



CVI tracking pandemic in battleground

Wave 1

March 31 to April 5, 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)

Methodology

BATTLEGROUND WEB POLL, WEIGHTED TO PHONE POLL

APRIL BATTLEGROUND WEB POLL: This large-scale web survey of 2,000 registered voters in this 16-state battleground was conducted online March 31-April 5, 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.

WEIGHTING TO PHONE POLLS: The web poll was weighted to a recent phone poll of 1,000 registered voters in the battleground that was conducted March 9-16, 2020 from a voter-file sample. 67% of respondents were reached on cell phones. 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 survey, which we know are often biased to be culturally liberal and more educated.



Key Findings:

- Americans at great cost have embraced social distancing as the best way to fight the pandemic, but that has come with a high emotional and psychic cost that is changing our politics – starting with people being able to vote in safety.
- Three quarters believe people should be able to vote by absentee with no explanation and two-thirds, every voter being mailed an absentee ballot and even everyone voting by mail in a state. A majority of Republicans support these.
- The costs of the pandemic and fight back is exacerbating our partisan, racial, class, generational, family type and religious differences.
- This fight has deepened doubts about President Trump who voters think is losing the war against the coronavirus. That has also weakened Trump in the Electoral College battleground, even though voters do not yet fully trust Joe Biden and the Democrats to lead America out of the crisis.
- America broadly supported the \$2 trillion rescue plan, but many don't know who crafted it. Now, over 70 percent want to do much more, starting with paid family leave, infrastructure, expanded Medicaid, child tax credit and food stamps.



Pandemic impact shaped by party, race, generation & family



The public supports restrictions & social separation and practicing it

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

The restrictive measures taken by the government in reaction to the coronavirus were necessary.

The governors who called on people to stay home and separate did the right thing.

The restrictive measure taken by the government in reaction to the coronavirus often went too far.

The governors who have called for people to stay home and separate overreacted.

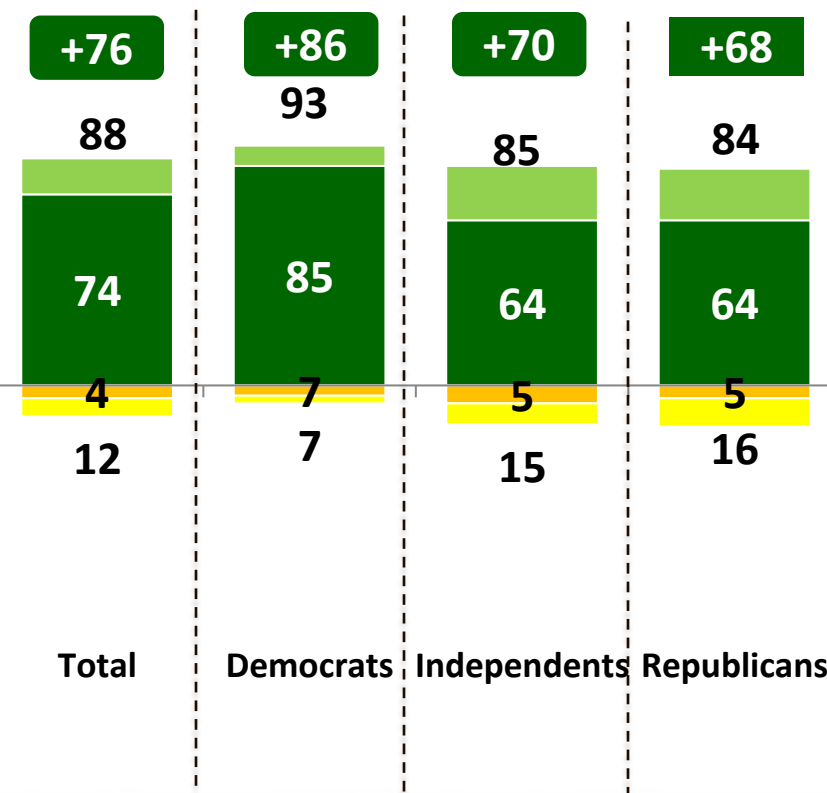
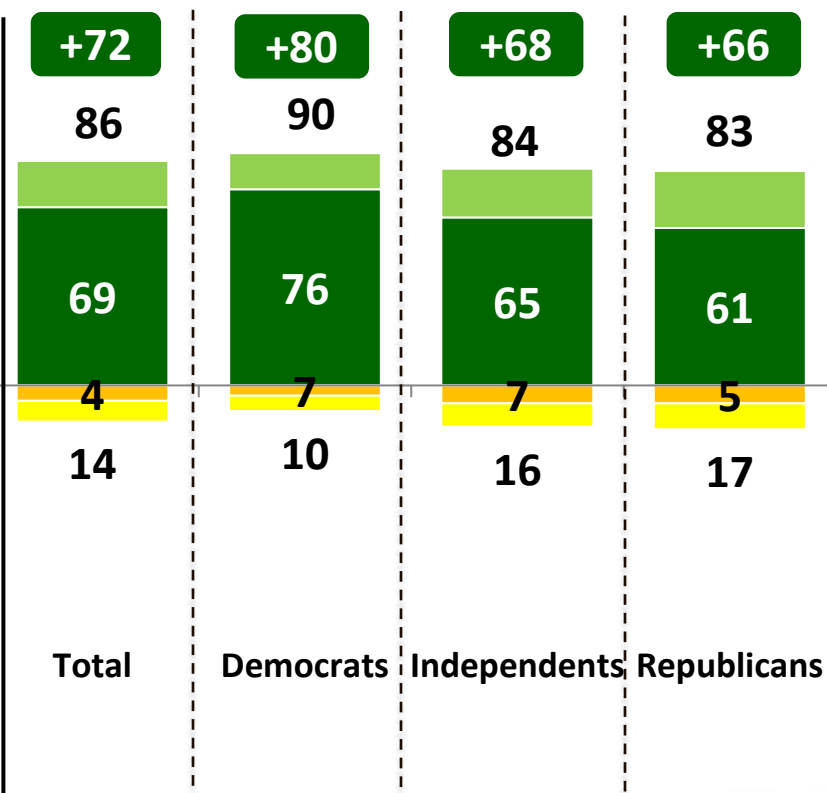
■ Much More

■ Somewhat More

■ Much More

■ Somewhat More

89



% who are social distancing

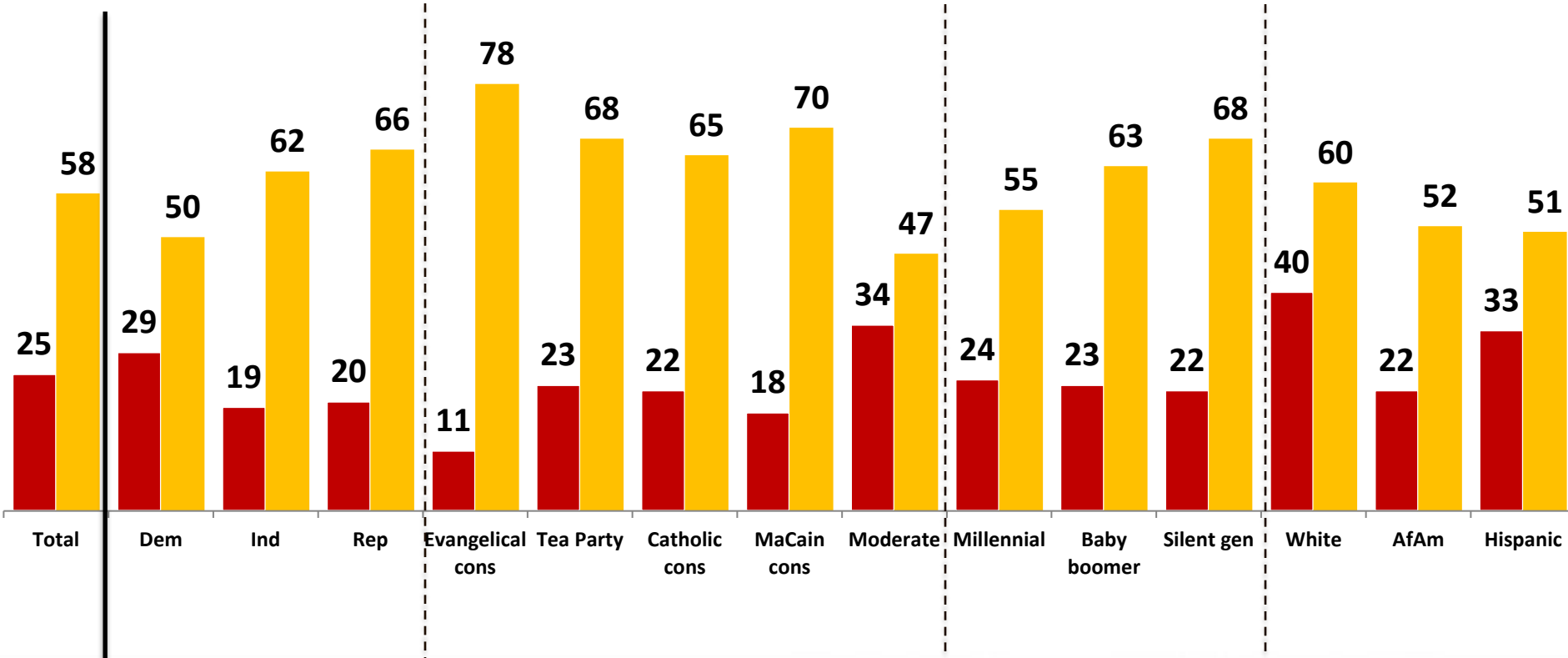
About a quarter fearful of getting seriously ill, but partisanship destroys any relationship to real risk

How fearful are you that you will catch COVID-19 and get seriously ill? Please rate your concern from 1 to 10.

FEAR OF GETTING SICK (1-10 SCALE)

■ 8 to 10 - most worried

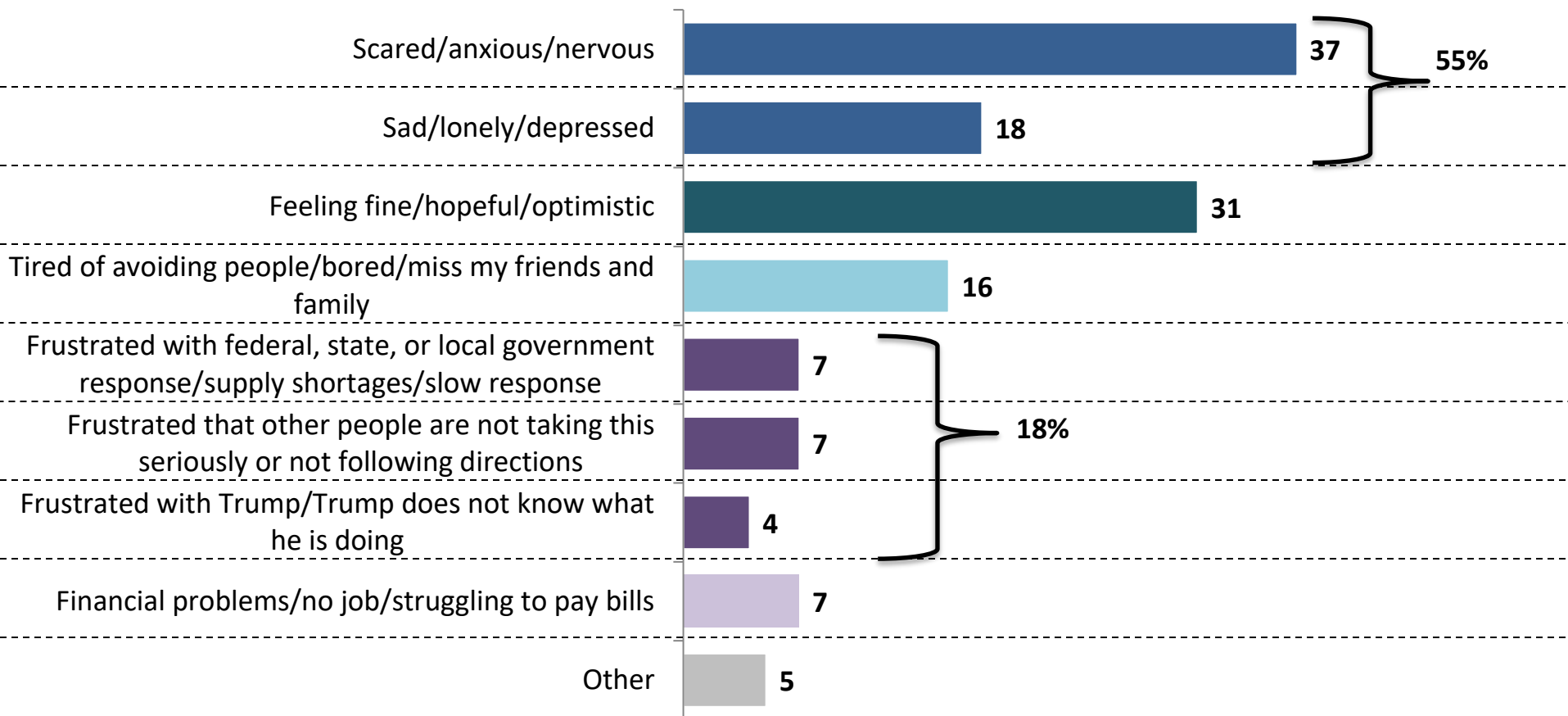
■ 1 to 5 - less worried



It is social distancing producing serious, enduring effects

(IF ISOLATING) Please describe what you are feeling these days. Whatever you want to share.

OPEN END – EMOTIONS IN ISOLATION



OPEN END – EMOTIONS IN ISOLATION

WORD CLOUD

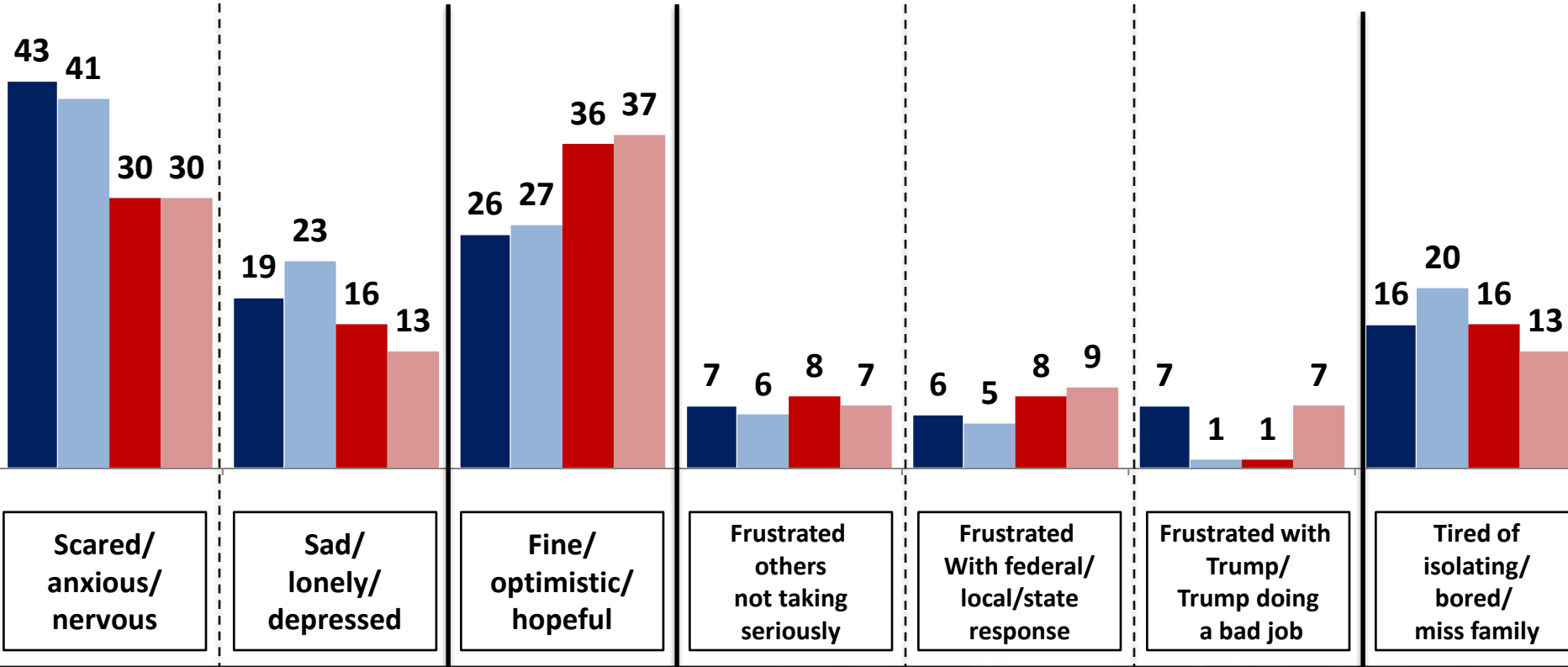


Social distancing enduring effects shaped by party and generation, but anxiousness and loneliness most marked for all

(IF ISOLATING) Please describe what you are feeling these days. Whatever you want to share.

OPEN END – EMOTIONS IN ISOLATION

■ Democrat ■ Millennials ■ Republican ■ Seniors



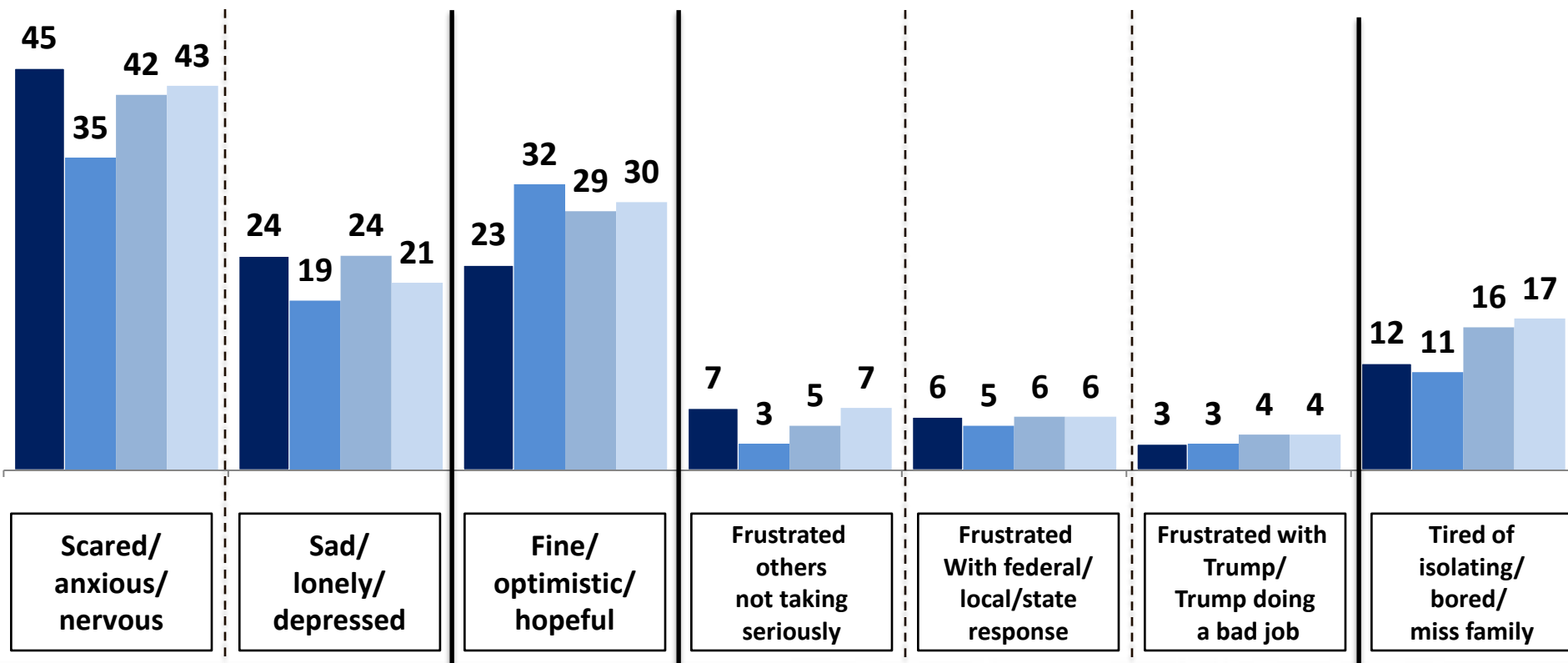
Deep reaction across the Democratic base

(IF ISOLATING) Please describe what you are feeling these days. Whatever you want to share.

OPEN END – EMOTIONS IN ISOLATION

RAE+ GROUPS

■ Hispanic ■ African American ■ Unmarried women ■ White working class women

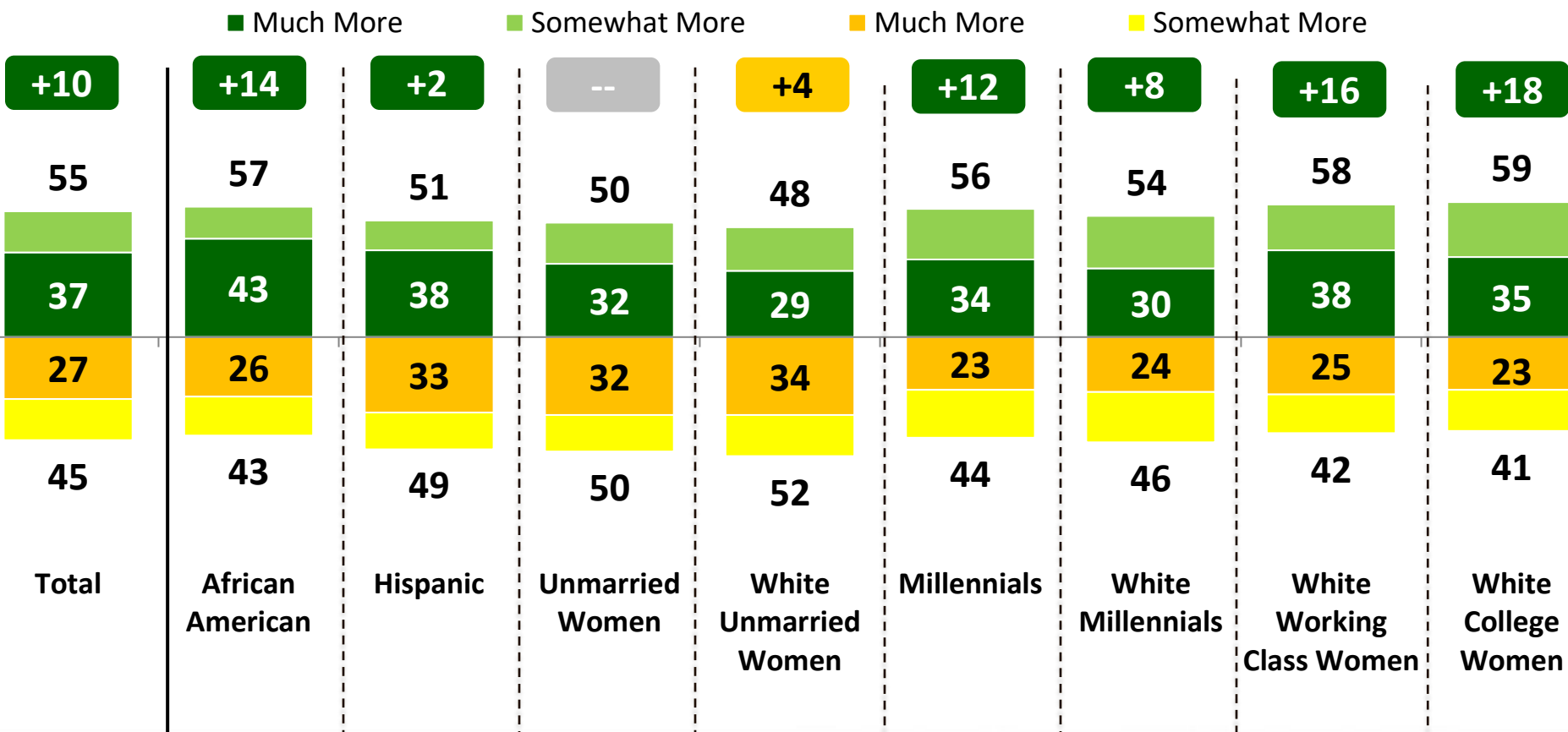


45 percent do not have help from family & majority of unmarried women

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

My family is helping me deal with possible health issues.

I am pretty much on my own dealing with these possible health issues.

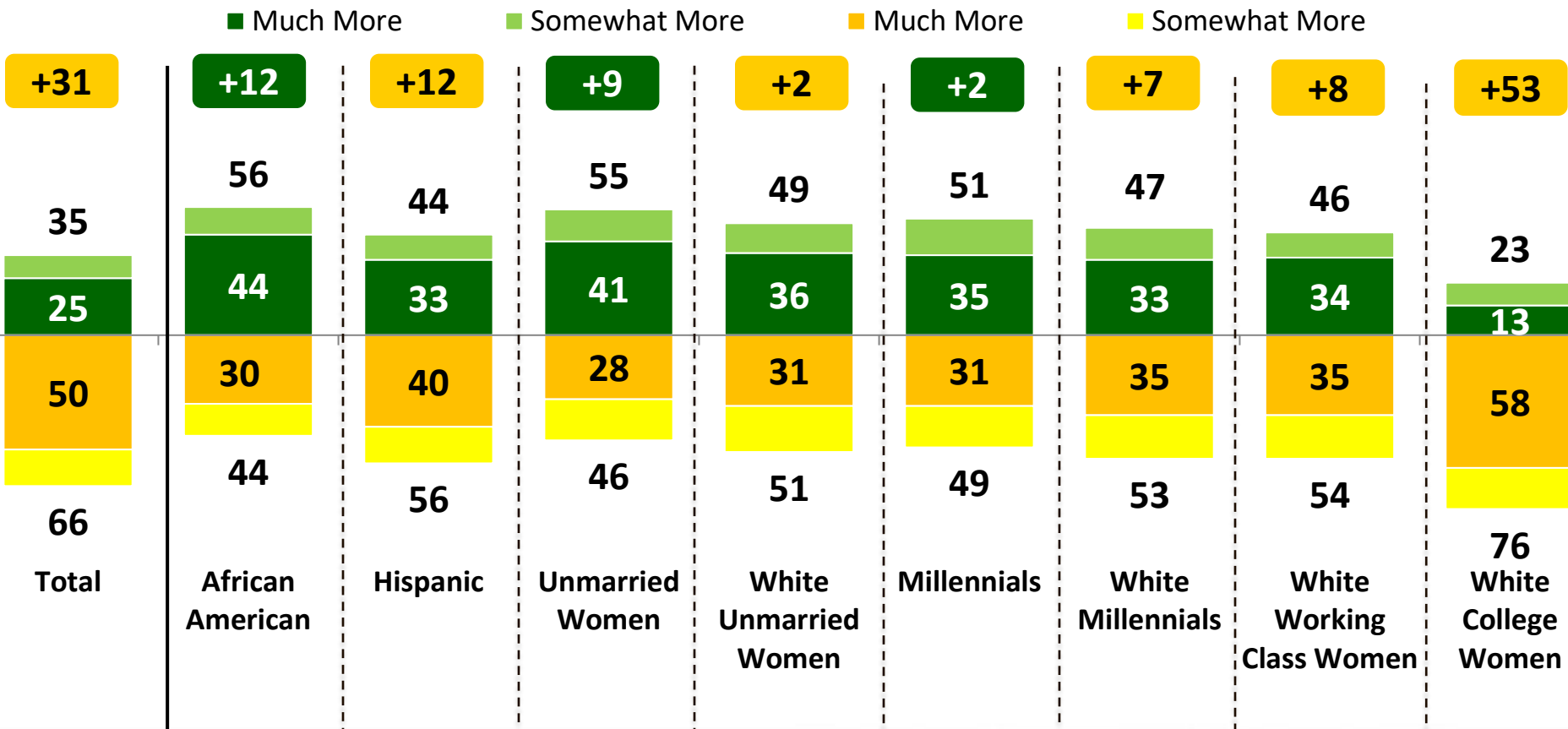


\$500 expense a problem across RAE and white working class women

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

I would not be able to handle a sudden unexpected \$500 expense.

I would be able to handle a sudden unexpected \$500 expense.

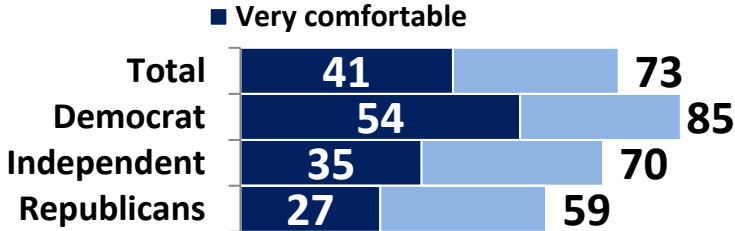


Public answer: vote in safety

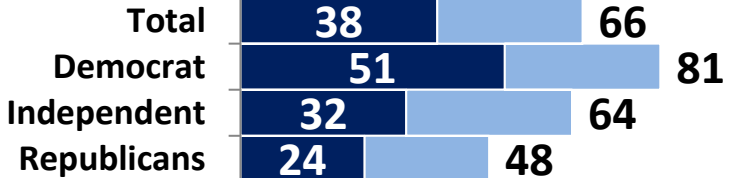
Two thirds of country want all voters to be able to vote by mail

Here are some ways people will be voting this year. For each one, please tell me whether you feel very comfortable, somewhat, not comfortable or not at all comfortable with each.

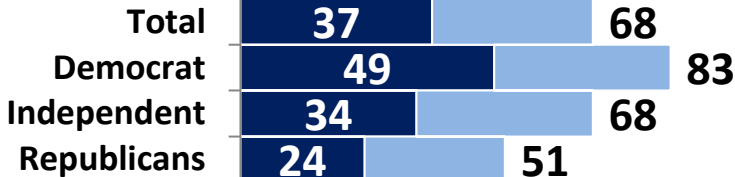
Everybody in your state being able to vote by absentee ballot, whether sick or absent or not.



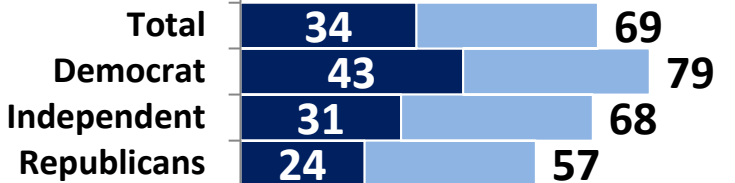
Everybody in your state automatically being mailed an absentee ballot.



Everybody in your state voting with a mail ballot.



Everybody being able to put their ballots in state designated drop boxes.

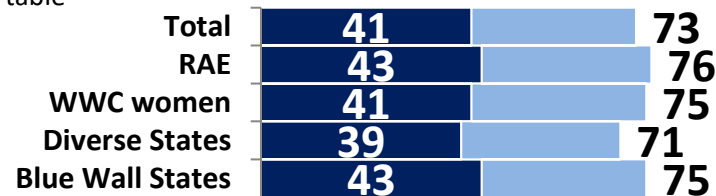


Broad support among RAE+ in battleground for methods that make voting easier in the pandemic

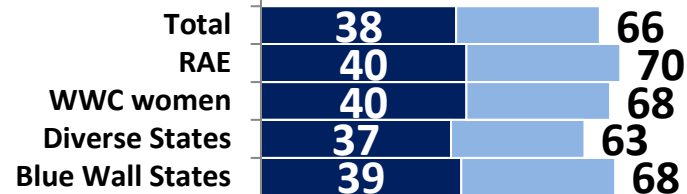
Here are some ways people will be voting this year. For each one, please tell me whether you feel very comfortable, somewhat, not comfortable or not at all comfortable with each.

■ Very comfortable

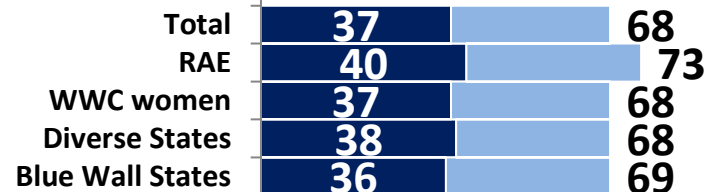
Everybody in your state being able to vote by absentee ballot, whether sick or absent or not.



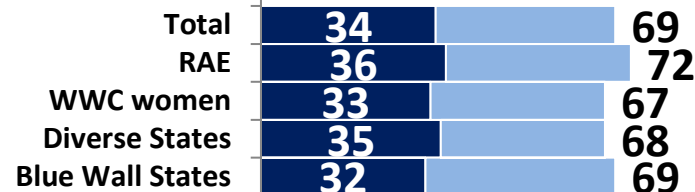
Everybody in your state automatically being mailed an absentee ballot.



Everybody in your state voting with a mail ballot.



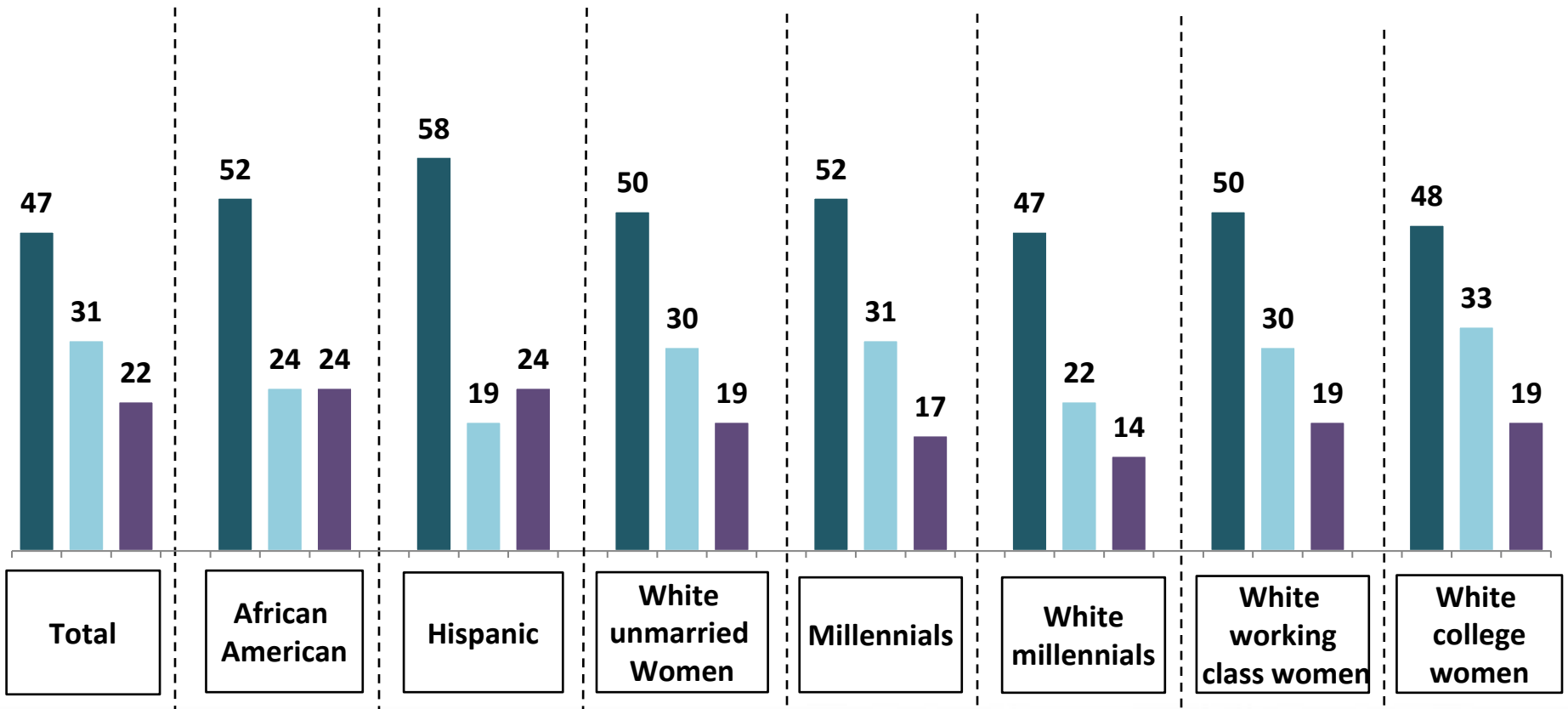
Everybody being able to put their ballots in state designated drop boxes.



2020 - preferred voting methods among the RAE+

Thinking about how you intend to vote in this election, do you think you will vote early at an official voting place, at home with a mail in ballot, or at the polling place on Election Day?

■ At home with a mail-in ballot ■ At a polling place on election day ■ Early at an official voting place

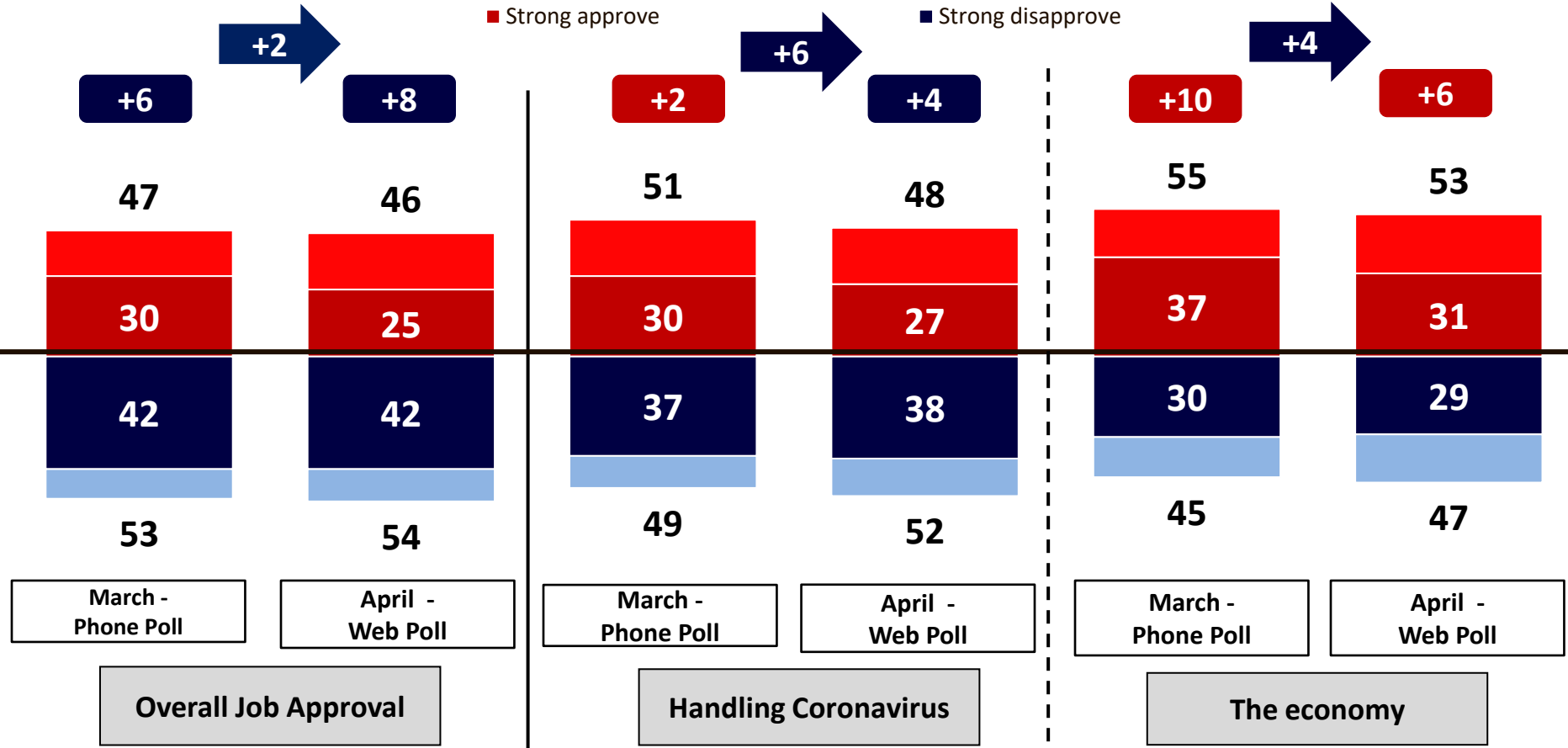


President Trump is losing the war

Trump approval edges down overall and on handling crisis in battleground

Do you approve or disapprove of the way Donald Trump is handling his job as President?

TRUMP APPROVAL IN PANDEMIC

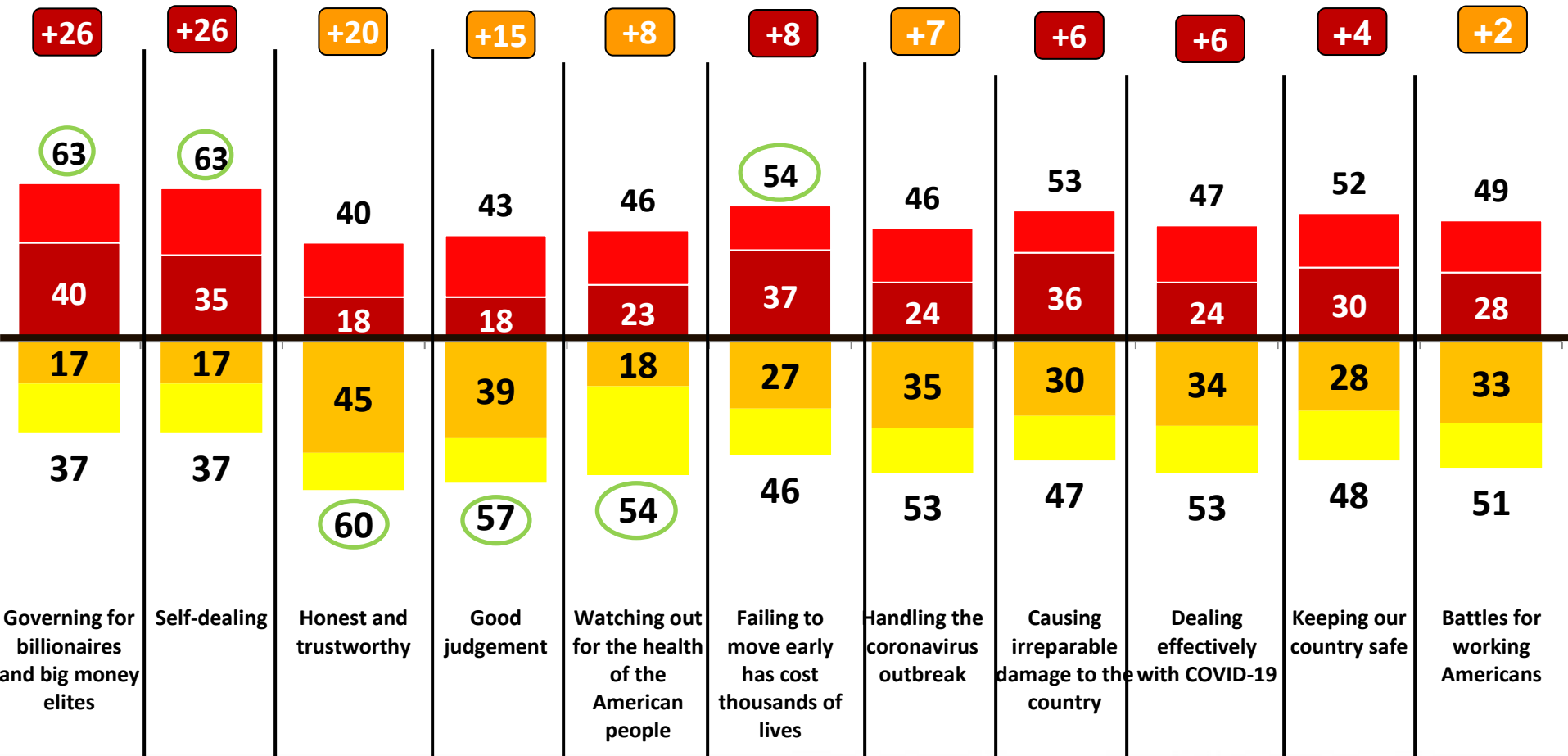


Huge majority deepening negative judgements about Donald Trump

ALL TRUMP ATTRIBUTES

■ Not at all

■ Very Well



Governing for
billionaires
and big money
elites

Self-dealing

Honest and
trustworthy

Good
judgement

Watching out
for the health
of the
American
people

Failing to
move early
has cost
thousands of
lives

Handling the
coronavirus
outbreak

Causing
irreparable
damage to the
country

Dealing
effectively
with COVID-19

Keeping our
country safe

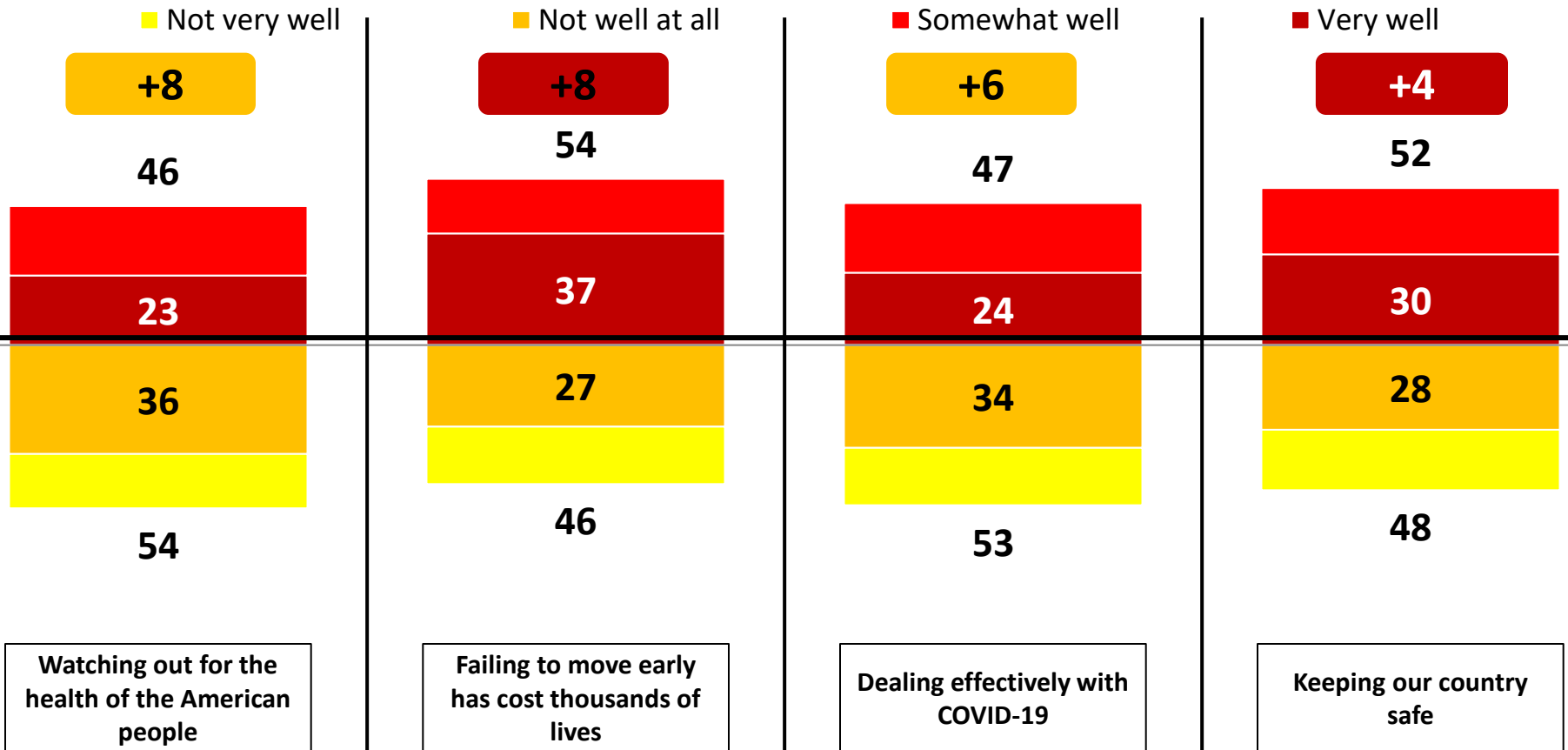
Battles for
working
Americans



Trump handling puts voters on edge of dangerous judgements

Here are some words and phrases which people use to describe leaders in our country. For each word or phrase, please indicate whether it describes Donald Trump very well, well, not too well, or not well at all.

TRUMP ATTRIBUTES IN PANDEMIC



Trump losing the war – even on his own terms.

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

President Trump is winning the war against the coronavirus.

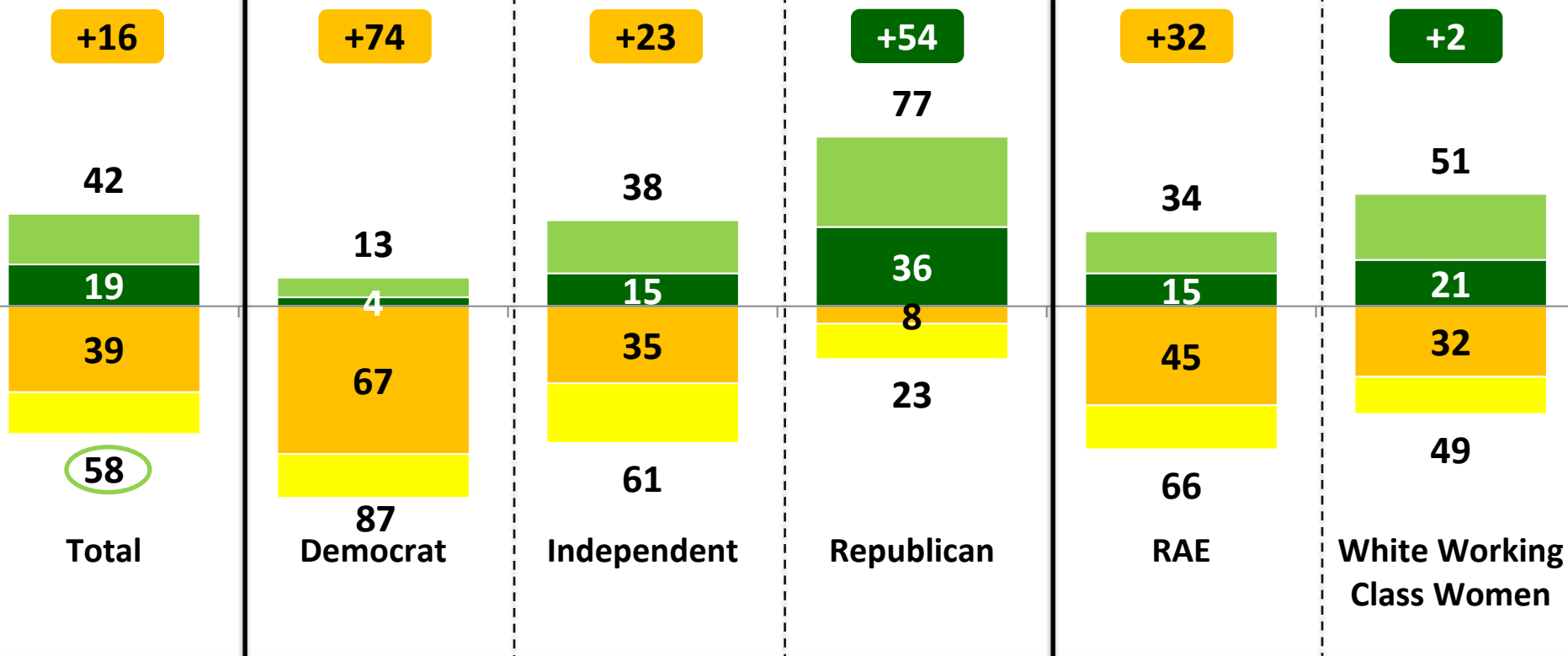
President Trump is not winning the war against the pandemic.

■ Much More

■ Somewhat More

■ Much More

■ Somewhat More



The government rescue: what's next

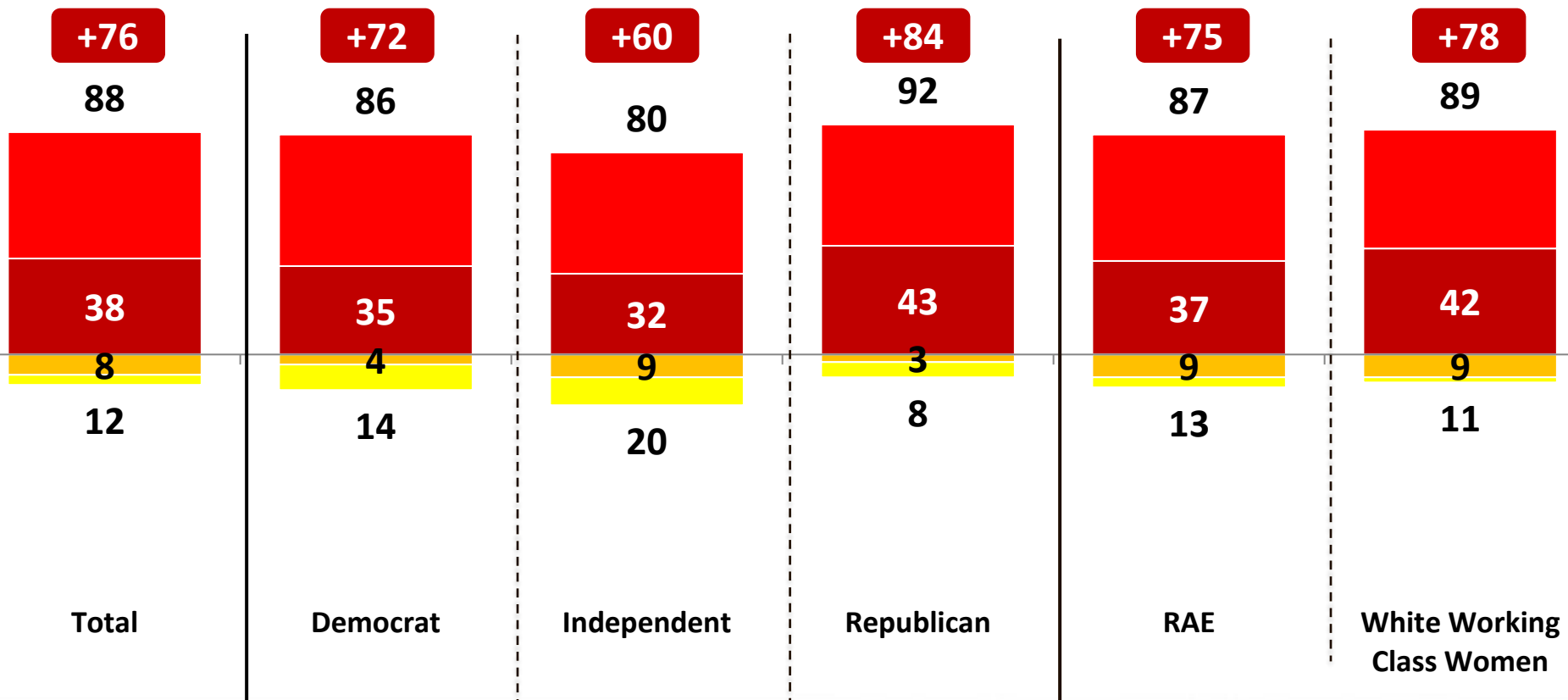


Big support for the \$2 trillion rescue plan, though “strong” support not so high

The U.S. Congress and President Trump have passed a two trillion dollar rescue plan that greatly increases unemployment insurance, provides some families an immediate cash payment, provides help for small business and provides loans to major industries threatened with bankruptcy if they maintain employment and accept public oversight. From what you know, do you approve or disapprove of the rescue plan?

RESCUE PLAN APPROVAL

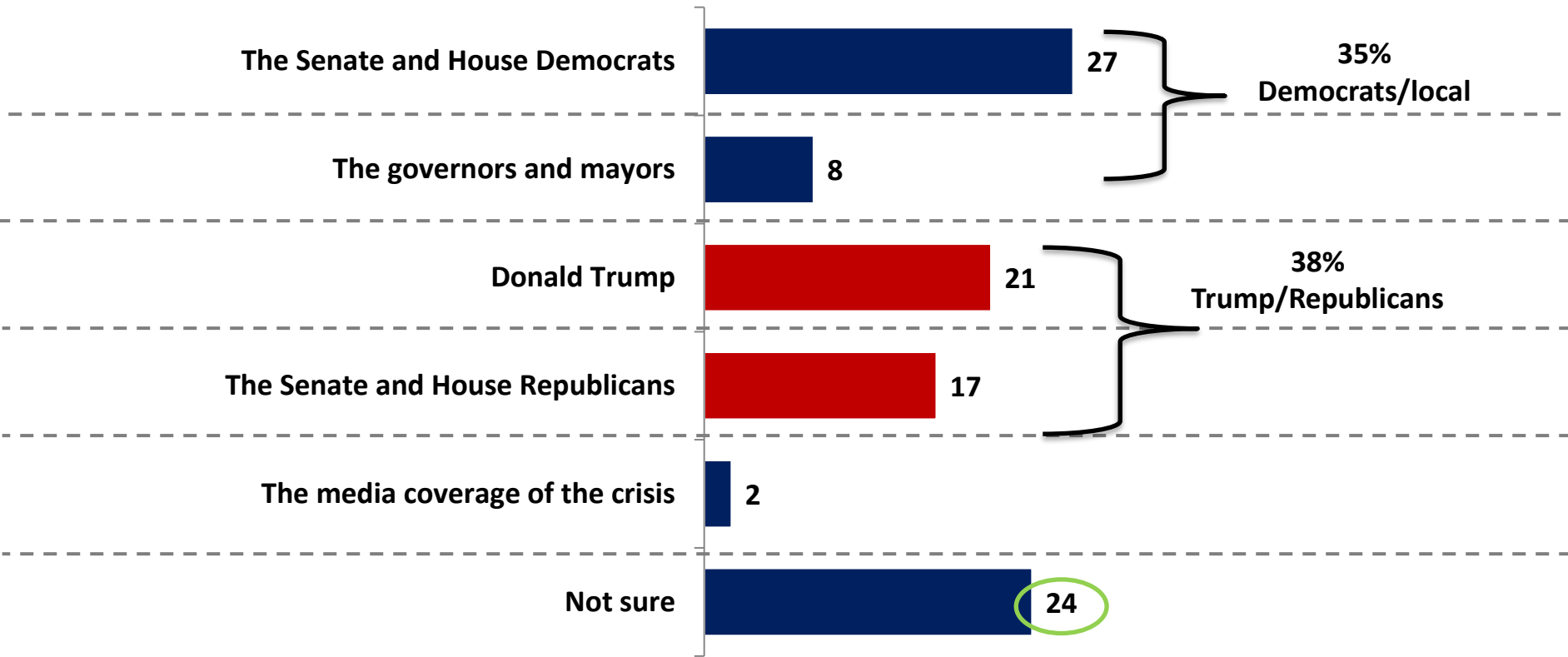
■ Strong approve ■ Somewhat approve ■ Strong disapprove ■ Somewhat disapprove



Public divides credit for the good things, but 1/4 not sure

(IF APPROVE) Who do think is mainly responsible for the good things in this rescue law?

RESPONSIBLE FOR GOOD THINGS IN RESCUE LAW

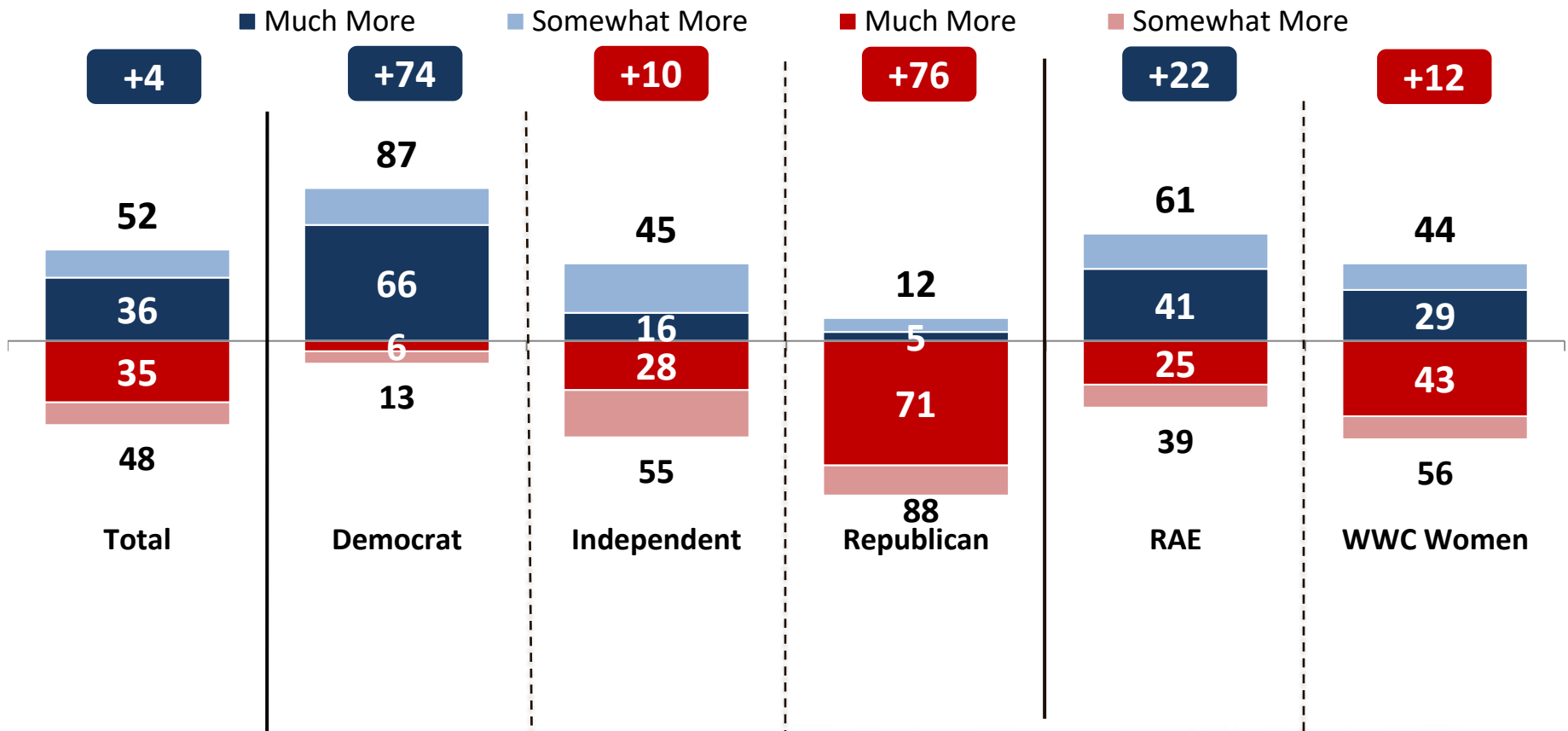


Democratic national leaders have only small edge on trust to deal with crisis

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

When it comes to the current health care and economic crisis, I trust more Joe Biden, Nancy Pelosi, and congressional Democrats to address it.

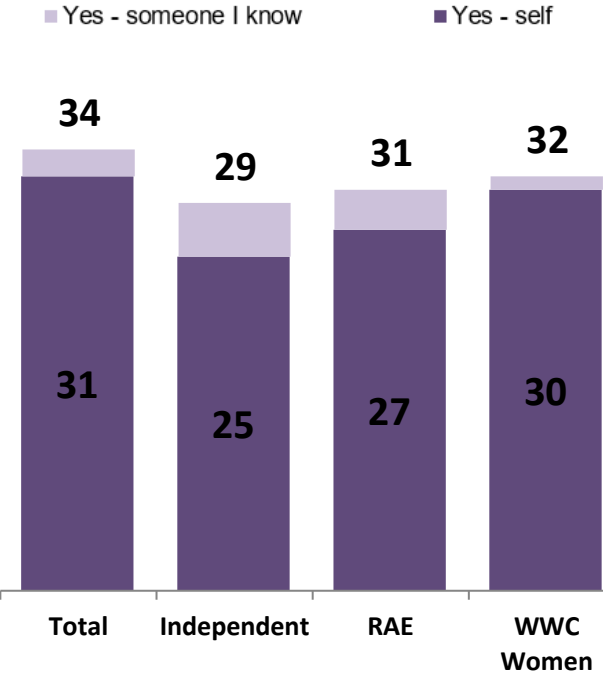
When it comes to the current health care and economic crisis, I trust more Donald Trump, Mitch McConnell, and congressional Republicans to address it.



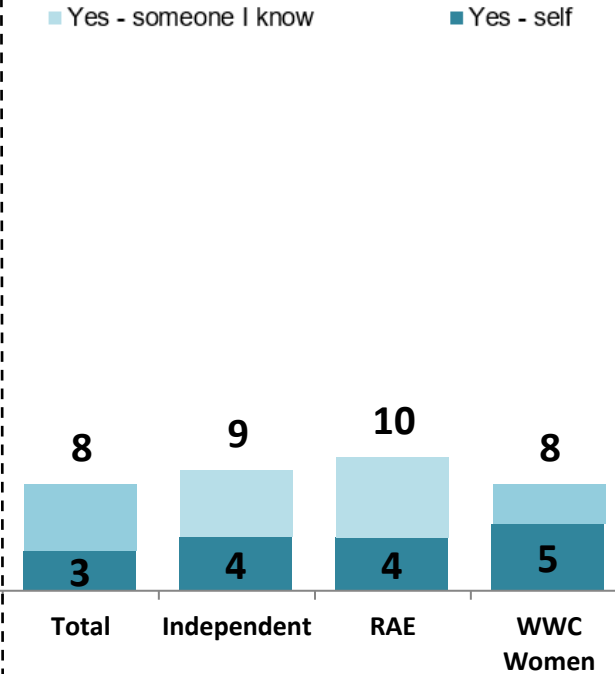
Some of government help getting through, but led by president's self-promotion

Have you or someone you know received any of the following?

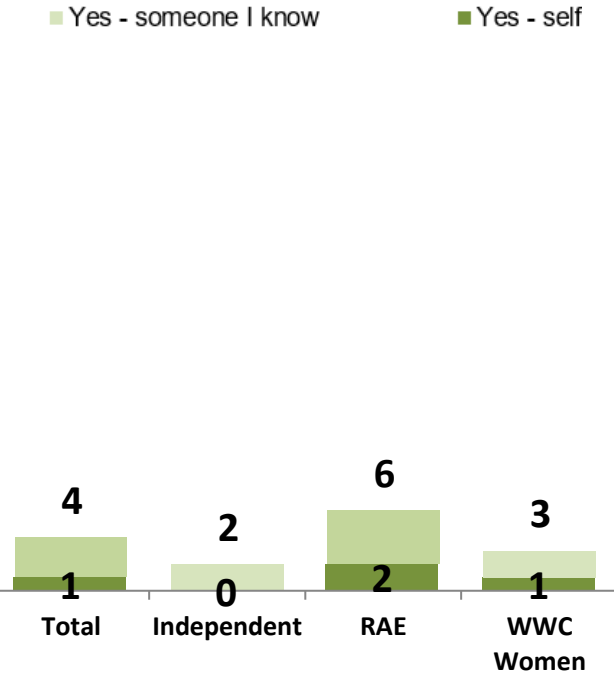
TYPES OF GOVERNMENT RESPONSE



A post card from the government that says "President Trump's Coronavirus Guidelines for America"



A new unemployment insurance payment.



A loan from the SBA, Small Business Administration.

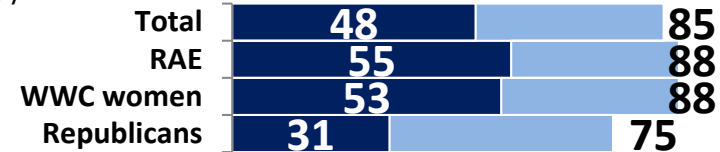


What next? Extraordinary support for paid leave, infrastructure, Medicaid for uninsured, child tax credit, and food stamps

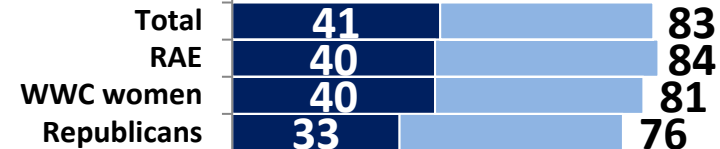
Congress has passed major new laws to deal with the pandemic and the economic crash and bring back small and big businesses. Please indicate whether you would favor or oppose each of the following proposals.

■ Favor strongly

Create a government funded program of up to 12 weeks of paid family leave for anyone who can't work because of the coronavirus.



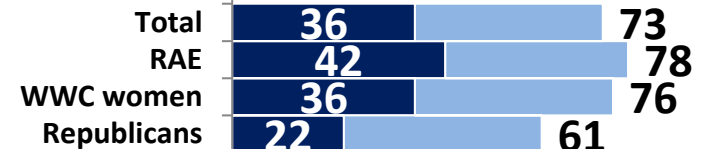
Invest \$100 billion to create 12 months of employment in local and state infrastructure and construction projects.



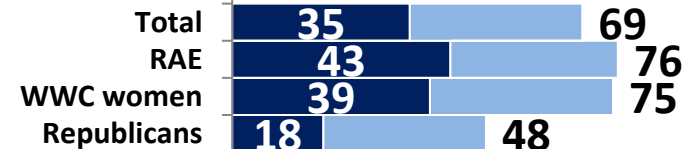
All without health insurance will be enrolled in Medicaid unto the end of 2020 with costs covered by the federal government.



The government increasing the amount of the child tax credit and more for families with young children. The family receives the payment whether or not they are working.



Increase the maximum benefit of food stamps by 15 percent to the end of the year.



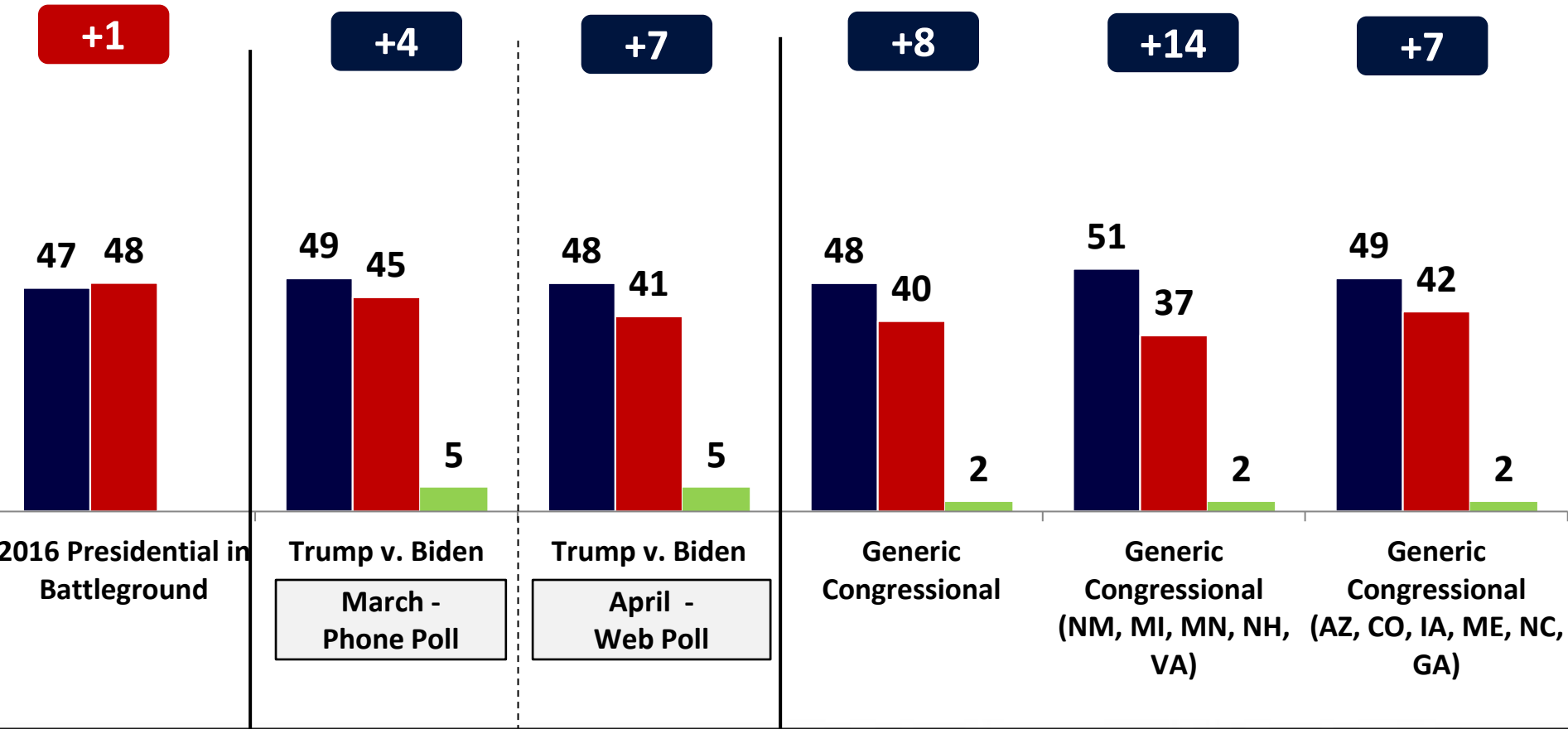
Impact on the presidential race

Democratic lead at presidential and congressional levels the same.

PRESIDENTIAL, HOUSE & SENATE BALLOTS

BATTLEGROUND

■ Democratic Candidate ■ Republican Donald Trump ■ 3rd Party

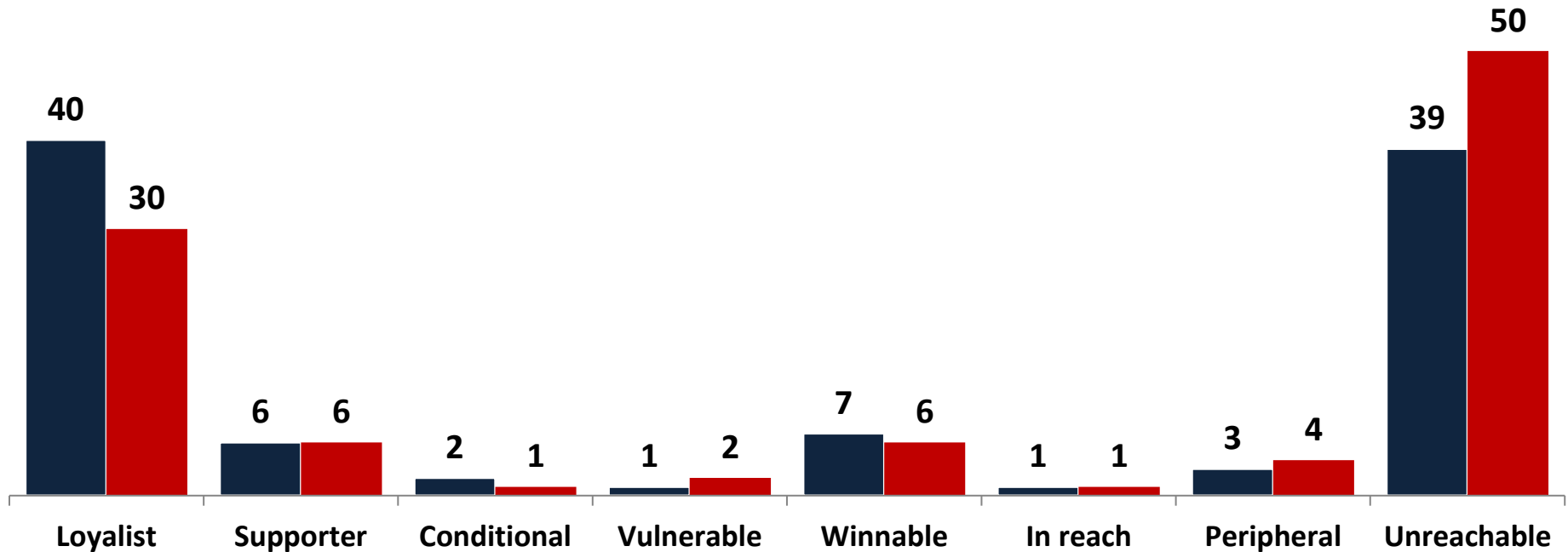


Biden has room to gain winnable votes, while majority say they will never vote for Trump

VOTER CHOICE SCALE: BIDEN V. TRUMP

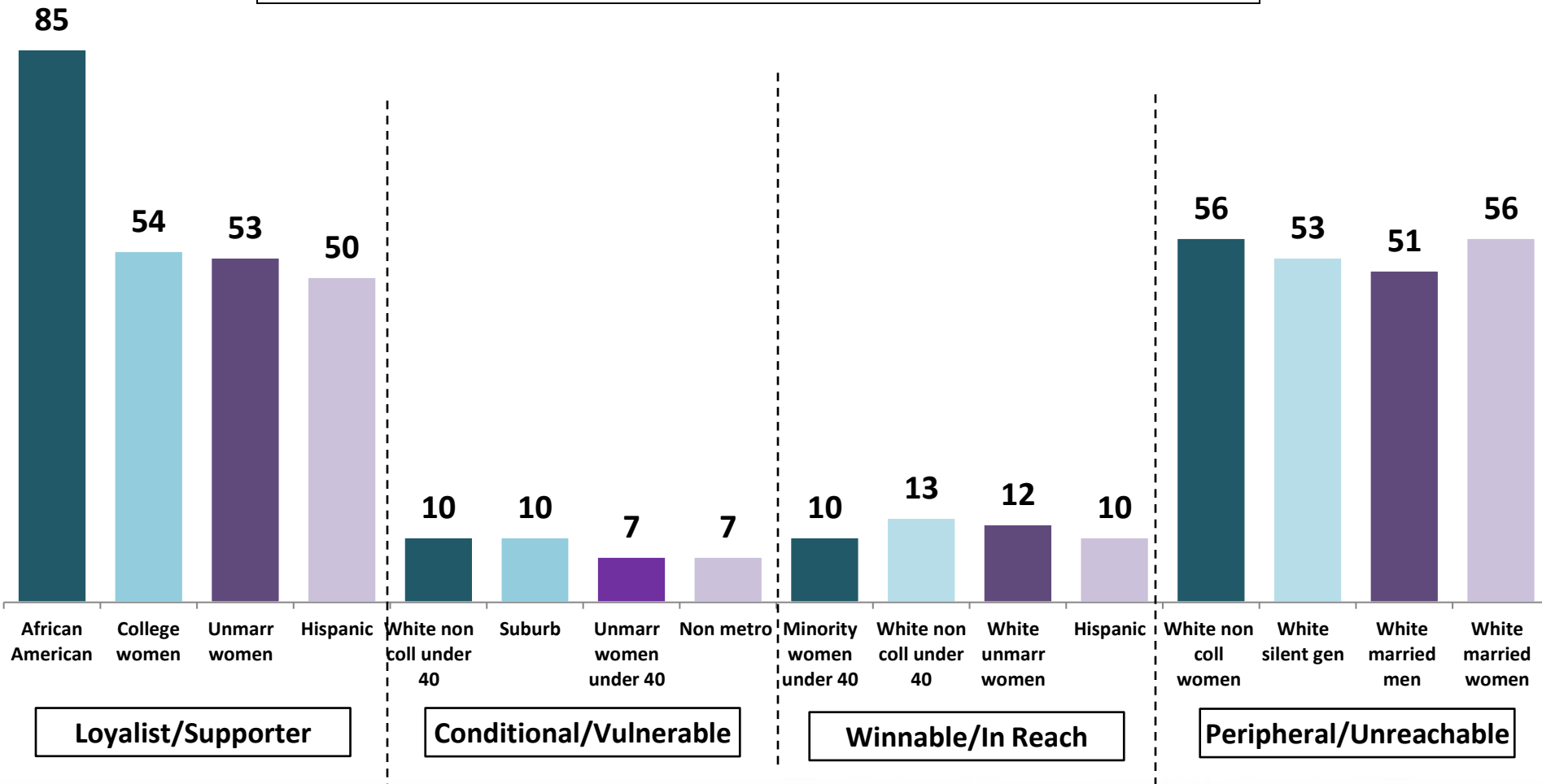
REGISTERED VOTERS IN BATTLEGROUND

■ Democrat Joe Biden ■ Republican Donald Trump



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

VOTER CHOICE SCALE: JOE BIDEN

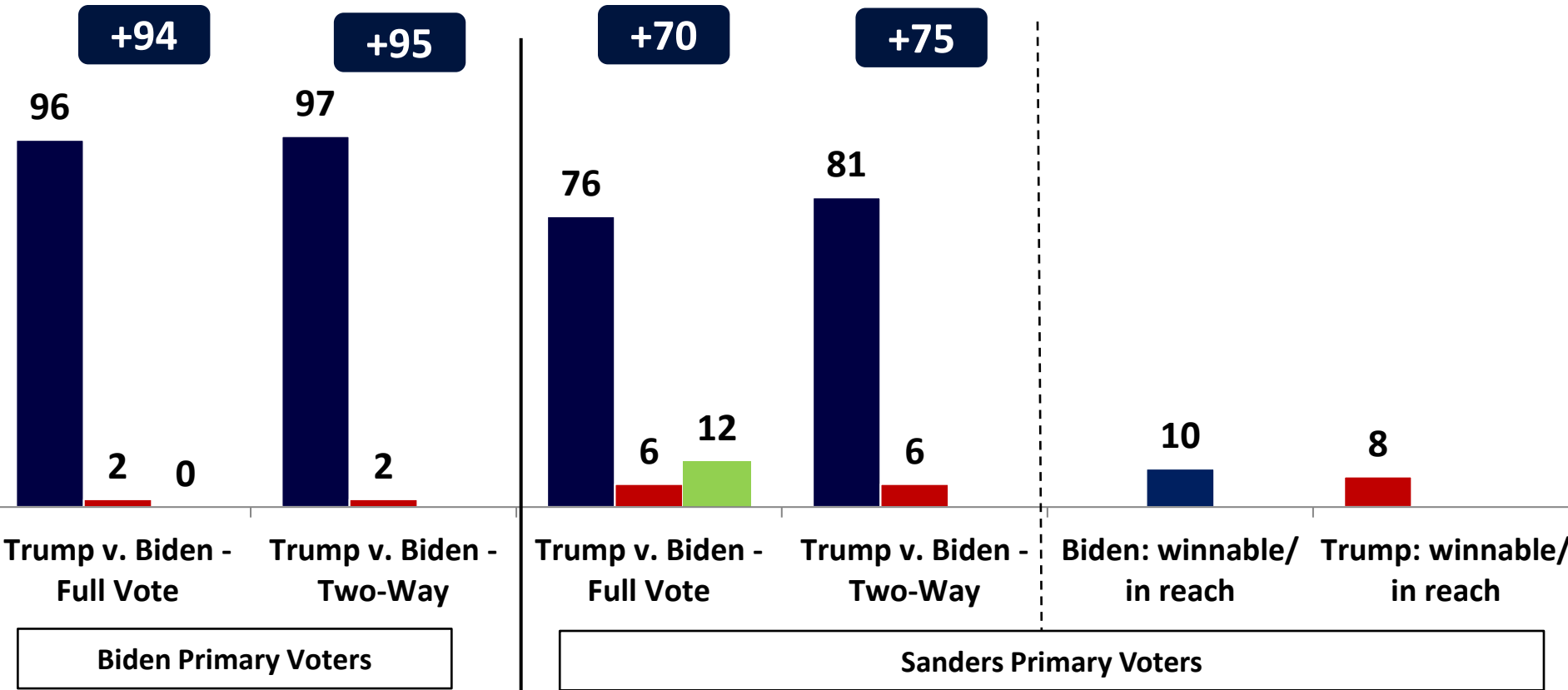


Biden voters consolidated in general, but Sanders voters dangerously not, particularly with a 3rd party candidate in the race

2020 PRESIDENTIAL BALLOT

Registered Voters in Battleground

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



Sanders voters rally to paid family leave and extending rescue proposals

Congress has passed major new laws to deal with the pandemic and the economic crash and bring back small and big businesses. Please indicate whether you would favor or oppose each of the following proposals.

Create a government funded program of up to 12 weeks of paid family leave for anyone who can't work because of the coronavirus.

■ Favor strongly

Sanders Supporters



Invest \$100 billion to create 12 months of employment in local and state infrastructure and construction projects.

Sanders Supporters



All without health insurance will be enrolled in Medicaid unto the end of 2020 with costs covered by the federal government.

Sanders Supporters



The government increasing the amount of the child tax credit and more for families with young children. The family receives the payment whether or not they are working.

Sanders Supporters



Increase the maximum benefit of food stamps by 15 percent to the end of the year.

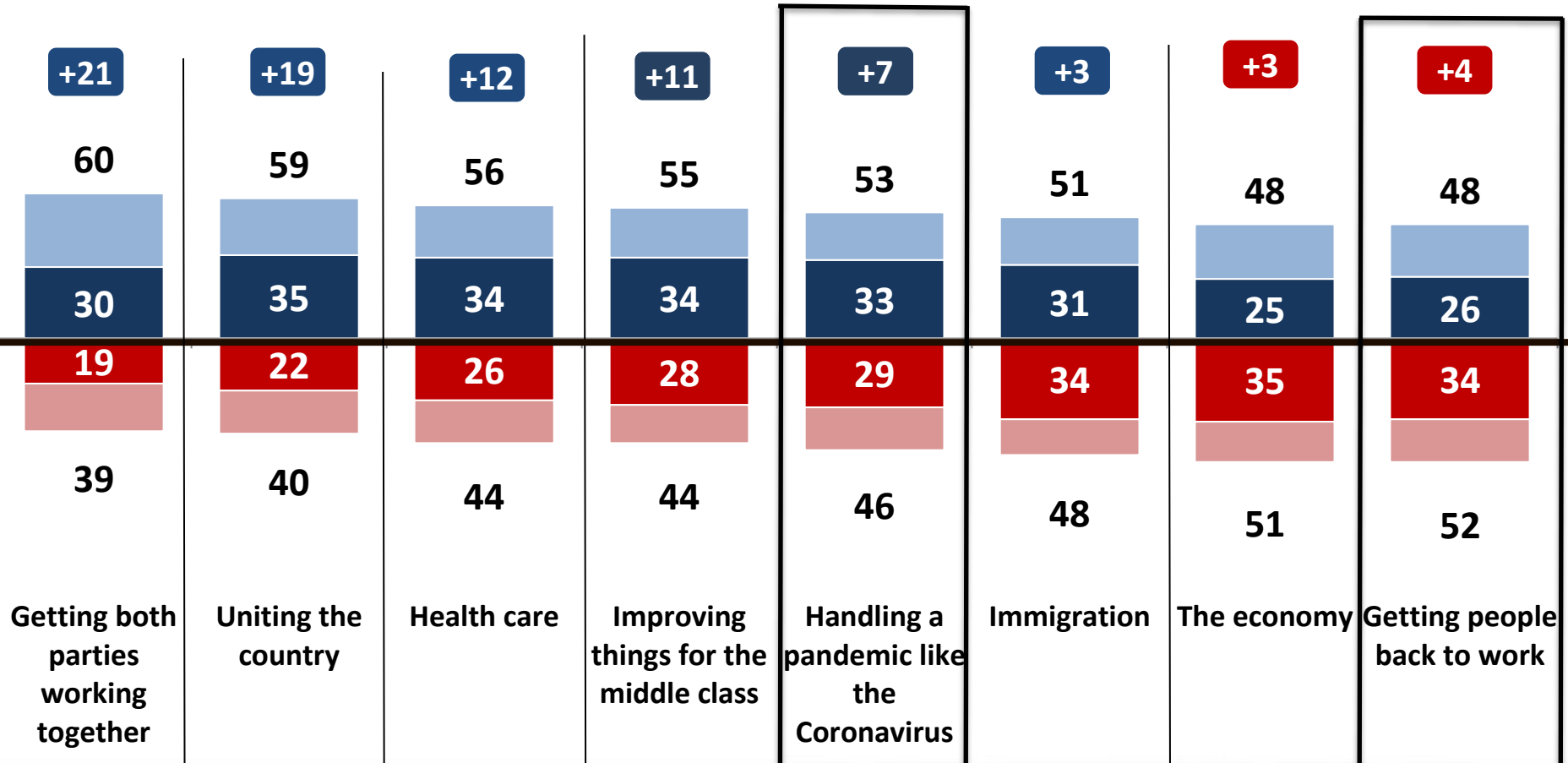
Sanders Supporters



Biden strongest getting parties together and health care; modest on pandemic, and none on getting people back to work

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



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