively to the corruption and working families message.

The graph below shows how this place out with the base of women whose motivation is key to the election. And the full set of graphs also shows how it plays out for consolidation and persuasion targets.



If you understand why a majority are unreachable for Donald Trump and what messages they respond to, remember this: nearly 60 percent believe Trump governs for billionaires and big money elites, he is self-dealing, dishonest and above the law, and not making health care more affordable.