



# **Biden vs. Trump in the battleground**

## **CVI's first repeat panel for 2020 Election**

**March 2020**

**CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE**

# 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.

- 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

**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:

- This is a turning in the campaign, as Joe Biden leads Donald Trump in the battleground by a healthy margin, while Bernie Sanders loses. Democrats lead in the House and the 5 target GOP Senate seats.
- Biden holds this lead because of his strength in the Rising American Electorate, particularly white unmarried women, women across the electorate, and his running well with white working-class women. He's also winning defecting Republicans and independents.
- But with a president willing to do anything, uncertainty around the coronavirus, and need to win the Senate, Biden has ways to raise his support further. Most important, he is underperforming with Sanders voters, male voters of color and millennials.
- Biden's current messages do not elicit intense support, though many other messages do in a country where nearly 60 percent of voters believe Trump governs for billionaires and big money elites, believe he is not honest and is self dealing, and believe he's not making health care more affordable.



# State of The Race

# Democrats start 2020 with lead at every level in battleground, including Senate pick-up opportunities

## PRESIDENTIAL, HOUSE & SENATE BALLOTS

### BATTLEGROUND

■ Democratic Candidate   ■ Republican Donald Trump   ■ Libertarian/Other

**+1**

**+4**

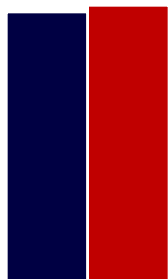
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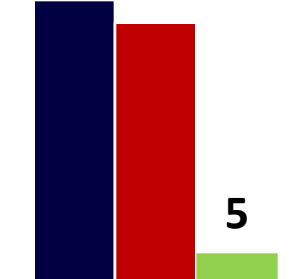
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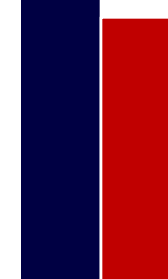
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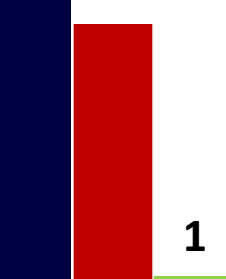
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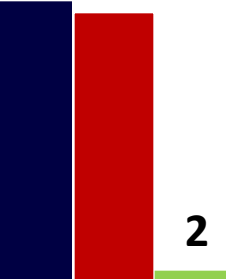
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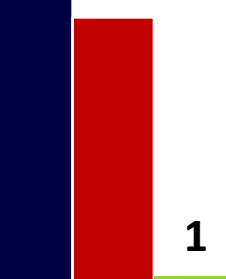
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49 47 2



50 46 1



2016 Presidential in Battleground

Trump v. Biden Full Vote

Trump v. Biden 2-Way

Generic Congressional

Senate Vote

Republican Targets (AZ, CO, IA, ME, NC)

# Biden holds winning margin in battleground, but Sanders' position is untenable and loses simulated campaign

## 2020 PRESIDENTIAL BALLOT

### BATTLEGROUND

■ Democratic Candidate   ■ Republican Donald Trump   ■ Libertarian/Other

**+1**

**+4**

**+5**

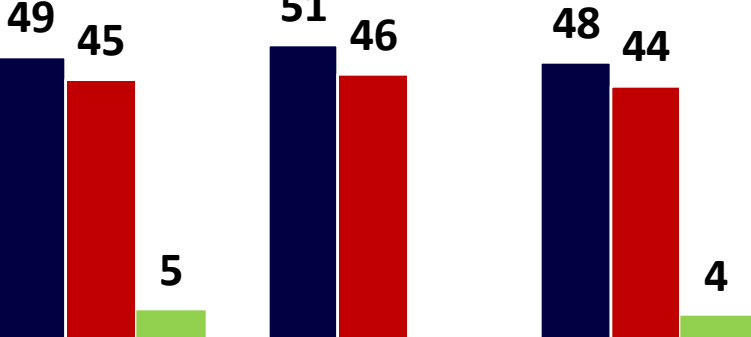
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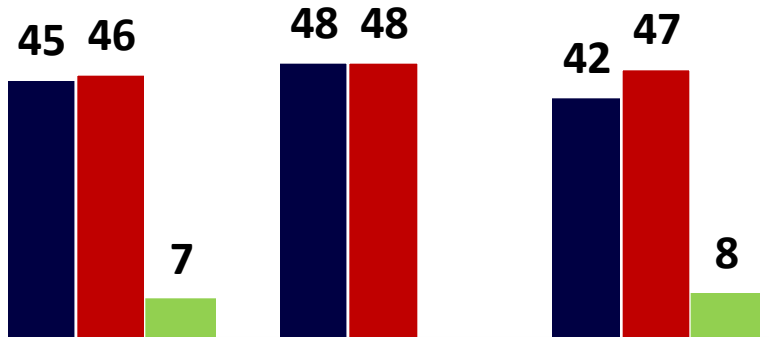
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47 48  
2016 Presidential in Battleground



**Biden v. Trump**



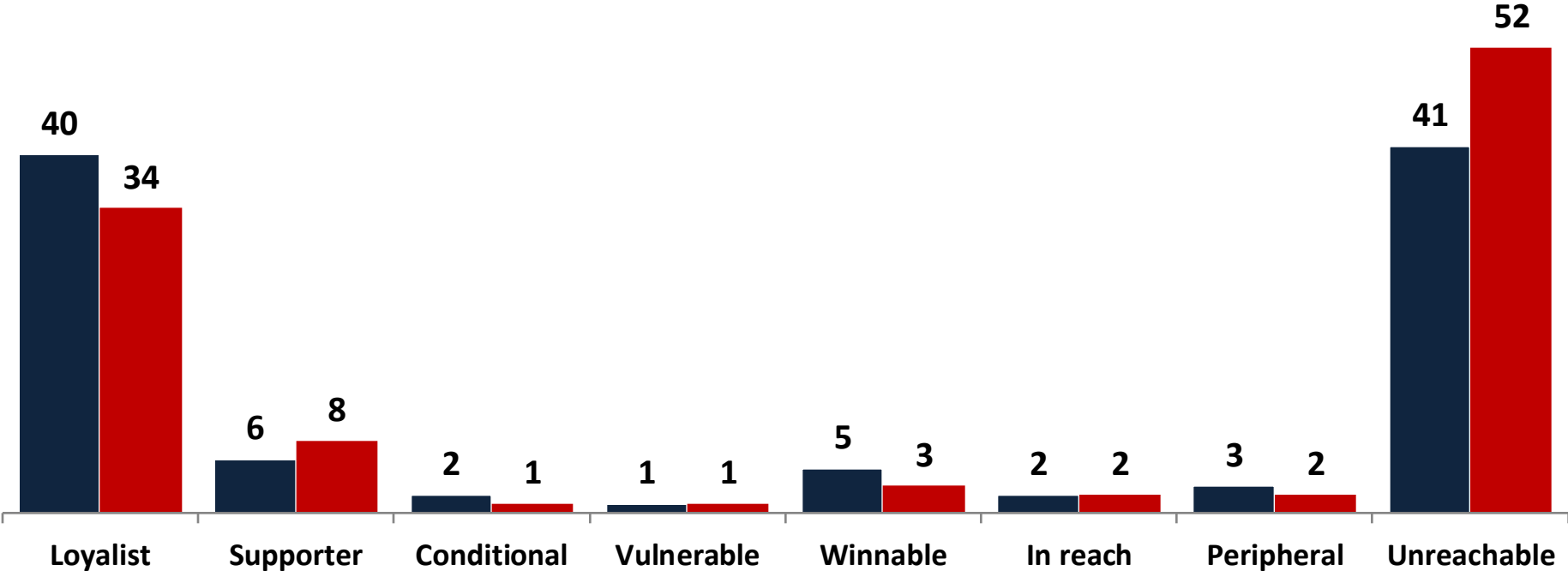
**Sanders v. Trump**

# Biden has much room to gain winnable votes, while majority say they will never vote for Trump

## VOTER CHOICE SCALE: BIDEN V. TRUMP

### REGISTERED VOTERS IN BATTLEGROUND

■ Democrat Joe Biden      ■ Republican Donald Trump





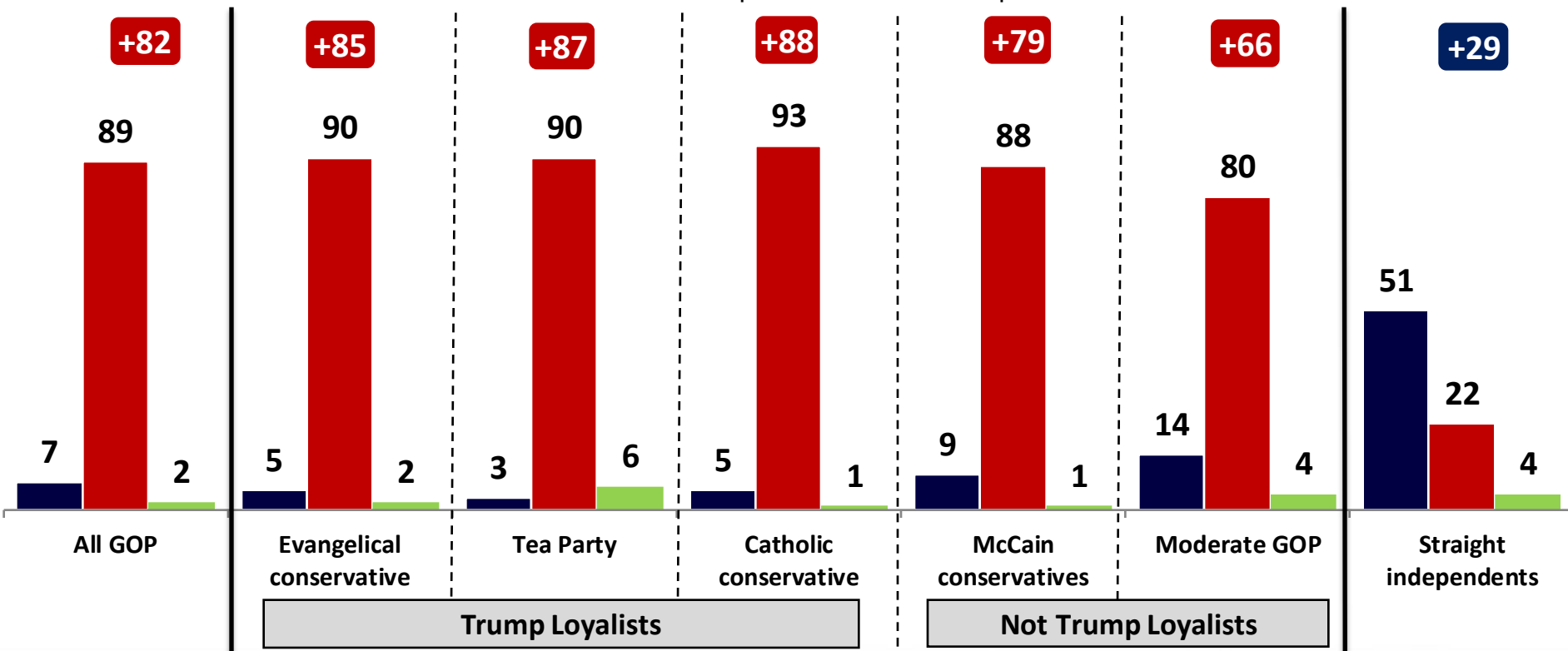
# Biden gaining from defection of McCain conservatives, GOP moderates and independents

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?

## 2020 PRESIDENTIAL: BIDEN V. TRUMP

### GOP TYPOLOGY

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

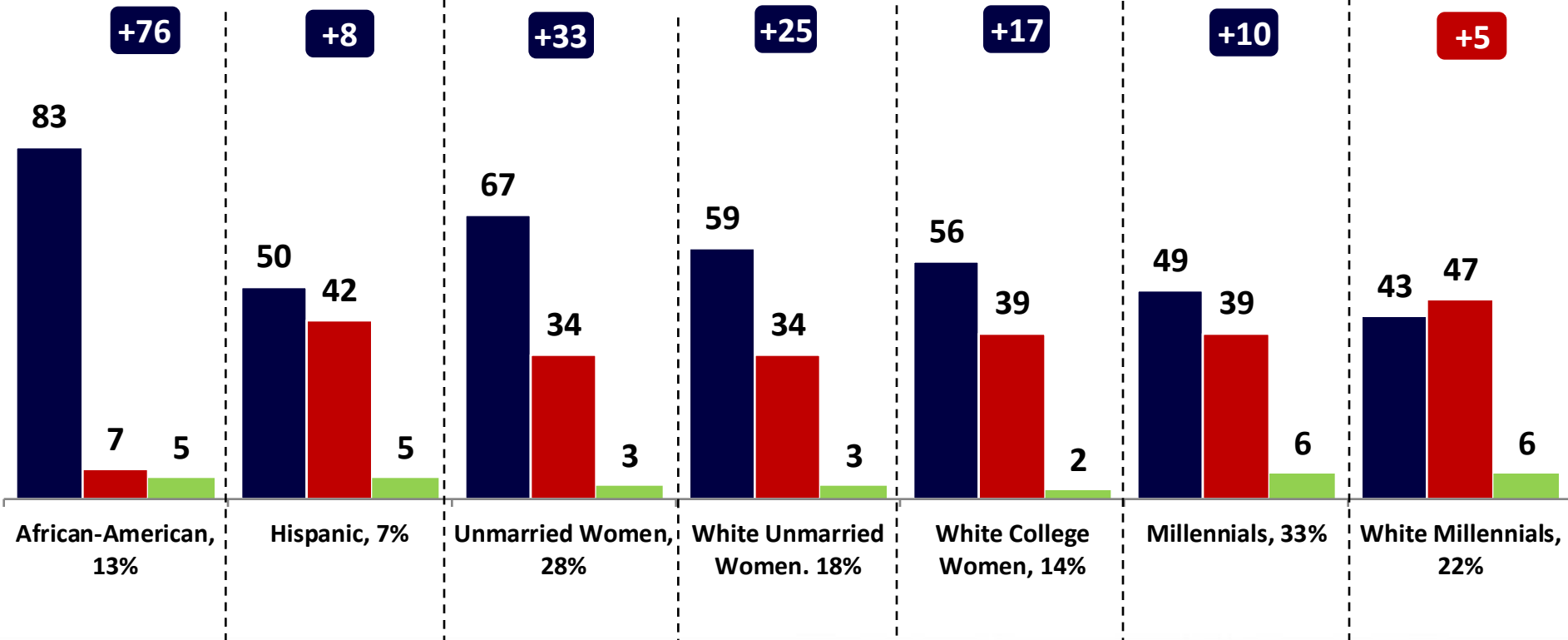


# Biden getting huge margins with the Rising American Electorate, particularly the women, while millennials pose challenges

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?

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

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

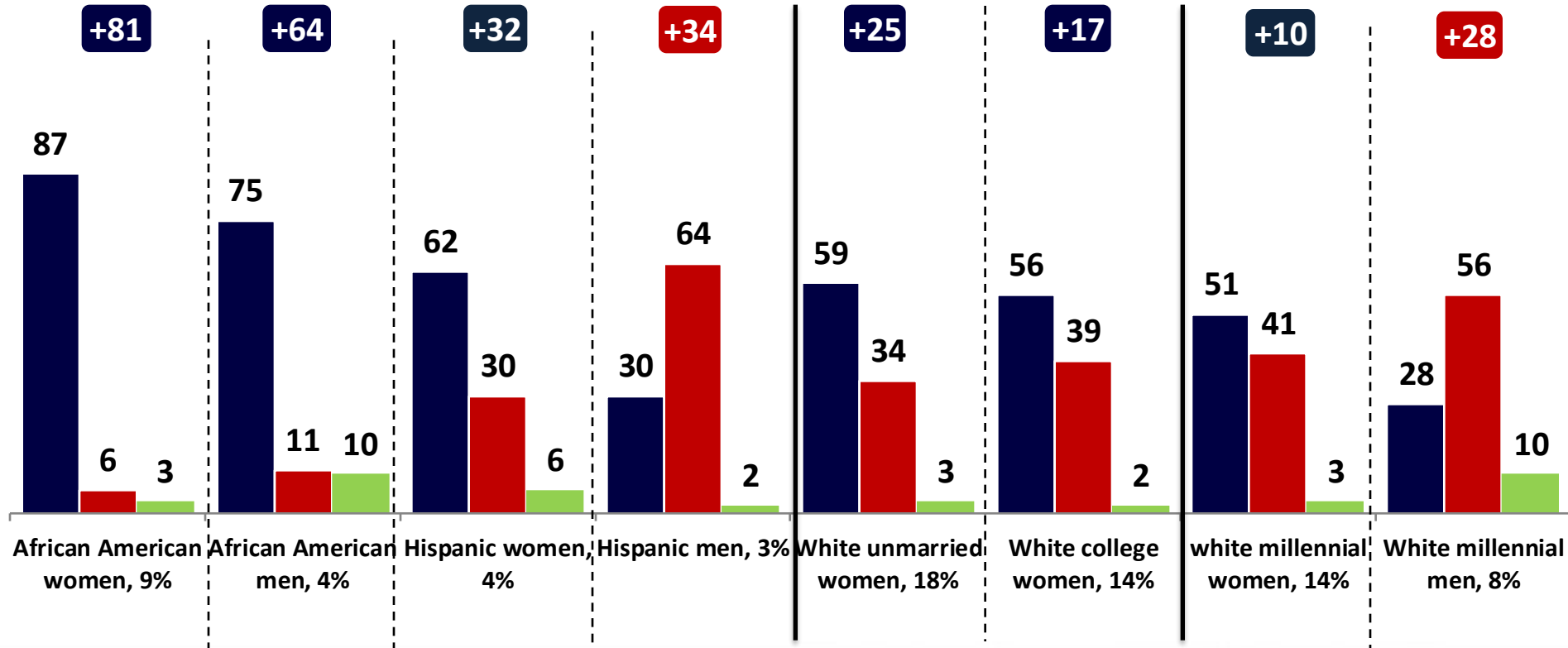


# Biden aided by female wave and year of unmarried women, but needs to consolidate male base

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?

## 2020 PRESIDENTIAL BALLOT RISING AMERICAN ELECTORATE

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

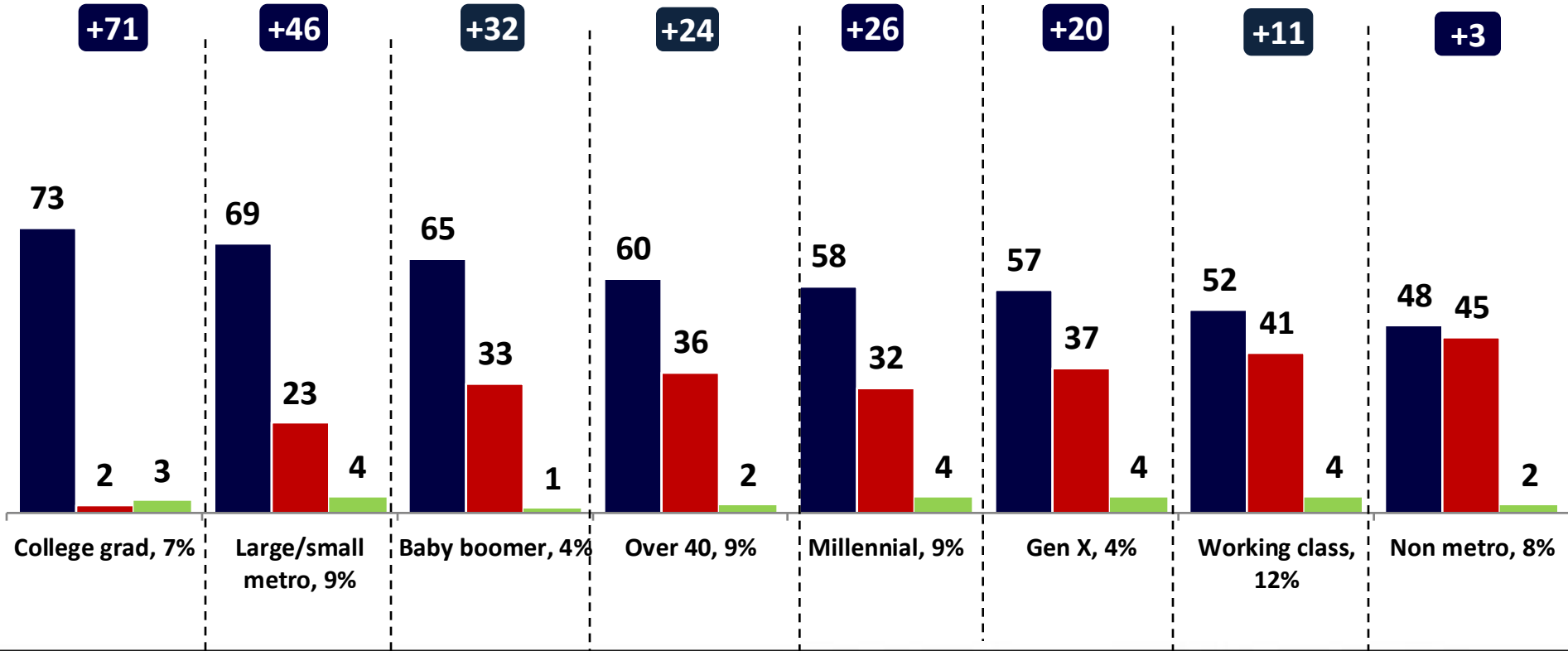


# Biden leads with white unmarried women starts with college, baby boomers and metros, but still strong in working class

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?

## 2020 PRESIDENTIAL BALLOT WHITE UNMARRIED WOMEN

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



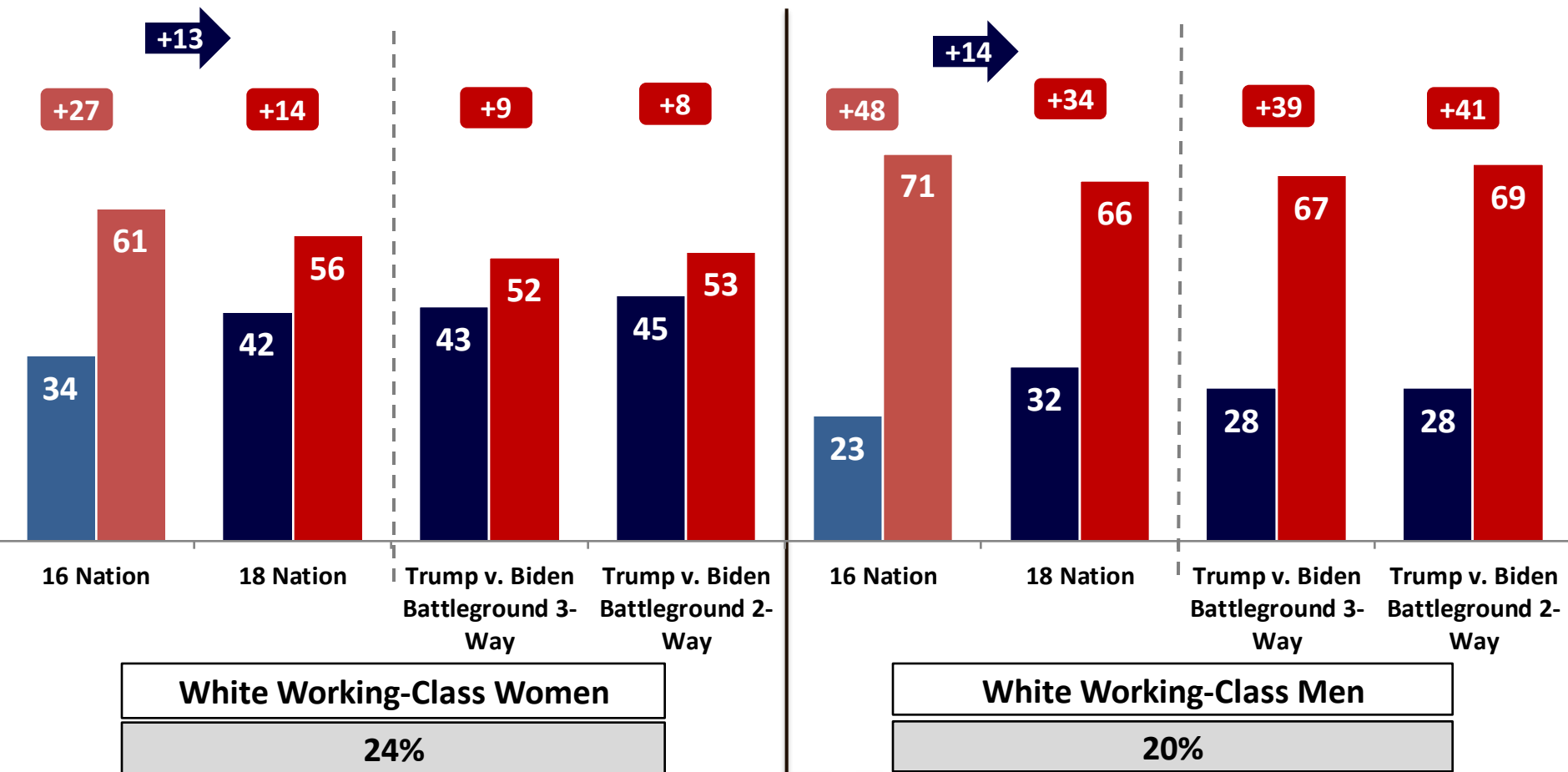
Displaying results from Democracy Corps March 2020 battleground web survey.

# Biden competing to win white working women, while Trump is consolidating the men

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

■ Clinton 2016/Democrat 2018/Biden 2020

■ Trump 2016/Republican 2018/Trump 2020



# Millennials pose some of biggest 2016 challenges

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?

## 2020 PRESIDENTIAL: BIDEN V. TRUMP

### MILLENNIALS

■ Democrat Joe Biden

■ Republican Donald Trump

■ Libertarian/Other

+10

+4

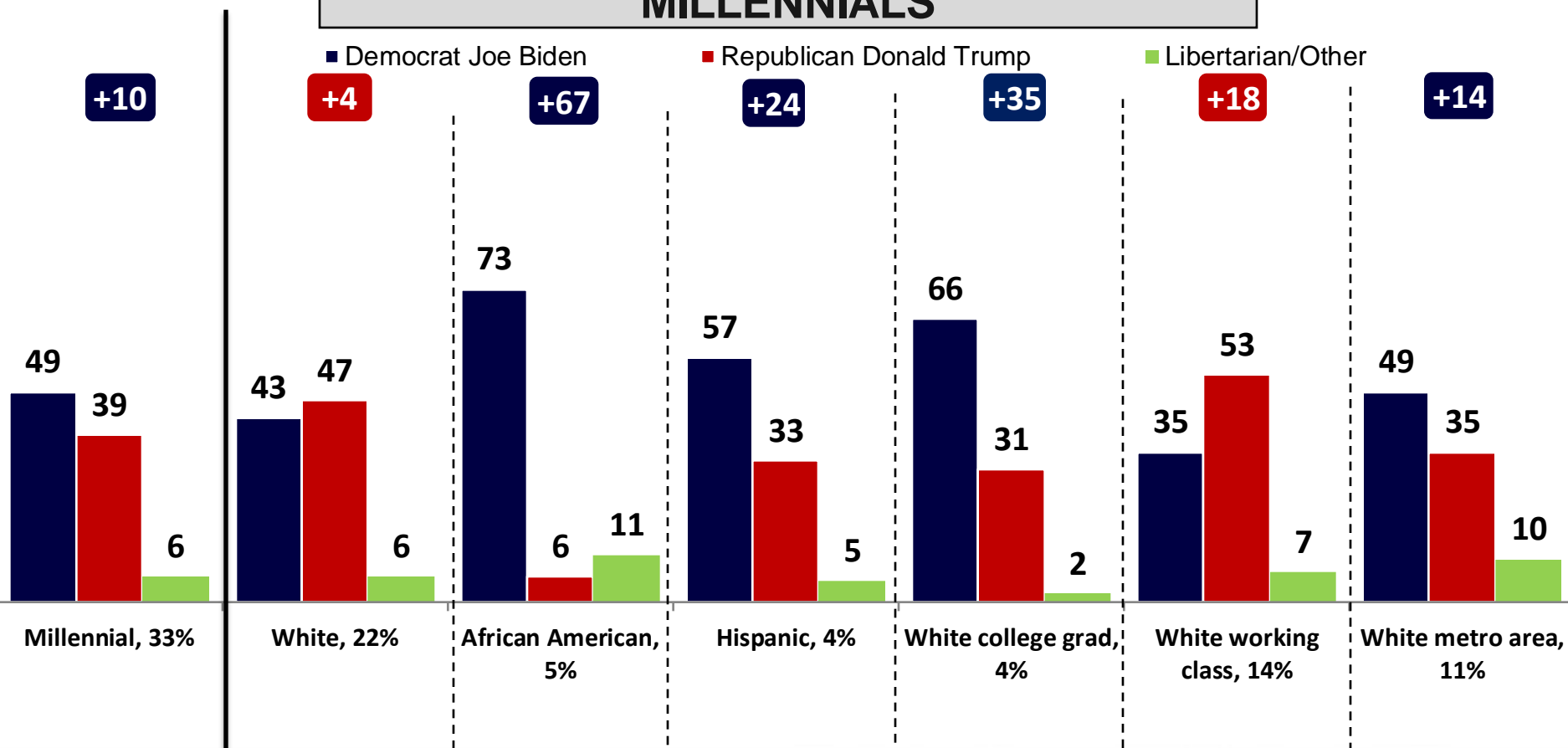
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+24

+35

+18

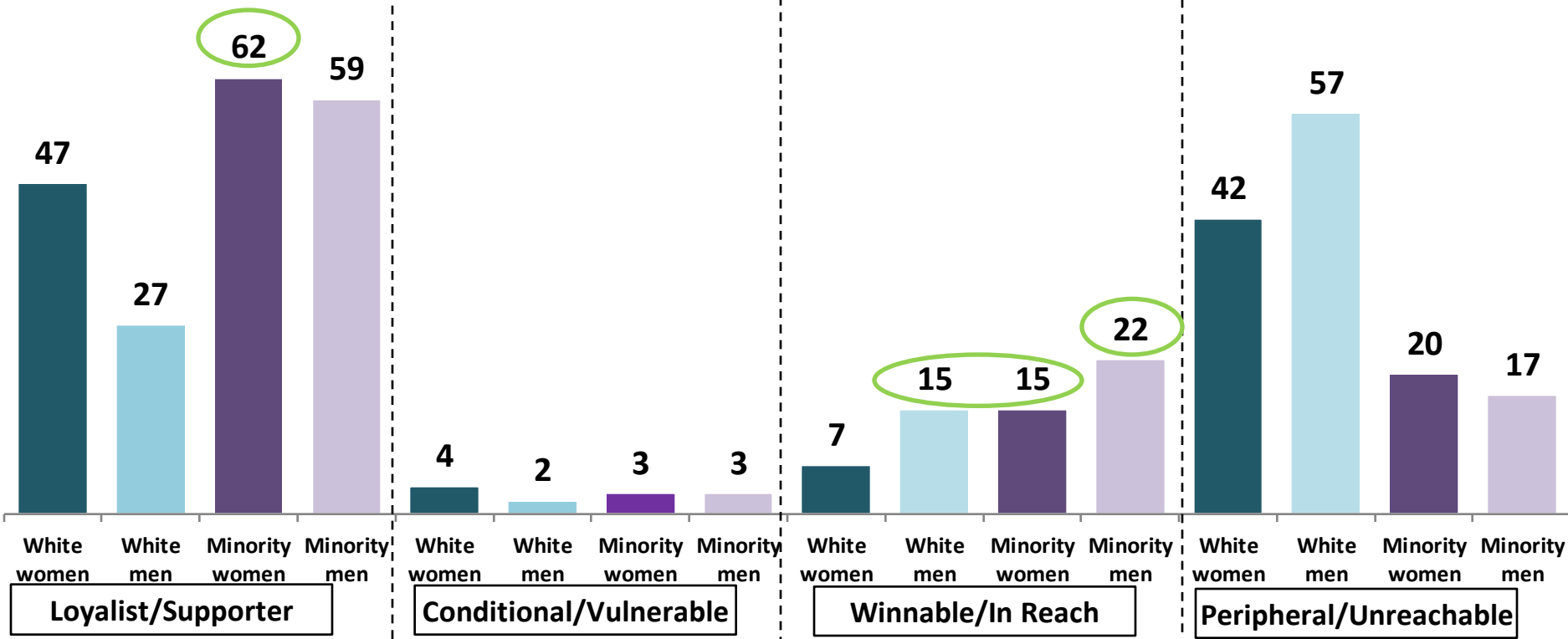
+14



# Millennial men, particularly minority men are top consolidation targets for Biden

## VOTER CHOICE SCALE: BIDEN V. TRUMP MILLENNIALS BY RACE/GENDER

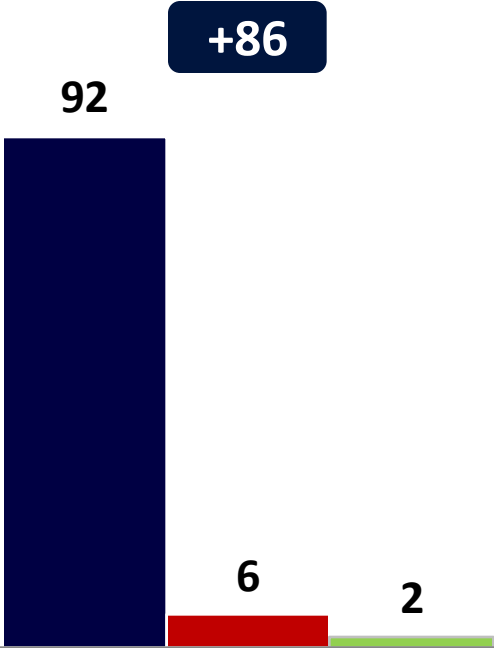
■ White women    ■ White men    ■ Minority women    ■ Minority men



# Biden voters consolidated in general, but Sanders voters dangerously not

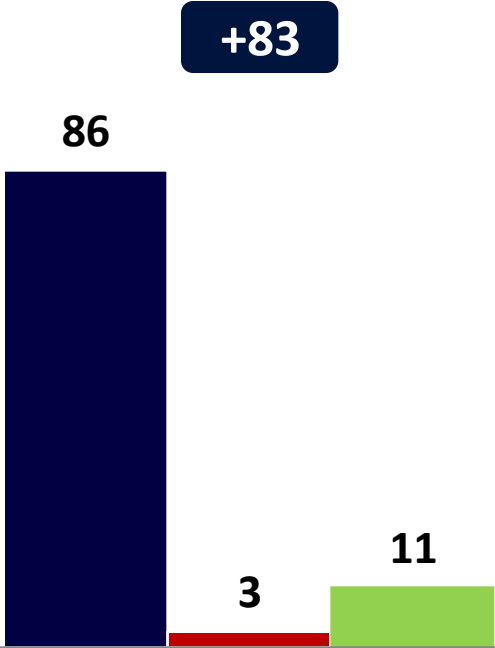
## 2020 PRESIDENTIAL BALLOT Registered Voters in Battleground

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



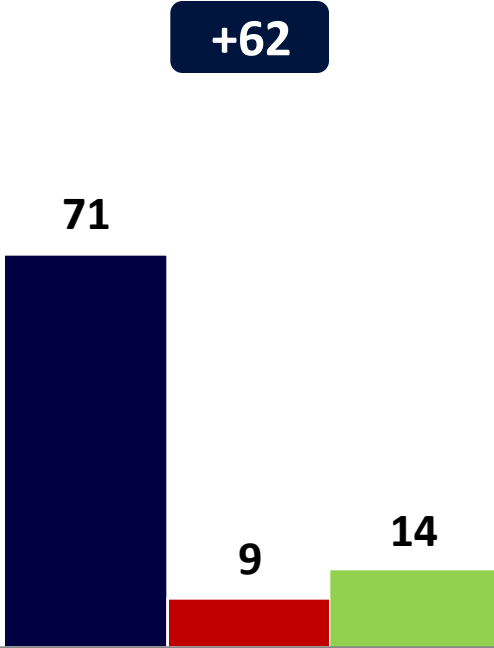
Trump v. Biden (Web Survey)

Biden Primary Voters



Trump v. Biden (Phone Survey)

Sanders Primary Voters



Trump v. Biden (Web Survey)



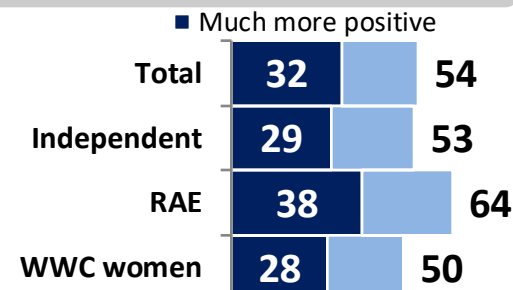
# Beginning messaging for 2020



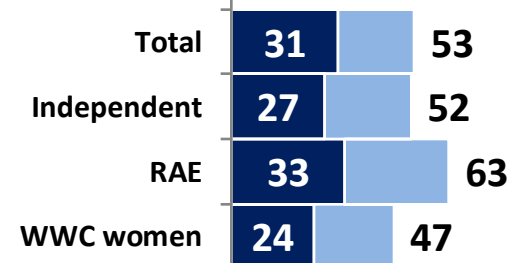
# The Biden messages comparable with Trump's, and better with independents

Here are some statements from a Democratic candidate on how to change the direction of our country. For each statement, please tell me how much more positive you feel about the candidate after reading that?

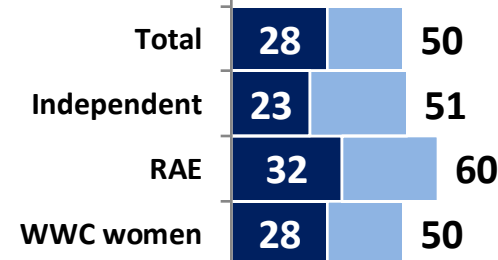
**MIDDLE CLASS:** Joe Biden says he is running because we are in a battle for the soul of America. The middle class is hurting today and powerful forces are trying to tear America apart instead of lifting it up. Across the country, too many families are being left behind. The next president needs to rebuild the middle class, and this time make sure everybody comes along - regardless of race, gender, religion, sexual orientation, or disability.



**ENGAGE THE WORLD:** Joe Biden says this is a moment when American leadership is needed more than ever to address some of the greatest economic and security challenges in the world, but this administration has repeatedly broken our word and commitments to allies, and it undermines our strength as a nation. The next president must repair our relationships with our friends and allies and stand up to strongmen and thugs on the global stage.



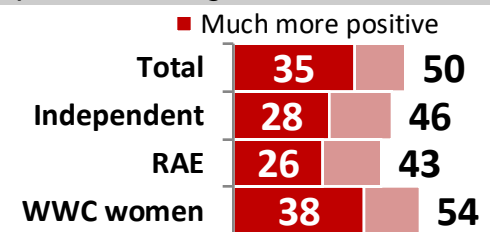
**BUILD ON PROGRESS:** Joe Biden says he will build on the reforms he helped shape under the Obama/Biden administration, where they took on special interests and the status quo to do what's right. As president, Biden will make it a top priority to stop this reversal of the progress made by Obamacare and will build on it with a plan giving Americans more choice, reducing health care costs, and making our health care system less complex to navigate.



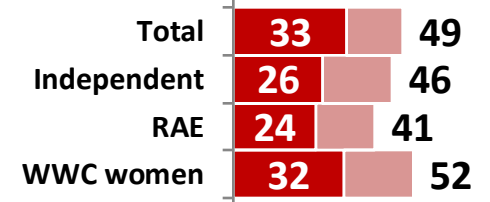
# President Trump’s pre-coronavirus messages comparable to Biden but much better with white working class women

*Here are some things President Trump and Republicans are saying about how to improve the country and make the economy better. For each statement, please say how much more positive you feel about President Trump after reading that?*

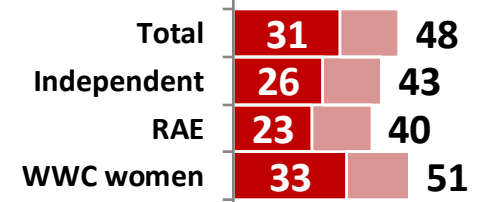
**BORDERS:** We have a state of emergency at our southern border. Border patrol, our military, and local law enforcement are doing a create job, but without the wall and tougher immigration enforcement, you cannot have border security. It is time to get serious on addressing illegal immigration and the crisis at our southern border. Drugs, gangs and human trafficking must be stopped.



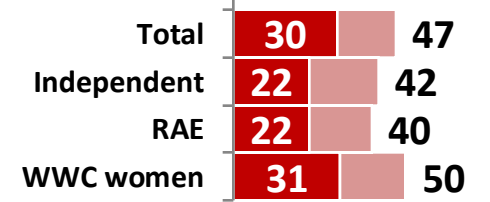
**GREATEST ECONOMY:** Under The Trump administration has rapidly revived the U.S. economy and launched the great American comeback by slashing a record number of job-killing regulations, enacting historic and record-setting tax cuts, and fighting for fair and reciprocal trade agreements. Our economy is the best we have ever seen, and jobs are booming, incomes are soaring, poverty is plummeting, and our country is thriving and highly respected again.



**AMERICA FIRST:** Thanks to Republican leadership, America is winning again and respected again worldwide because we are finally putting America first. American workers are the biggest winners. We have withdrawn from disastrous trade deals like the TPP that treat us unfairly and renegotiated the disastrous NAFTA. The new NAFTA is the most modern trade deal in history that will greatly expand exports for our farming, manufacturing, and service industries.



**STOOD UP TO CHINA:** China is looking at the Democratic Candidates and hoping they get elected so it can continue to rip off our country like they've been doing for the last 30 years. The Democrats have never stood up to China and other countries who took advantage of us, but thanks to President Trump's tariffs and historic trade deal, China is finally being held accountable and paying us billions of dollars back in tariffs and changing their unfair trade practices.



# Biden's messages badly trail other messages heard in the primary

## Total Registered Voters in Battleground

■ Much more positive

**CORRUPTION:** We need to tackle the corruption in Washington that makes our government work for the wealthy and well-connected. We must end lobbying by closing loopholes so everyone who lobbies must register, shining sunlight on their activities, banning foreign governments from hiring Washington lobbyists, and forbidding lobbyists from moving in and out of government jobs.



**WORKING FAMILIES:** Women are now over half the work force and two thirds are the main or principal breadwinner for their families. Their families are dealing with impossible costs for health care and prescriptions, childcare and housing. And they need a president who respects their hard work and supports universal childcare, paid sick days and equal pay for equal work.



**RIGGED:** We must fight for an America that works for everyone, not just the wealthy and well-connected. The Middle Class is hurting because corporations use their money to rig our politics. That is corruption, so we must break up corporate monopolies and end special-interest lobbying and tax ultra-millionaires to support investments to create American jobs and, help families with universal childcare and healthcare.



**BIDEN-MIDDLE CLASS:** Joe Biden says he is running because we are in a battle for the soul of America. The middle class is hurting today and powerful forces are trying to tear America apart instead of lifting it up. Across the country, too many families are being left behind. The next president needs to rebuild the middle class, and this time make sure everybody comes along - regardless of race, gender, religion, sexual orientation, or disability.



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# Biden messages badly lag with base women

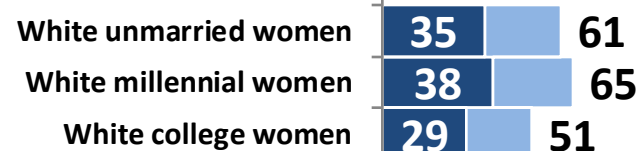
## BASE WOMEN

■ Much more positive

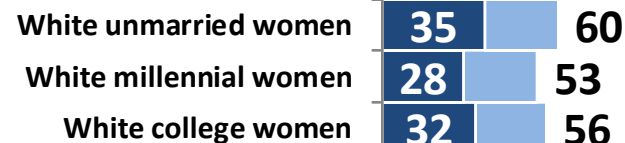
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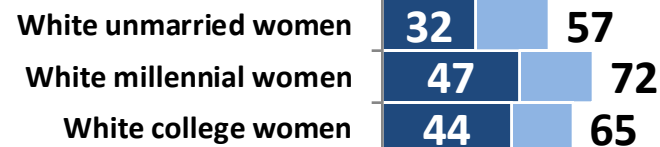
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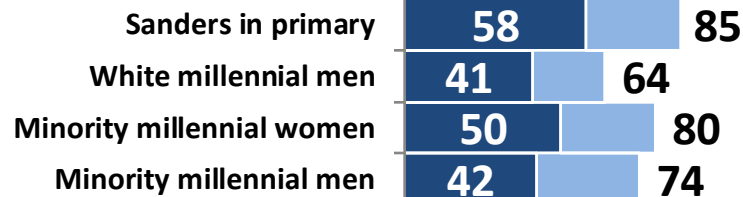


# Biden messages do not register with consolidation targets

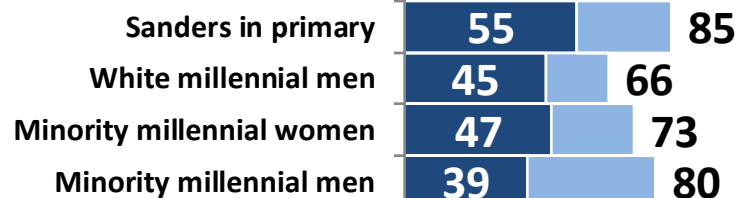
## CONSOLIDATION GROUPS

■ Much more positive

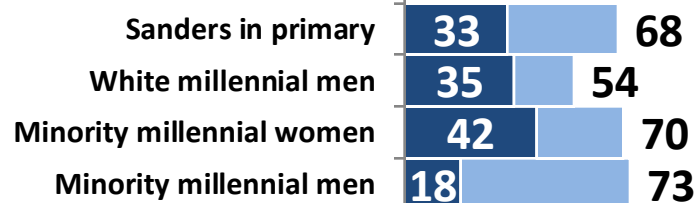
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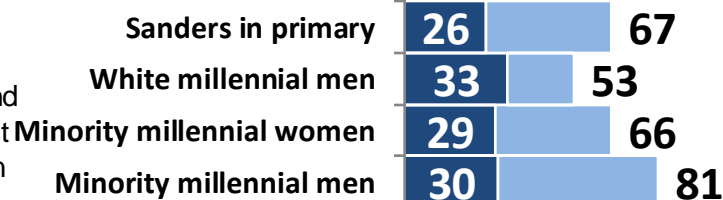
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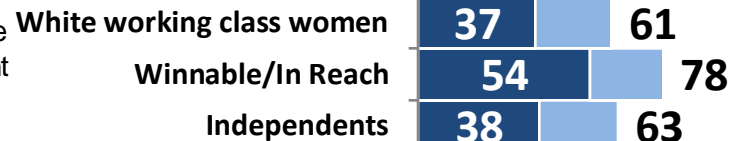


# Biden messages do not compete with persuasion targets

## PERSUASION TARGETS

■ Much more positive

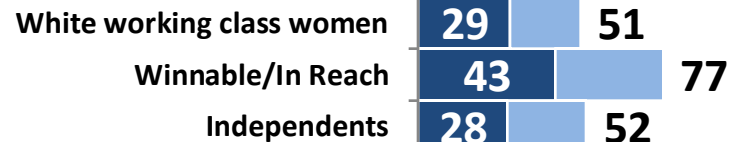
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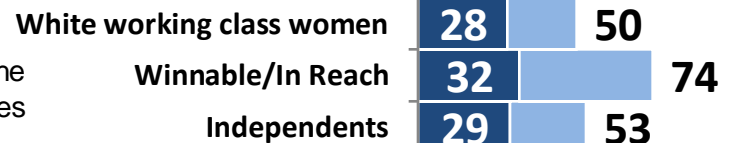
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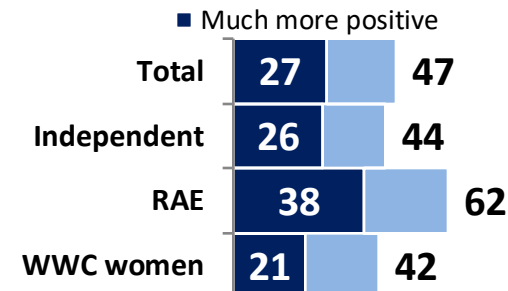
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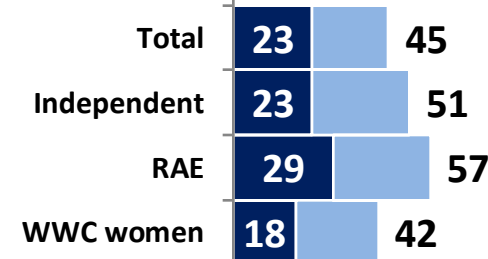
# Sanders messages are weaker than all others tested

Here are some statements from a Democratic candidate on how to change the direction of our country. For each statement, please tell me how much more positive you feel about the candidate after reading that?

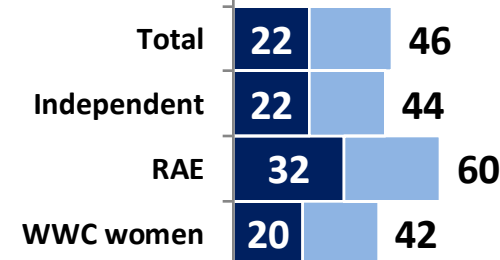
**MINIMUM WAGE:** Bernie Sanders is at the forefront of the fight for a living wage. When he first introduced legislation four years ago to increase the federal minimum wage to \$15 an hour it was considered an impossible dream even by other Democrats, but today, seven states and over 40 cities have passed \$15 minimum wage laws. Sanders continues to lead on groundbreaking progressive ideas, including canceling student loan debt and free college tuition.



**ECONOMIC JUSTICE:** Bernie Sanders says a small group of families has taken a massive amount of the wealth American workers have produced. That is worse than other leading economies, and its wrong. We can end this with an extreme wealth tax to raise an estimated \$4.35 trillion over the next decade and cut the wealth of billionaires in half over 15 years, which would substantially break up the concentration of wealth and power.



**REVOLUTION:** Bernie Sanders says he is the only candidate who supports a revolution. At a time when we have three people in this country owning more wealth than the bottom half of America, while 500,000 people are sleeping out on the streets today, it is time for real change and the movement we build together can achieve economic, racial, social and environmental justice for all.



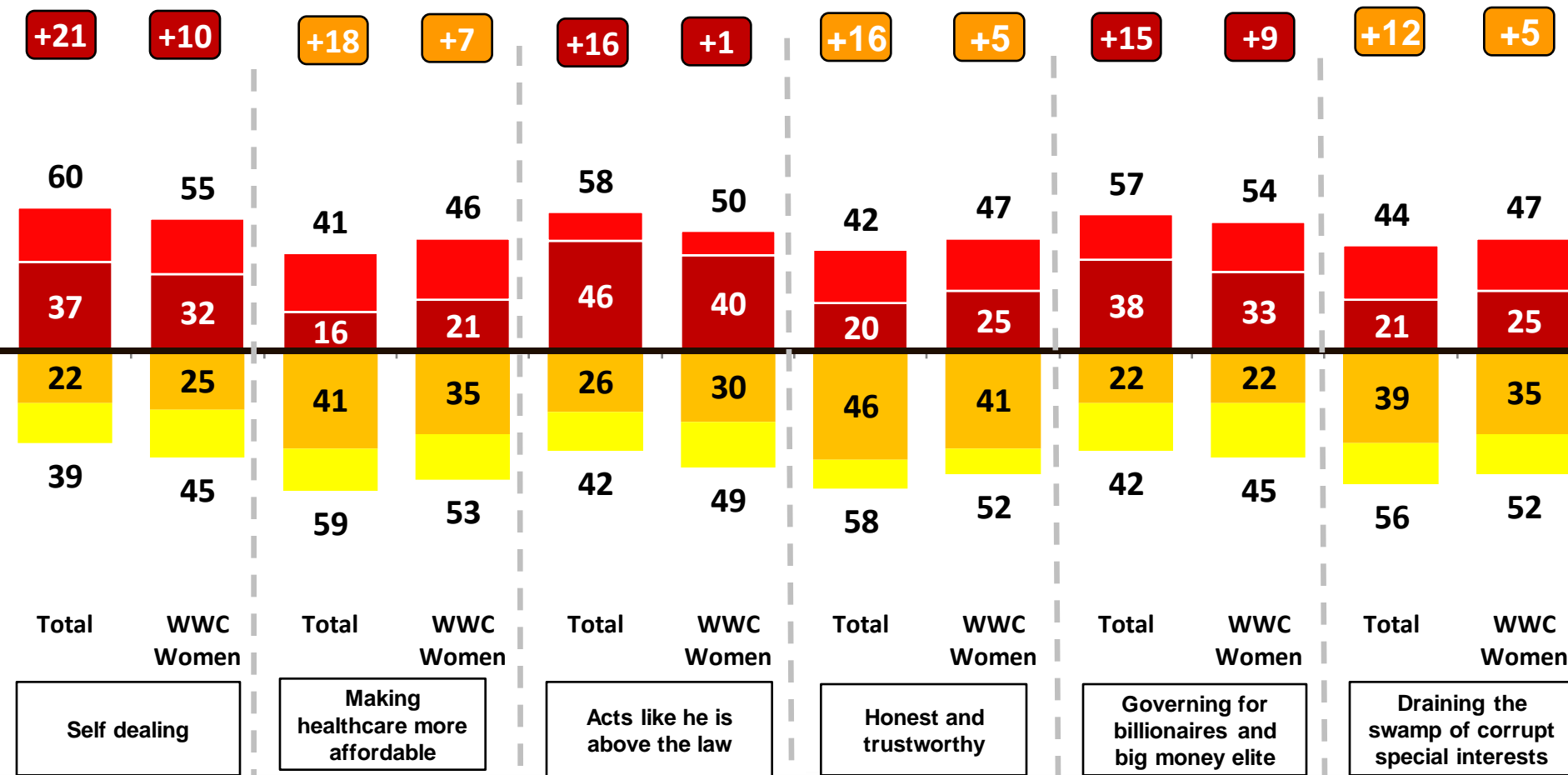


# Remember: near 60% believe Trump is self-dealing, untrustworthy, governing for billionaires, and failing on health care

## TRUMP ATTRIBUTES

Not well at all

Describes very well



# CONTACT US



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