



GREENBERG RESEARCH

A Historic and Consequential Debate

Dial meter viewers' reactions to the first debate

June 27, 2024

CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE

Methodology

On behalf of and in partnership with Page Gardner o*PSG Consulting*, Democracy Corps on June 27, 2024, conducted online dial meter research during President Joe Biden and former President Donald Trump's live debate, among 374 registered voters nationally.

Key line groups include:

- Dual haters
- Third Party voters
- Black voters
- Hispanic voters
- White Unmarried Women
- White Millennial/Gen Z

To ensure each line was as representative as possible, these lines were individually recruited.

Surveys were administered before and after the live dial meter session.

Initial findings released earlier can be found [here](#).

Methodology

On behalf of *PSG Consulting, Democracy Corps* on June 27, 2024, conducted online dial meter research during President Joe Biden and former President Donald Trump's live debate.

What's unique?

- A controlled experiment where participants watch the debate and complete pre- and post-interviews
- Key targets whose response will play key roles in election outcome. Here, we included “dual haters” who unfavorable views of both Trump and Biden and “third party” voters.
- Open-ended responses to key items with AI generated open-ends.
- Introduction of attributes on racial priorities and whites become a minority
- Questions on current events like abortion, Donald Trump's New York felony conviction, and the Gaza-Israel conflict
- Questions on the issues worries around the candidates
- Questions on trust of government and trust in people

Key Findings - 1

- President Biden needed another stage of momentum to raise his approval and his vote nationally and in the battleground states. His approval went down 2 points and the deficit with Trump grew 8 points. And on who is better handling an issue, he lost 6 to 7 points of margin on inflation, strong, and makes me feel safe. In the past, the polls have almost always reflected the direction and patterns we identify here.
- Donald Trump didn't benefit on any measure, except the vote. And as one can see in the dial meter exchanges, Trump nearly always lost with the groups we monitored, especially the dual haters whose vote did not shift after the debate. Biden retained strong and virtually unchanged on abortion, affordable health care, and protecting women's rights.
- The dials were conducted with large samples of dual haters and third-party voters and the so-called base of Black voters, Hispanics, white unmarried women, and white Gen Z/millennials. These are all strongly leaning Democratic voters who give Biden 65% of their vote in two-way ballot. Yet only half have warm feelings for Biden or Harris.
- Responses of Black voters, Hispanics and white Gen Z/millennials show here why they seem to be underperforming for Biden in all the public polls. In multiple segments, Hispanics and white Gen Z/millennials lag behind other base groups. White unmarried women surprise on level of support for Biden and resistance to the idea of another Trump term.

Key Findings - 2

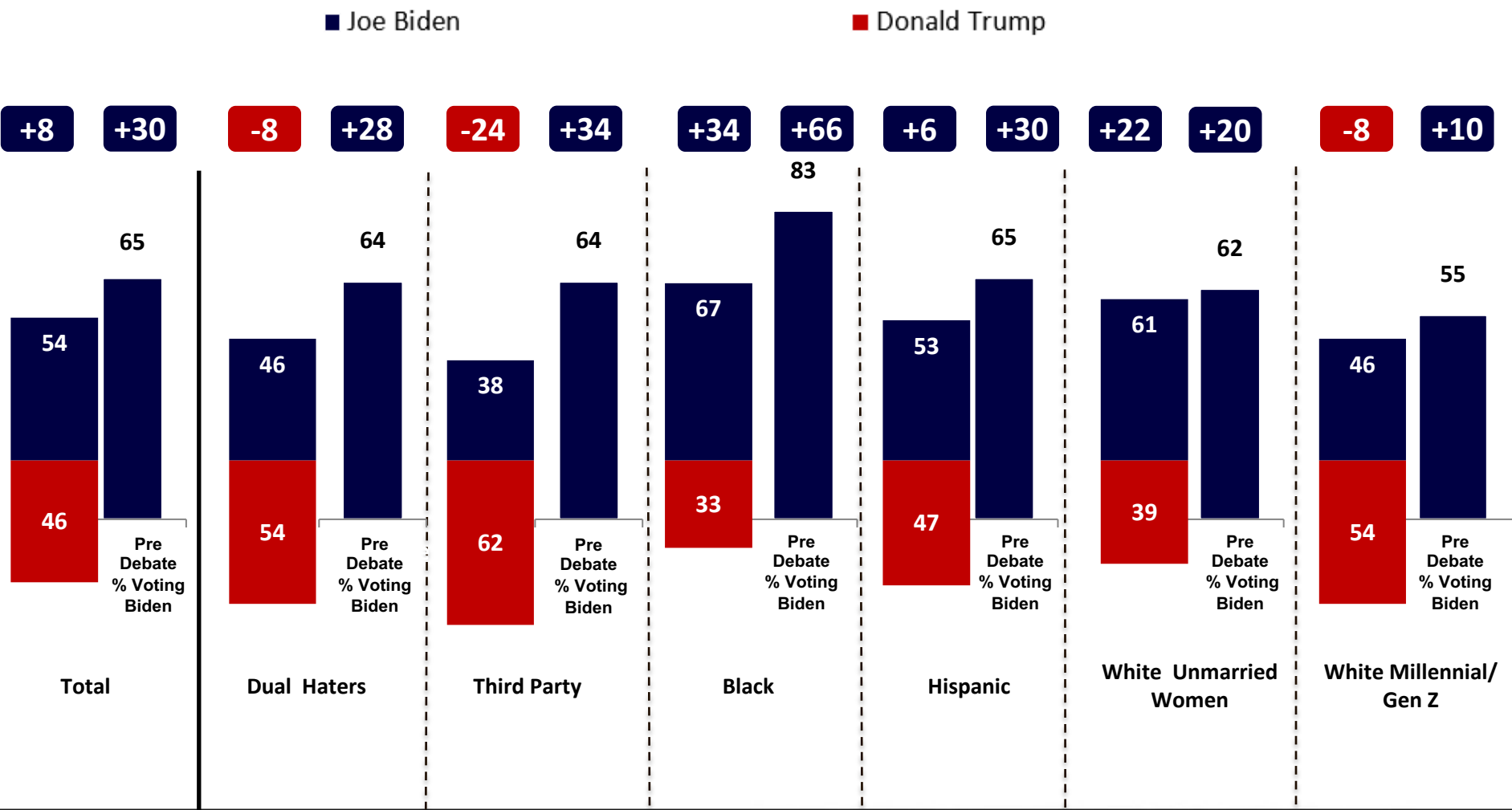
- Dual haters play an important part in Biden's fortunes, but it was because of Biden not Trump. He didn't raise his approval with these voters.
- Before the debate they hoped he would see their economic concerns and affordability, have a plan on immigration, show he has the mental fitness, address the foreign conflicts, and protect women's rights.
- The debate dropped Biden's already low approval by 2 points but hit his vote lead, which dropped by 8 points. He took his biggest hit with Black voters and Hispanics, as well as third party voters.
- When asked the overall impression, the first was on his cognitive and physical fitness, expressing concern about his age, mental acuity, saying words, "confused" and "frail." Then, they commented on difficulty articulating his thoughts and his train of thought. Some respondents spoke of honesty.
- And after the debate, Biden did well on cares for people, honesty, representing the middle class, and being for forgotten Americans. But a majority of these base and target voters disagree with strongest economy, and Biden being mentally fit or strong. Almost 60 percent reject that he's getting the border under control or doing well in Gaza. And two-thirds (with 43 percent strongly) say, he's too old to be president.

Key Findings - 3

- When comparing Biden and Trump, these voters give Biden big margins on price gouging, health care affordability, protecting democracy, and being for working people. At the end of the debate, 65 percent preferred Biden on abortion (48 percent strongly). Trump gained only 3 points on abortion
- Remembering these voters give Biden 2/3rds of their vote in a two-way, but only a bare majority choose Biden before and after the debate on helping with the cost of living and the economy or re-energizing American manufacturing.
- But something more fundamental happened. The biggest shifts against Biden started at 5 points and came on the border, common sense, getting higher wages and salaries, infrastructure, controlling inflation, being strong, and making me safer.

54% say Biden won the debate, but well below 65% 2-way vote. Biggest gap for dual haters and Black voters. White unmarried women make it equal

Thinking about the election for President in November 2024, will you vote for – (ROTATE) Democrat Joe Biden or Republican Donald Trump?



Please describe your overall impression of Donald Trump in the debate tonight.

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The main themes from the responses regarding Donald Trump's performance in the debate are:

1. ****Confidence and Composure****: Many respondents noted that Trump appeared strong, confident, and more composed compared to previous debates. He was seen as mentally sharp and in control, which some found surprising and impressive.
2. ****Evasion and Deflection****: A significant number of respondents criticized Trump for not directly answering questions. He often deflected or avoided the questions posed to him, instead focusing on attacking Biden or rehashing previous points.
3. ****Lying and Misinformation****: Numerous respondents accused Trump of lying and spreading misinformation. They felt he repeated false claims and exaggerated his accomplishments while denigrating Biden.
4. ****Hostility and Arrogance****: Some respondents described Trump as hostile, arrogant, and egotistical. His demeanor was seen as aggressive and disrespectful, with a focus on personal attacks rather than substantive debate.
5. ****Impact on Voters****: Opinions were polarized; some respondents felt more confident in voting for Trump after the debate, while others were further alienated by his performance. His ability to sway undecided voters appeared limited due to his perceived dishonesty and evasiveness.
6. ****Policy and Substance****: There was a general consensus that Trump failed to provide detailed policy answers. Instead, he often reverted to broad statements and avoided discussing specific plans or solutions to issues like child care, immigration, and the economy.

Please describe your overall impression of Joe Biden in the debate tonight.

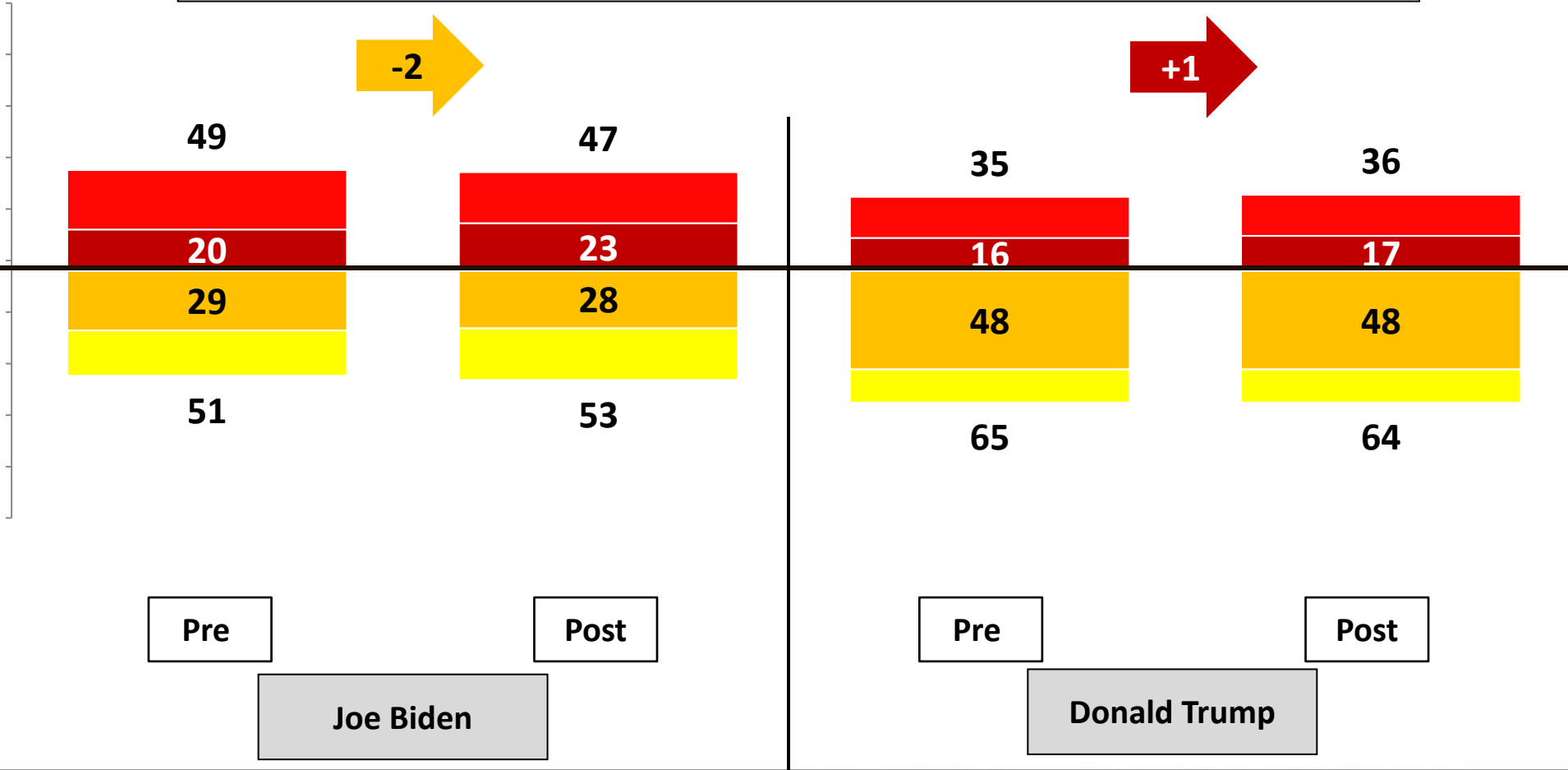
Please describe your overall impression of Joe Biden in the debate tonight. Anything that comes to mind.

1. ****Cognitive and Physical Fitness****: Many respondents, across political affiliations, expressed concerns about Biden's age, mental acuity, and physical appearance. Words like "confused," "frail," "old," "tired," and "dementia" were frequently mentioned, indicating a perception that he struggled to maintain coherence and energy.
2. ****Communication and Clarity****: A significant number of respondents noted Biden's difficulty in articulating his thoughts clearly. Issues such as stuttering, mumbling, and losing his train of thought were commonly cited, making it hard for some to follow his arguments.
3. ****Performance and Debate Tactics****: Opinions were mixed on Biden's overall debate performance. Some felt he did a decent job answering questions and staying on topic, while others believed he was too focused on attacking Trump rather than presenting his own policies. His ability to handle Trump's interruptions and maintain composure was also a point of discussion.
4. ****Honesty and Integrity****: Several respondents, particularly Democrats, praised Biden for his honesty, sincerity, and commitment to addressing issues. They appreciated his straightforward answers and his focus on policy, despite his communication struggles.
5. ****Comparisons to Trump****: Many respondents compared Biden's performance to Trump's, often concluding that while Biden showed signs of age and struggled at times, he was still seen as a better option than Trump.

The debate dropped Joe Biden's approval dropped more than it raised Donald Trump's

Do you approve or disapprove of the job that Joe Biden is doing as President/Donald Trump did as President?

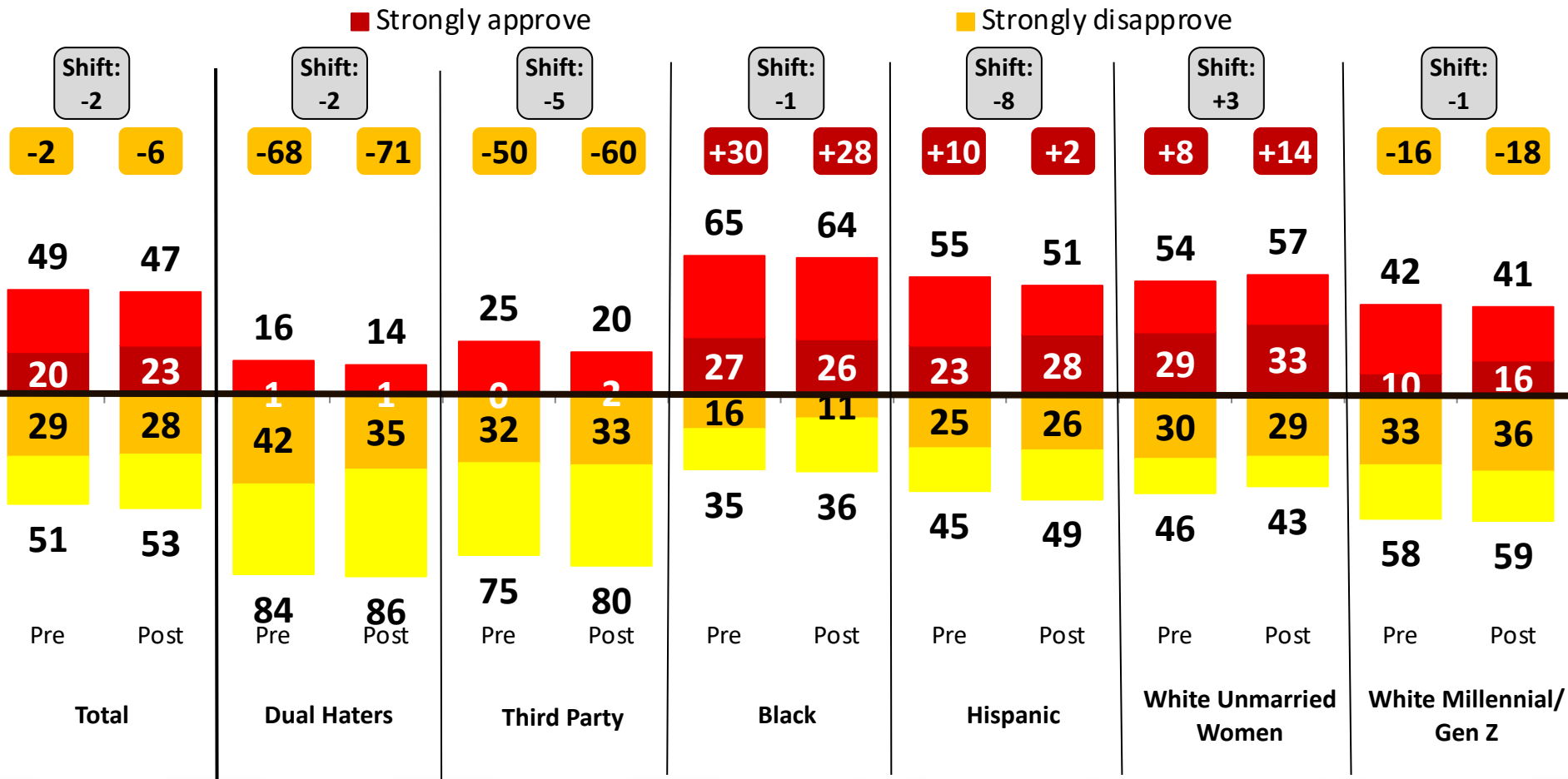
TRUMP VS BIDEN APPROVAL: PRE & POST DEBATE



Biden gains on approval with white unmarried women, holds steady with dual haters, Black voters, and white Gen Z/millennials, but hurt with Hispanics & Third Party

Do you approve or disapprove of the job that Joe Biden is doing as President?

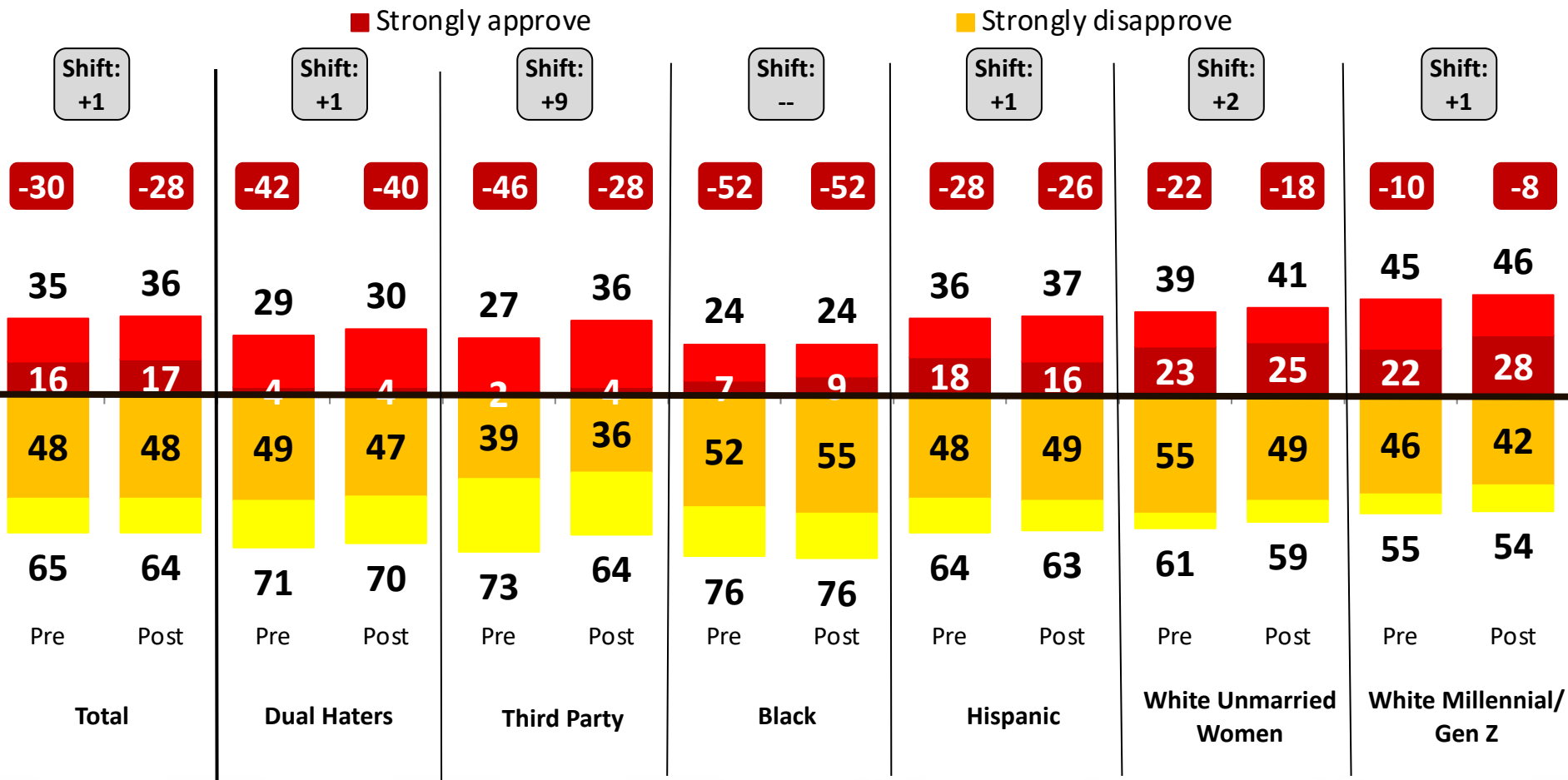
BIDEN APPROVAL: PRE-/POST DEBATE



Trump gained with no base groups or dual haters; gained only with third party

Do you approve or disapprove of the job Donald Trump did as President?

TRUMP APPROVAL: PRE-/POST DEBATE

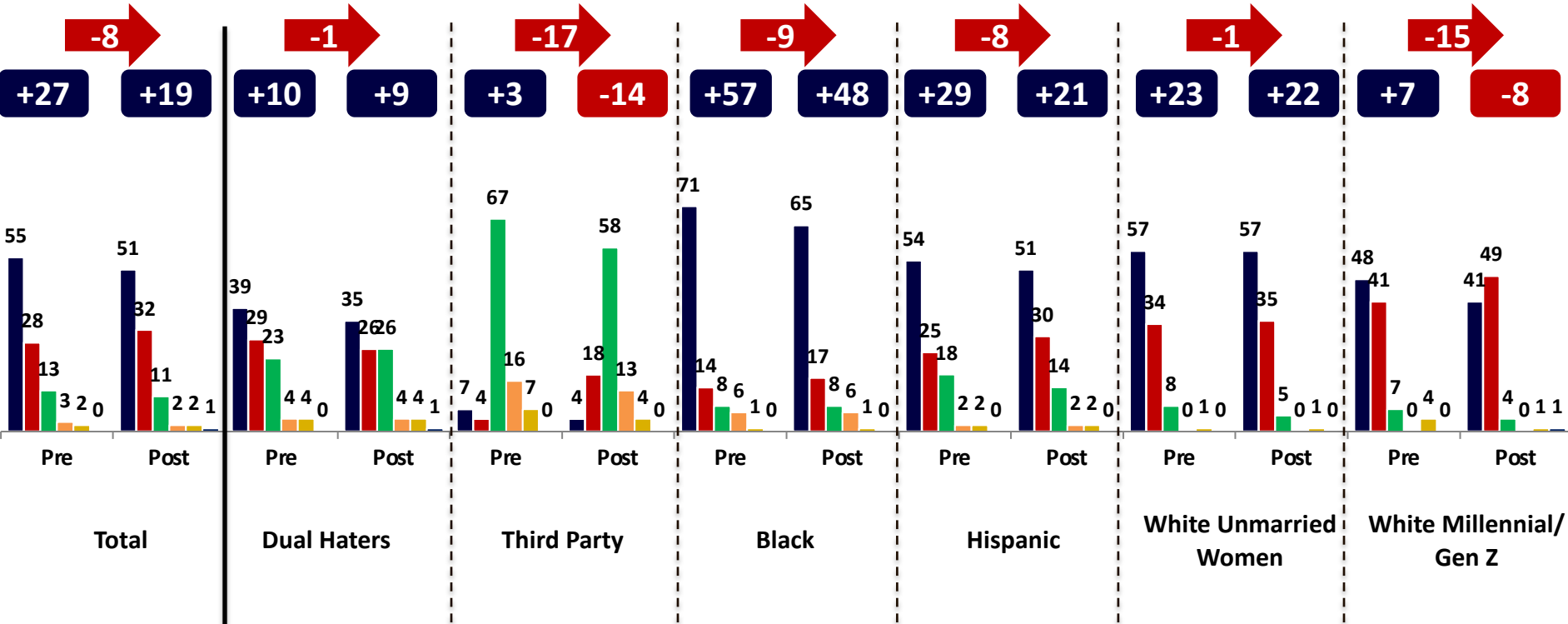


Biden lost vote margin to Trump, most with third party, Black voters, and Hispanics

Now thinking again to the upcoming election for President in November 2024. If the election for president were held today, for whom would you vote?

2024 FULL PRESIDENTIAL VOTE

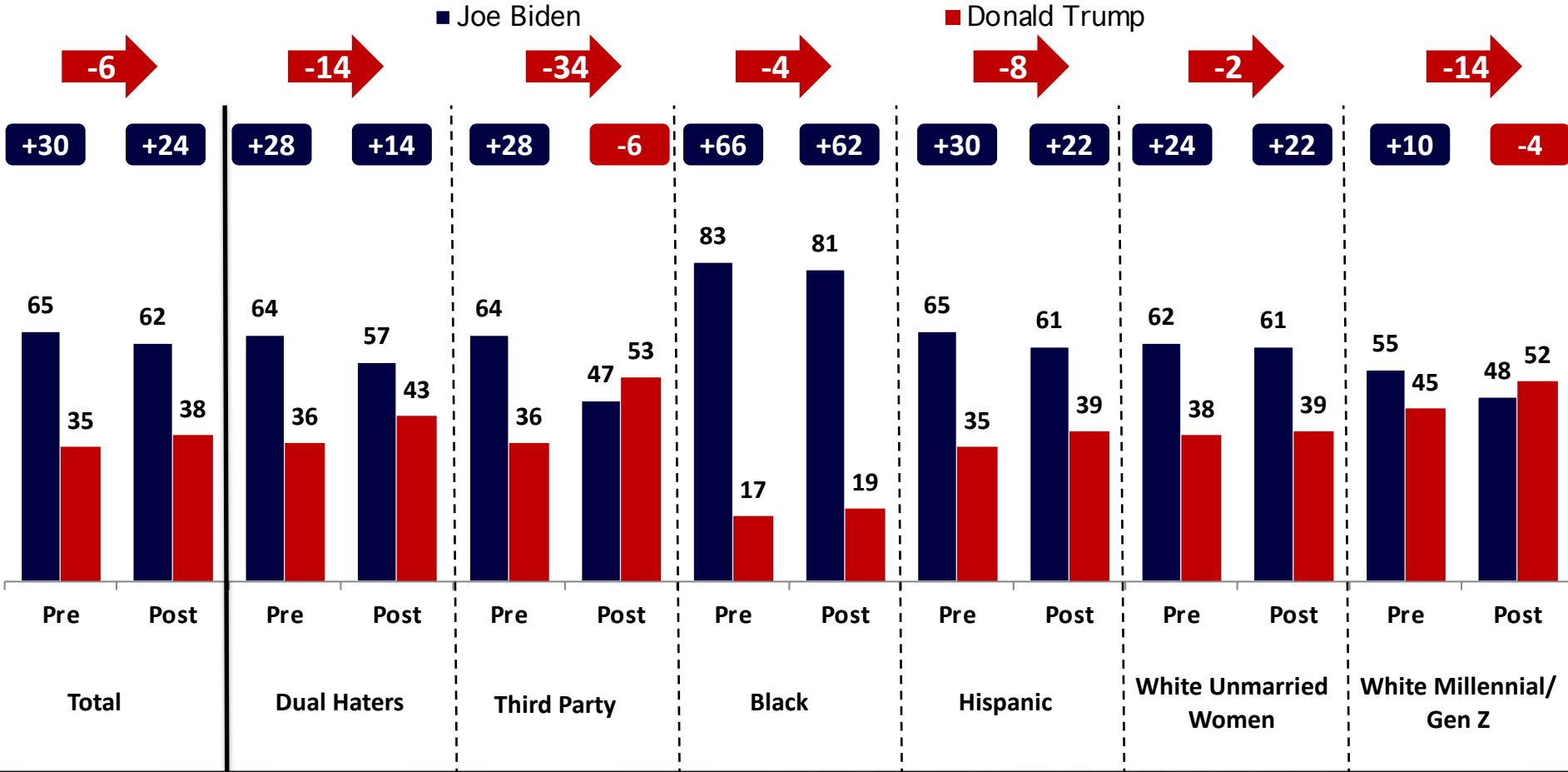
- Democrat Joe Biden
- Republican Donald Trump
- Independent Robert F. Kennedy, Jr.
- Cornel West
- Green Party Candidate Jill Stein
- Libertarian Chase Oliver



On pushed two-way, lost 6 points, most with dual haters, third party, and White Millennial/Gen Z

Thinking about the election for President in November 2024, will you vote for – (ROTATE) Democrat Joe Biden or Republican Donald Trump?

2024 Two-Way Presidential Vote



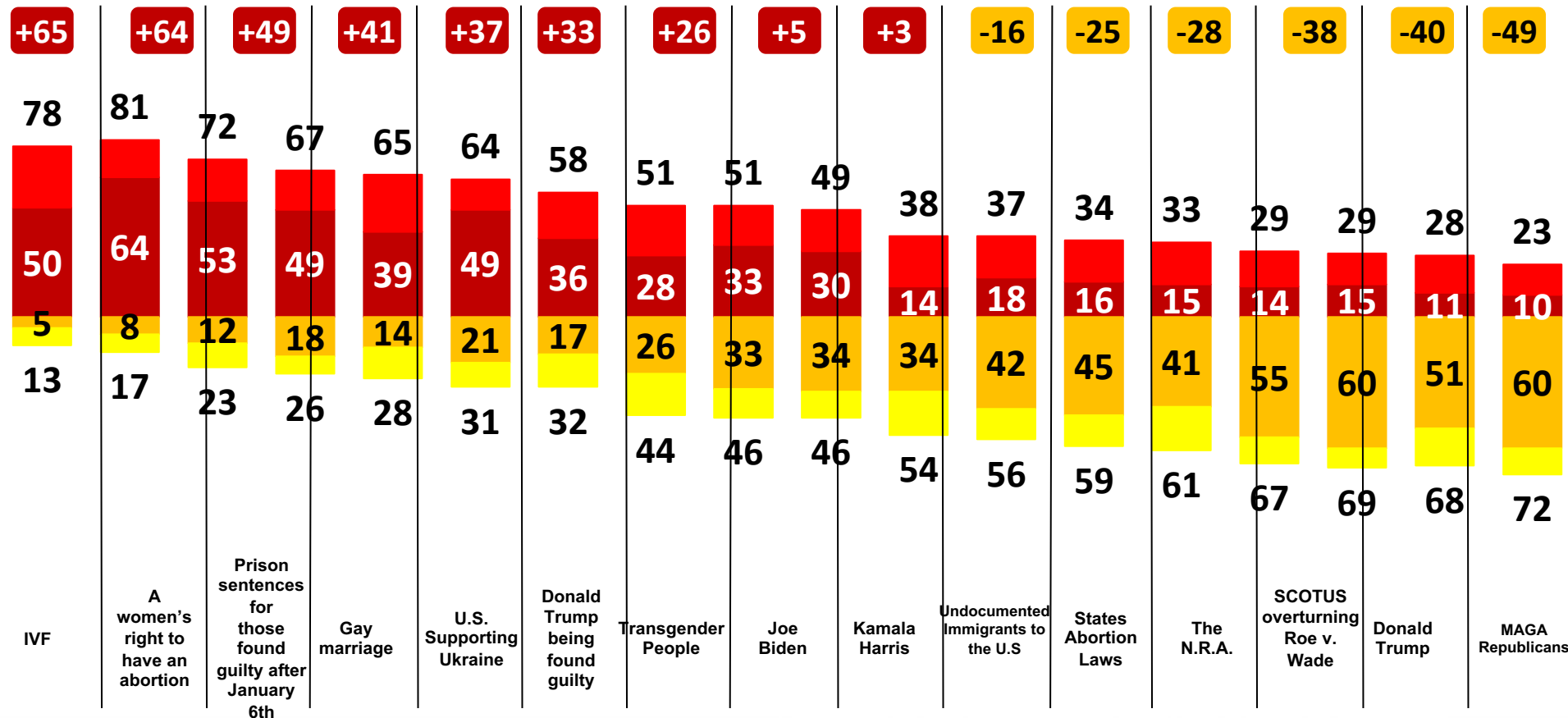
The base and target voters have deeply negative views of MAGA Republicans, Trump, Roe being repealed & very positive of IVF, abortion rights January 6th prison sentences; Biden & Harris approval at 50%

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

THERMOMETER

Very Favorable

Very Unfavorable



Pre: what does Joe Biden need to say during the debate to increase or would decrease support?

What does/would Joe Biden need to say during the debate to increase/decrease your support?

Increase support for Biden

1. **Economic Concerns**: Many respondents want Biden to address inflation, the cost of living, and economic policies that support the middle class and lower-income families. Specific mentions include lowering gas prices, improving housing affordability, and curbing corporate price gouging.
2. **Immigration and Border Control**: Several respondents emphasize the need for Biden to present a clear plan on immigration, including securing the borders and managing the influx of illegal immigrants.
3. **Mental and Physical Fitness**: A recurring theme is the concern over Biden's mental and physical fitness for the presidency. Respondents want him to demonstrate coherence, strength, and mental acuity during the debate.
4. **Student Loan Forgiveness**: Some respondents express a desire for Biden to commit to eliminating or significantly reducing student loan debt.
5. **Foreign Policy and Military Support**: There are calls for Biden to address U.S. involvement in foreign conflicts, with some advocating for reduced military support to countries like Israel and Ukraine, and focusing on domestic issues instead.
6. **Social Issues and Rights**: Respondents want Biden to reaffirm his stance on women's rights, LGBTQ+ rights, and healthcare access. There is also a call for him to address abortion rights and support for marginalized communities.
7. **Criticism of Trump**: Some respondents suggest that Biden should highlight the failures and corruption

Decrease support for Biden

1. **Foreign Policy and War**: Many respondents expressed concerns about Biden's support for foreign wars, particularly in Ukraine and Israel, and his focus on international issues over domestic problems.
2. **Economic Issues**: A significant number of responses highlighted worries about inflation, rising costs, and Biden's handling of the economy. Some mentioned potential tax increases as a point of contention.
3. **Immigration**: Several respondents were critical of Biden's stance on immigration, particularly the perception of open borders and policies that they believe exacerbate the issue.
4. **Mental and Physical Fitness**: Concerns about Biden's age, mental clarity, and physical fitness were frequently mentioned, with some respondents worried about his ability to perform presidential duties effectively.
5. **Social Issues**: Some responses indicated opposition to Biden's support for LGBTQ+ rights, abortion rights, and other progressive social policies.
6. **General Discontent**: A portion of respondents expressed a general lack of support for Biden, indicating that nothing he could say would change their opinion, while others were critical of his communication style and perceived incoherence.

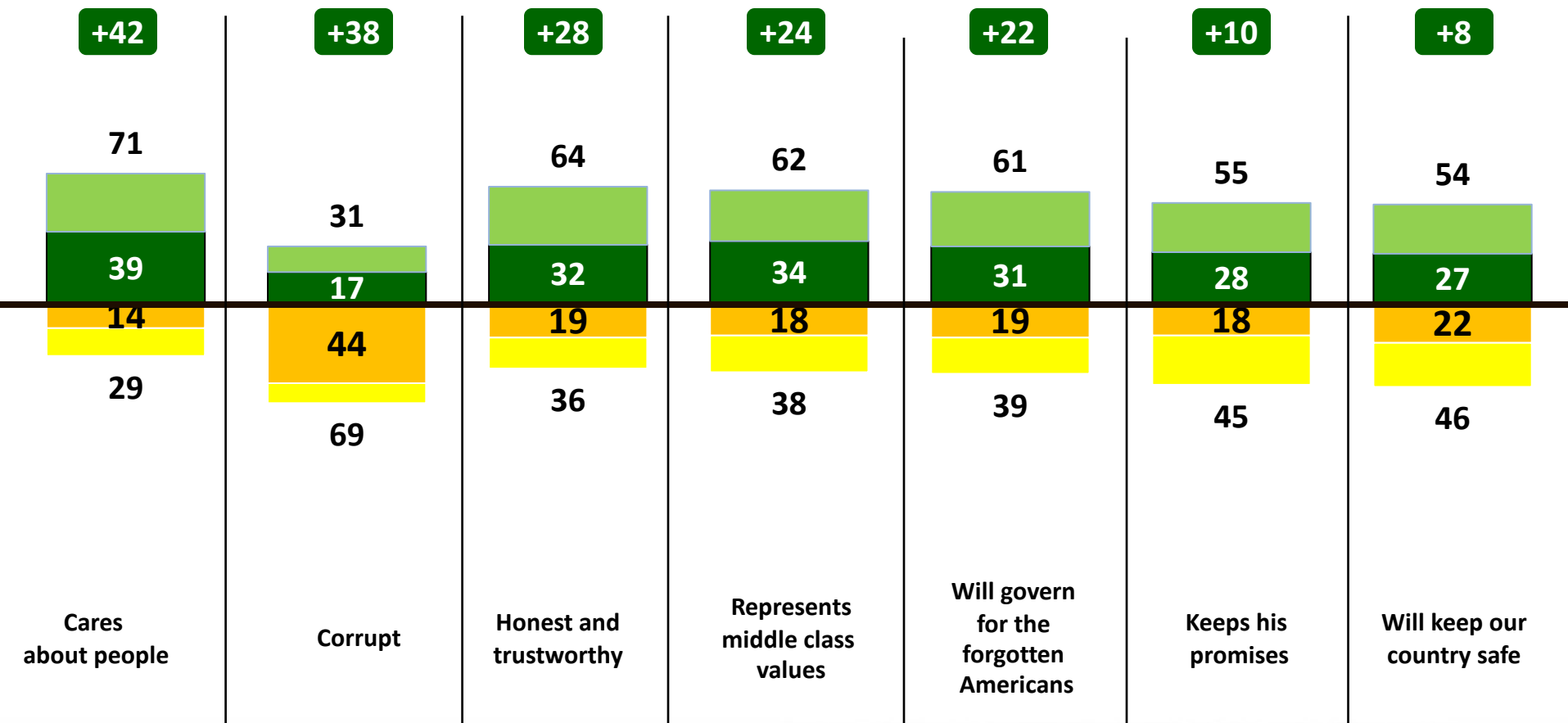
After debate, Biden does well on cares for people, honesty, representing the middle class.

How well do these descriptive terms describe Joe Biden- very well, well, not so well, or not well at all?

BIDEN ATTRIBUTES: POST

Very well

Not well at all



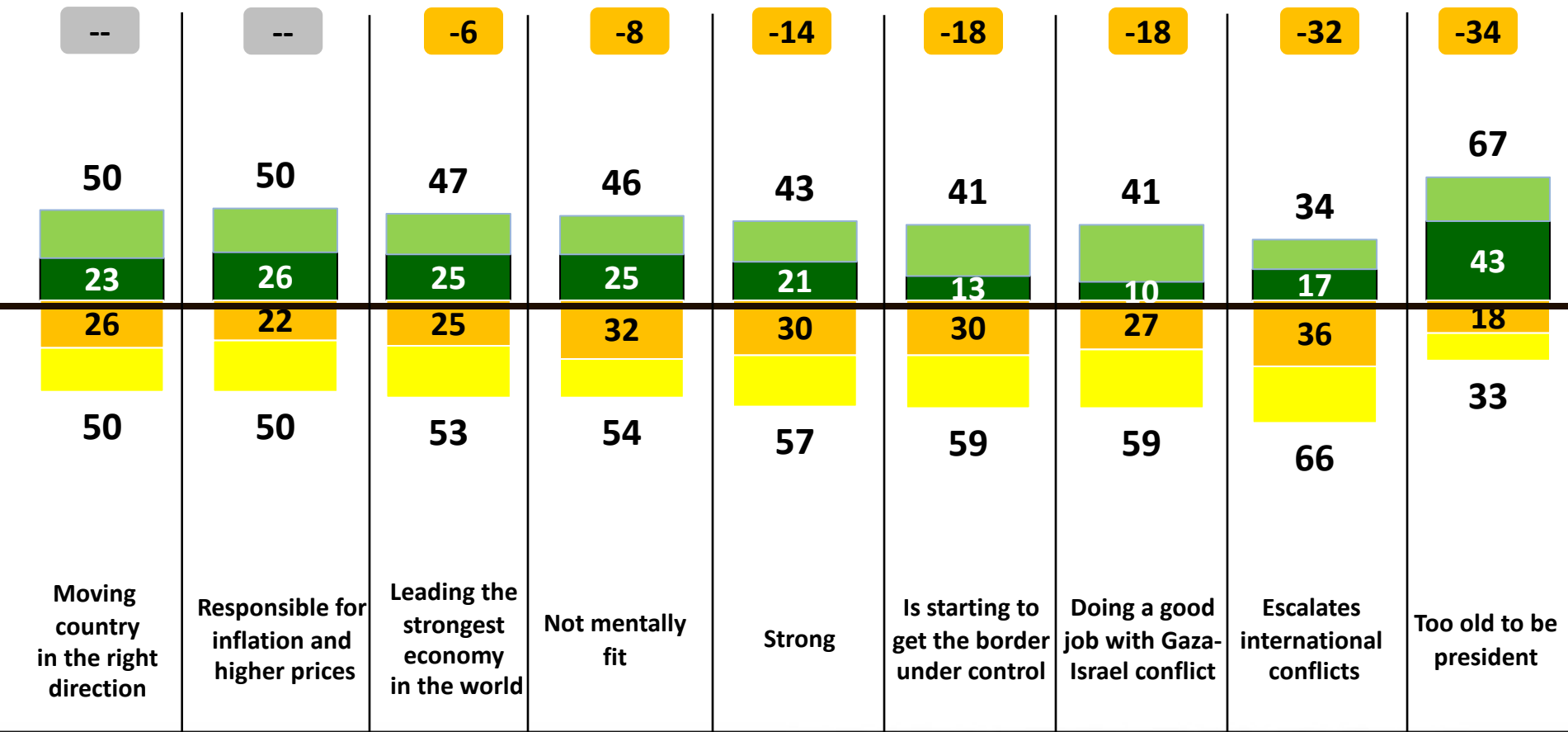
Majority reject leading the strongest economy, big majority that strong, near 60% on border under control; 2/3rd say too old

How well do these descriptive terms describe Joe Biden- very well, well, not so well, or not well at all?

BIDEN ATTRIBUTES: POST

Very well

Not well at all

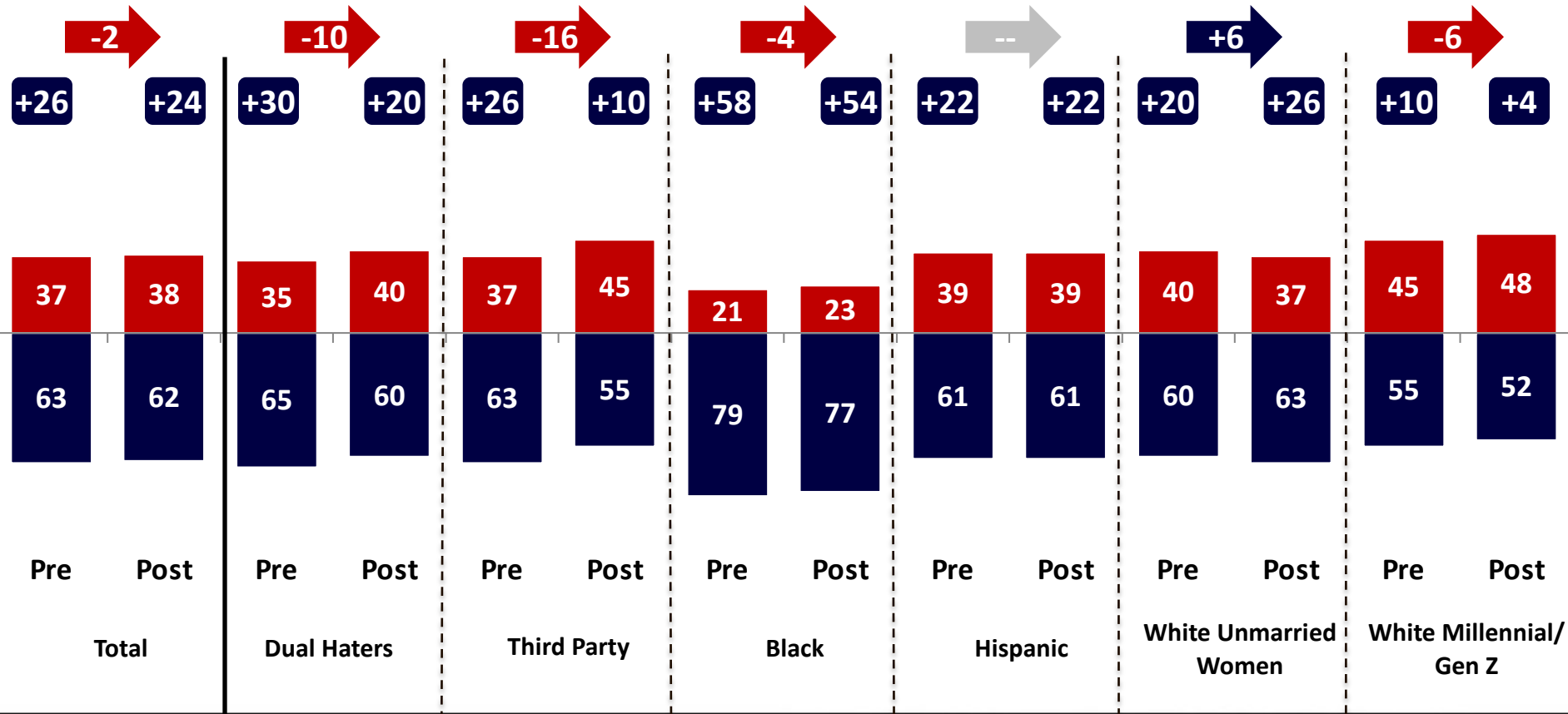


Importantly, the fear of Trump returning was not diminished by the debate, though not true for dual haters; white unmarried women became more fearful

Thinking ahead to when the election is over, what do you FEAR the most:

FEAR WHICH CANDIDATE RETURNING – PRE/POST

■ Joe Biden continuing as President ■ Donald Trump returning as President

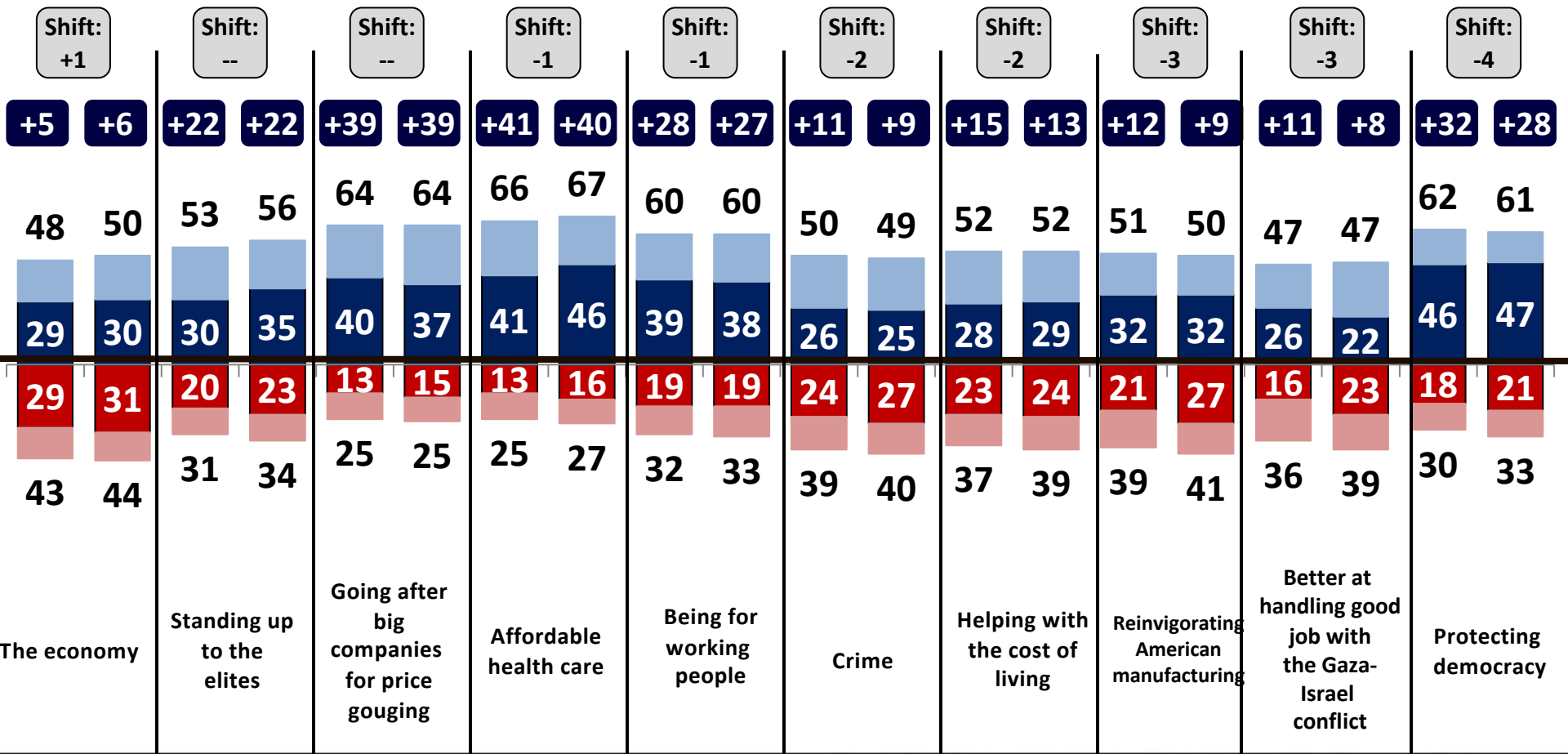


These strong Biden voters give good marks on price gouging, health care, & working class, but just half chose him on economy & cost of living

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

WHICH CANDIDATE BETTER - PRE & POST

■ Biden much better ■ Trump much better



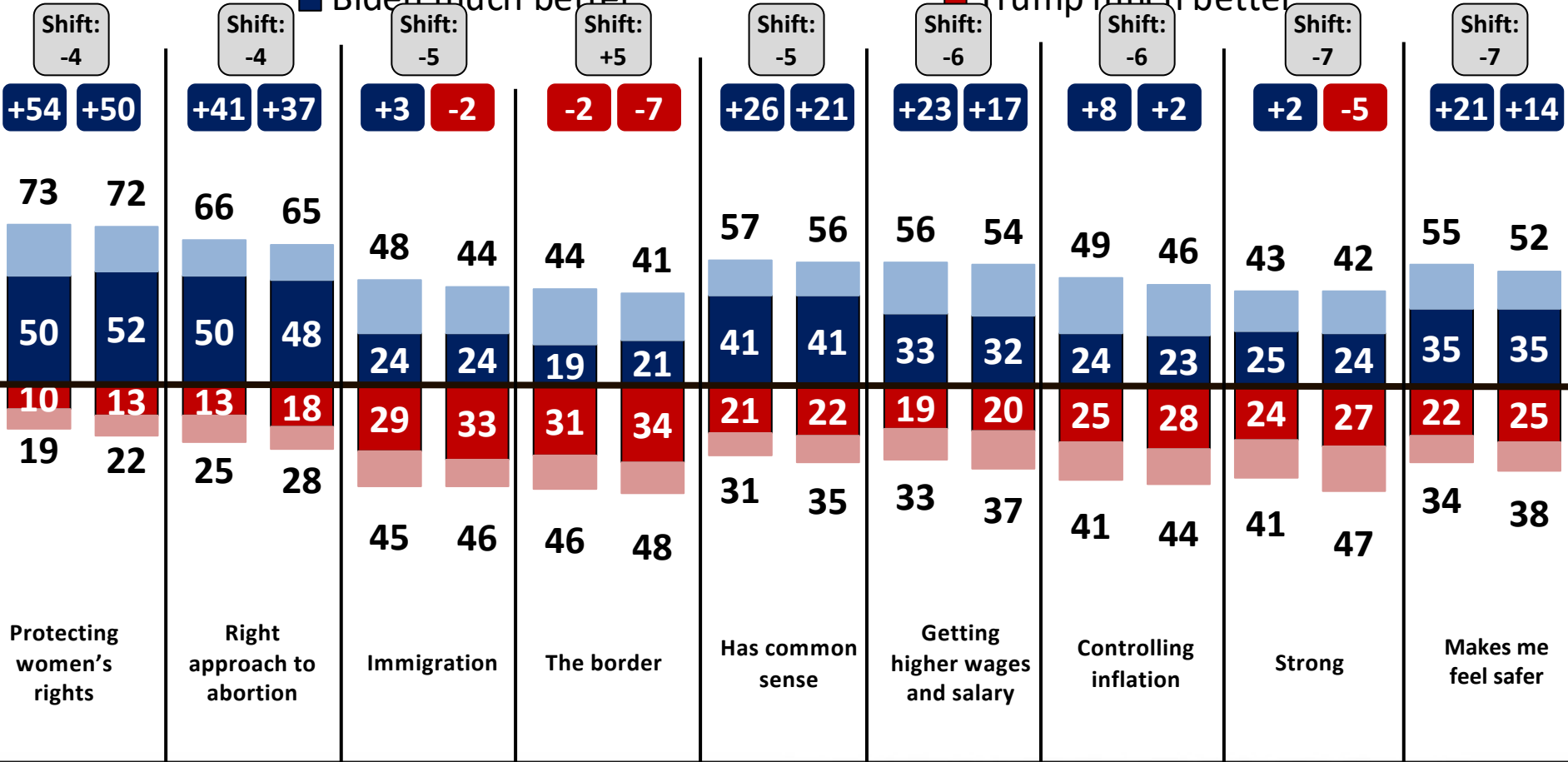
Biden really got hurt on border, common sense, higher wages and inflation; biggest shift on strong and makes me safe

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WHICH CANDIDATE BETTER - PRE & POST

■ Biden much better

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LiveRead Dial Meters

LiveRead dial meters as conducted by Stratallys are a quantitative feedback platform that enables second-by-second evaluation of any live video event by a large-sample target audience. Tools for this research include:

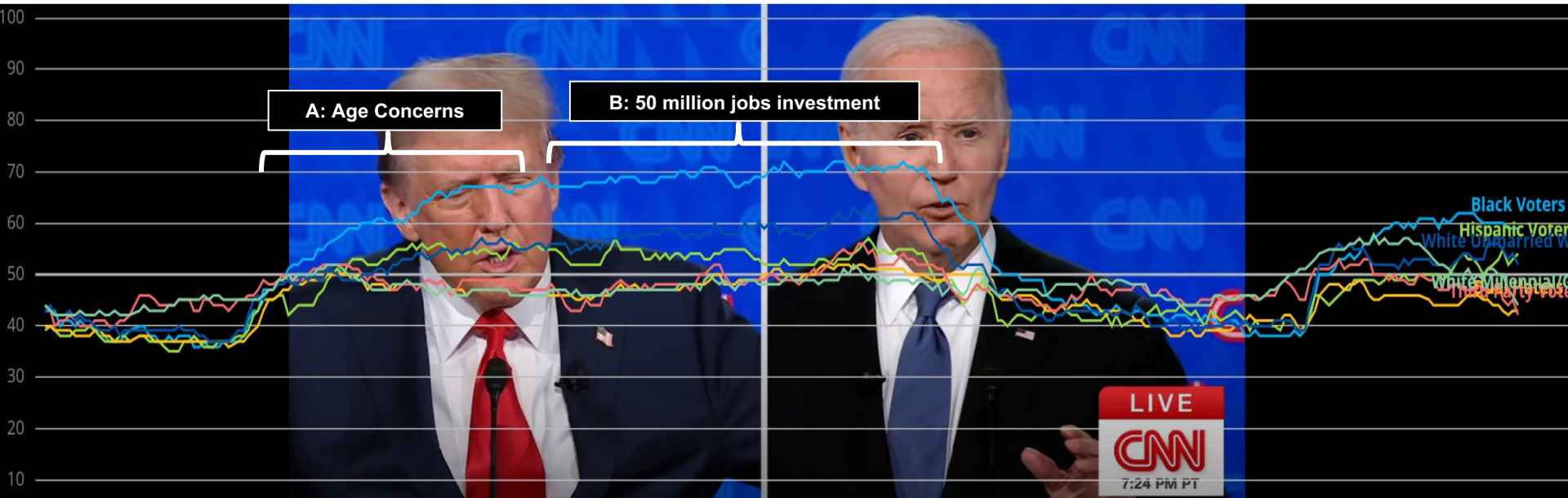
- High-quality quantitative sample
- Real-time results dashboard
- Subgroup tracking
- Pre/post shift measurement

Key line groups include:

- Dual haters
- Third Party voters
- Black voters
- Hispanic voters
- White Unmarried Women
- White Millennial/Gen Z

To ensure a large enough respondents for each group, we have recruited a representative sample nationally. We have allowed the key groups to be over-represented, so it is not strictly a national poll whose quantitative results can be generalized. Surveys were administered before and after the live dial meter session.

Biden answer on age with turning around the chaos gets big rise with Blacks & some from Hispanics. But 50 million jobs & investment leaves all flat, barely at 50.



- **[A] Biden:** Well, first of all, I spent half my career being – being criticized being the youngest person in politics. I was the second-youngest person ever elected to the United States Senate. And now I’m the oldest. This guy’s three years younger and a lot less competent. I think that just look at the record. Look what I’ve done. Look how I’ve turned around the horrible situation he left me.
- **[B] Biden:** As I said, 50 million new jobs, 800,000 manufacturing jobs, more investment in America, over millions – billions of dollars in private investment and – and enterprises that we are growing. We’ve – by the way, we brought an awful a lot of people – the whole idea of computer chips. We used to have 40 percent of the market. We invented those chips. And we lost it because he was sending people to cheap – to find the cheapest jobs overseas and to bring home a product. So I went – I went to South Korea. I convinced Samsung to invest billions of dollars here in the United States. And then guess what? Those fabs, they call them, to – to build these chips, those fabs pay over \$100,000. You don’t need a college degree for them. And there’s billions, about \$40 billion already being invested and being built right now in the United States, creating significant jobs for Americans all over – from all over the world.

Biden says, inflation low because Trump decimated economy & we've helped gets only a response from Blacks. White Gen Z/millennials dropped, along with dual haters & third party.



- [A] Biden:** There was no inflation when I became president. You know why? The economy was flat on its back. 15% unemployment, he decimated the economy, absolutely decimated the economy. That's why there was no inflation at the time. There were no jobs. We provided thousands of millions of jobs for individuals who were involved communities, including minority communities. **We made sure that they have health insurance. We have covered with the ACA has increased. I made sure that they're \$8,000 per person in the family to get written off in health care, but this guy wants to eliminate that.** They tried 50 times. He wants to get rid of the ACA again, and they're going to try again if they win. We find ourselves in a position where the idea that we're not doing any – I put more – we put more police on the street than any administration has. He wants to cut the cops. We're providing for equity, equity, and making sure people have a shot to make it. There is a lot going on. But, on inflation, he caused it by his tremendous amount of seasons in the way he handled the pandemic.

Trump's "greatest economy" crashes all to 40, but Biden saying rewards only the wealthy jumps lines for Blacks, White Unmarried Women, and Dual haters. Tax cuts gets same response from these key groups.

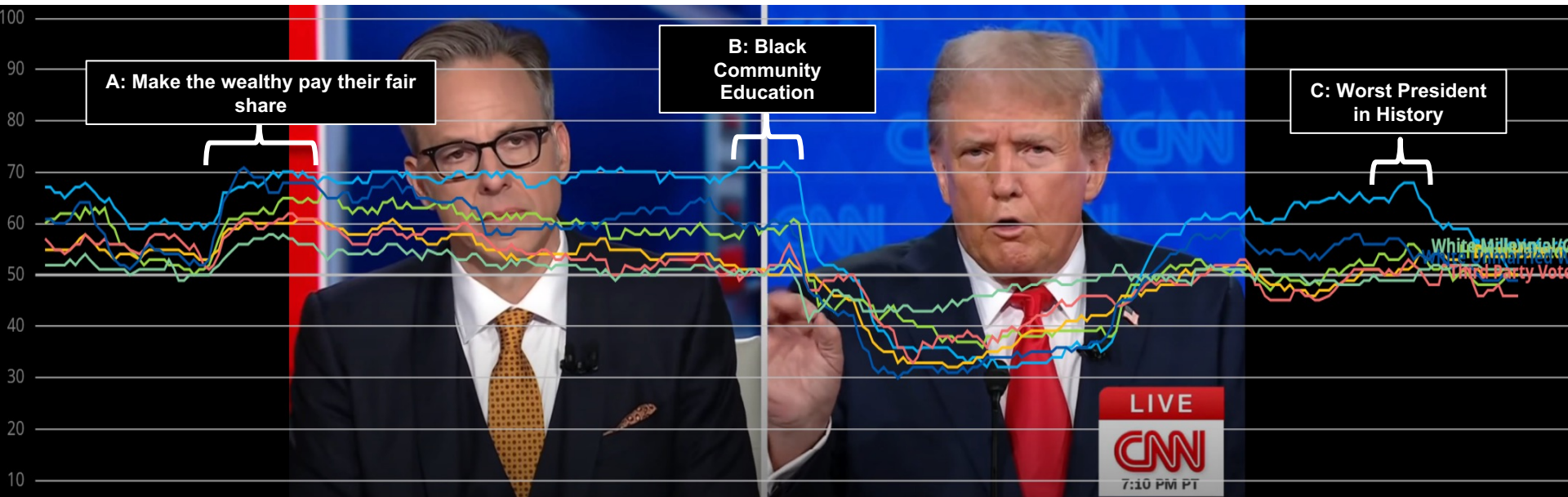


Trump believe top earners and corporations should pay even less in taxes than they do now?

LIVE

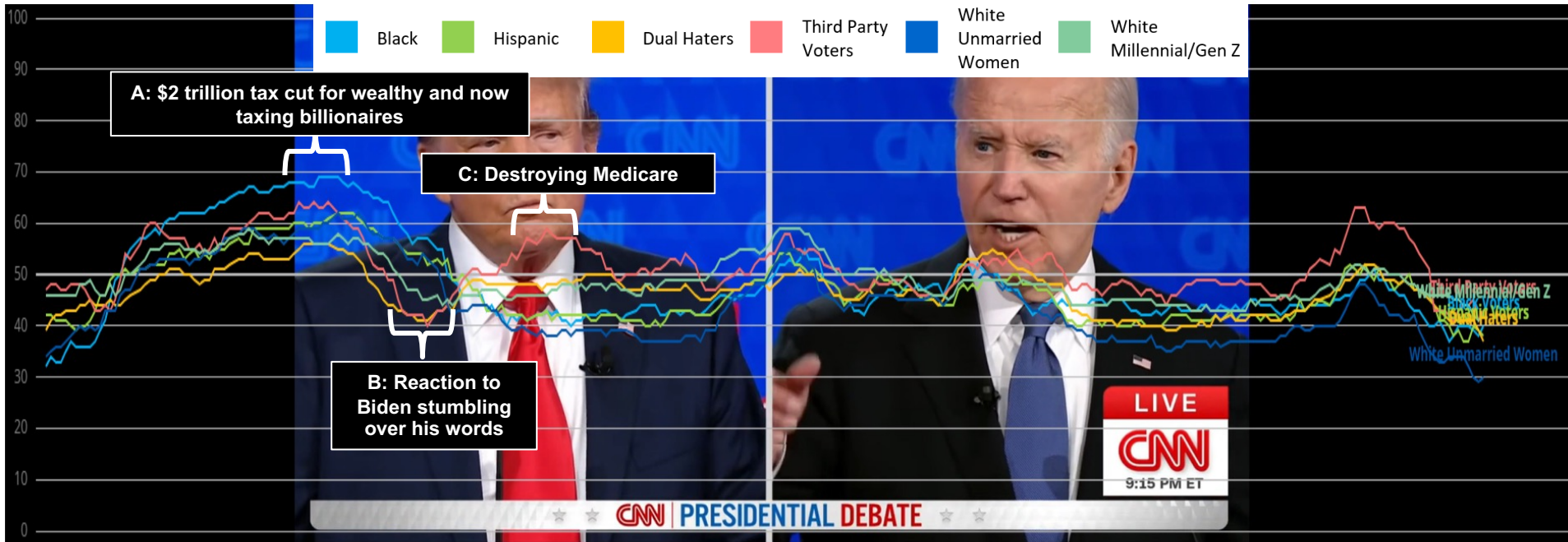
- **[A] Trump:** We had the greatest economy in the history of our country. We have never done so well. Every – everybody was amazed by it. Other countries were copying us. We got hit with COVID. And when we did, we spent the money necessary so we wouldn't end up in a Great Depression, the likes of which we had in 1929. By the time we finished – so we did a great job. We got a lot of credit for the economy, a lot of credit for the military, and no wars and so many other things. Everything was rocking good.
- **[B] Trump:** The only jobs he created are for illegal immigrants and bounce-back jobs, they're bounced back from the COVID. He has not done a good job. He has done a poor job. And inflation's killing our country. It is absolutely killing us.
- **[C] Biden:** He rewarded the wealthy. He had the largest tax cut in American history, \$2 trillion. He raised the deficit larger than any president has in any one term. He's the only president other than Herbert Hoover who has lost more jobs than he had when he began, since Herbert Hoover. The idea that he did something that was significant.
- **[D] Trump:** Because the tax cuts spurred the greatest economy that we've ever seen just prior to COVID, and even after COVID. It was so strong that we were able to get through COVID much better than just about any other country.

Biden saving Social Security with taxes on those with incomes over \$170,000 spikes white unmarried women, Blacks, also Hispanics. Black education takes Blacks to 70, but lines crash with Hispanics, white GenZ/millenn & unmarried women.



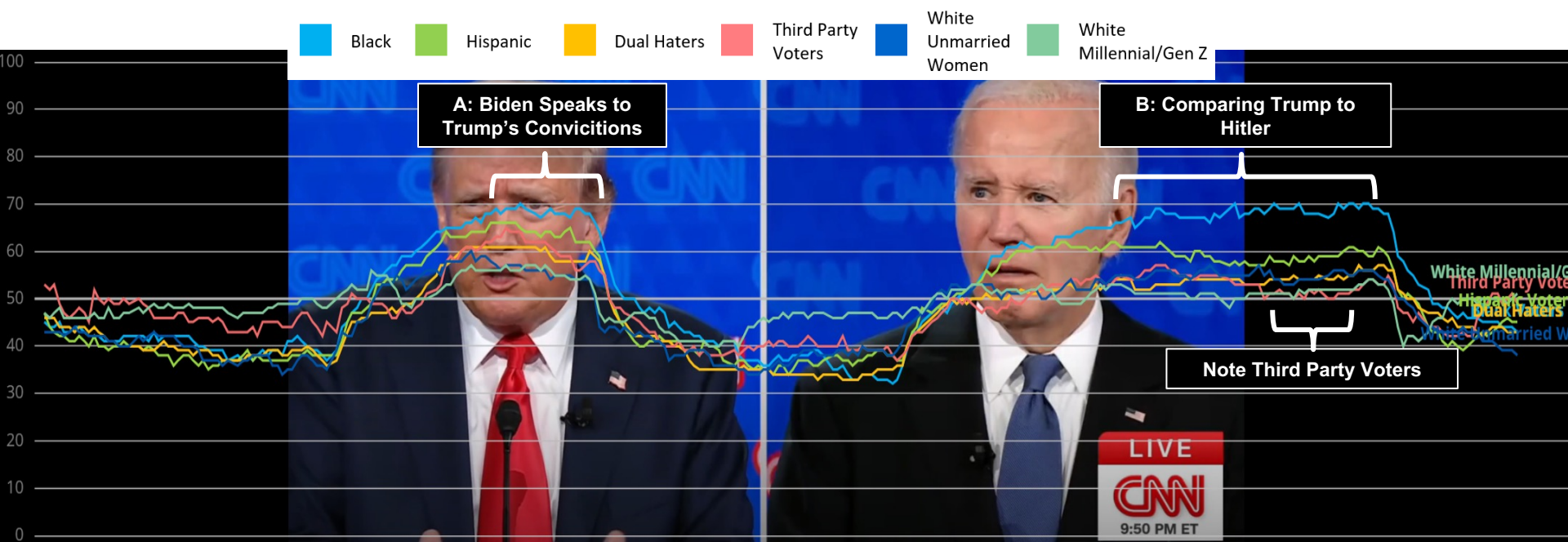
- **[A] Biden:** Yes, make the very wealthy begin to pay their fair share. Right now, everybody making under \$170,000 pays 6 percent of their income, of their paycheck, every single time they get a paycheck, from the time of the first one they get when they're 18 years old.
- **[B] Biden:** And, by the way, the other thing is we're in a situation where I talk about education for black communities. I've raised the number, the amount of money for Pell grants by other \$8,000 for anybody making under \$70,000 a year, are going to be able to get \$15,000 towards their tuition..
- **[C] Biden:** And, by the way, those 15 Nobel laureates, economists, they all said that if Trump is re-elected, we're likely to have a recession, and inflation is going to increasingly go up. And by the way, worst president in history. 159 presidential scholars voted him the worst president in the history of the United States of America.

Big rise Biden getting big rise when attacking Trump tax cut for wealthy, but falls with stumble to beat Medicare. Dual haters and third party at 40.



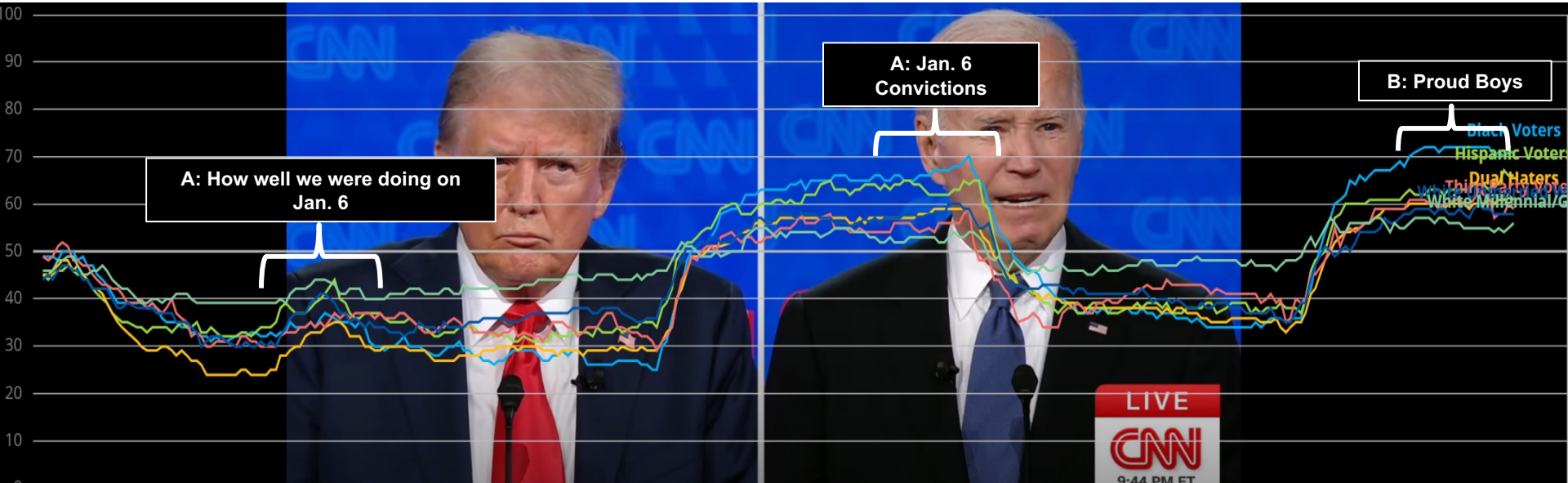
- **[A] Biden:** He had the largest national debt of any president in a four-year period, number one. Number two: he has a \$2 trillion tax cut that benefitted the very wealthy. I went on the fix the tax system. For example, we have one thousand trillionaires – I mean billionaires- in America; and what's happening? We're in a situation where they're paying 8.2 percent on taxes. If they just paid 24 or 25 percent, we'd raise 100 billion in a ten-year period.
- **[B] Biden:** We'd be able to help make sure that all those things we need to do – childcare, elder care, making sure that we continue to strengthen our healthcare system, making sure that we're able to make every single solitary person eligible for what I've been able to do with the – with – with – with the COVID. Excuse me, with dealing with everything we have to do with – look, if – we finally beat Medicare.
- **[C] Trump:** He's right, he did finally beat Medicare. He beat it to death. He's destroying Medicare. All these people coming in, they're putting them on Medicare and social security. They're going to destroy social security. This man is going to single-handedly destroy social security. He'll wipe out social security, he'll wipe out Medicare.
- This man is going to single-handedly destroy Social Security. These millions and millions of people coming in, they're trying to put them on Social Security. He will wipe out Social Security. He will wipe out Medicare. So he was right in the way he finished that sentence. And it's a shame. What's happened to our country in the last four years is not to be believed. Foreign countries, I'm friends with a lot of people. They cannot believe what happened to the United States of America. We're no longer respected. They don't like us. We give them everything they want, and they think we're stupid. They think we're very stupid people. What we're doing for other countries, and they do nothing for us. What this man has done is absolutely criminal.

Biden on Trump convictions sets all to near 60 and 70. Fine people and Hitler pushes Black line to 70, though flatter for others. White Gen Z/millennials & third party flat near 50.



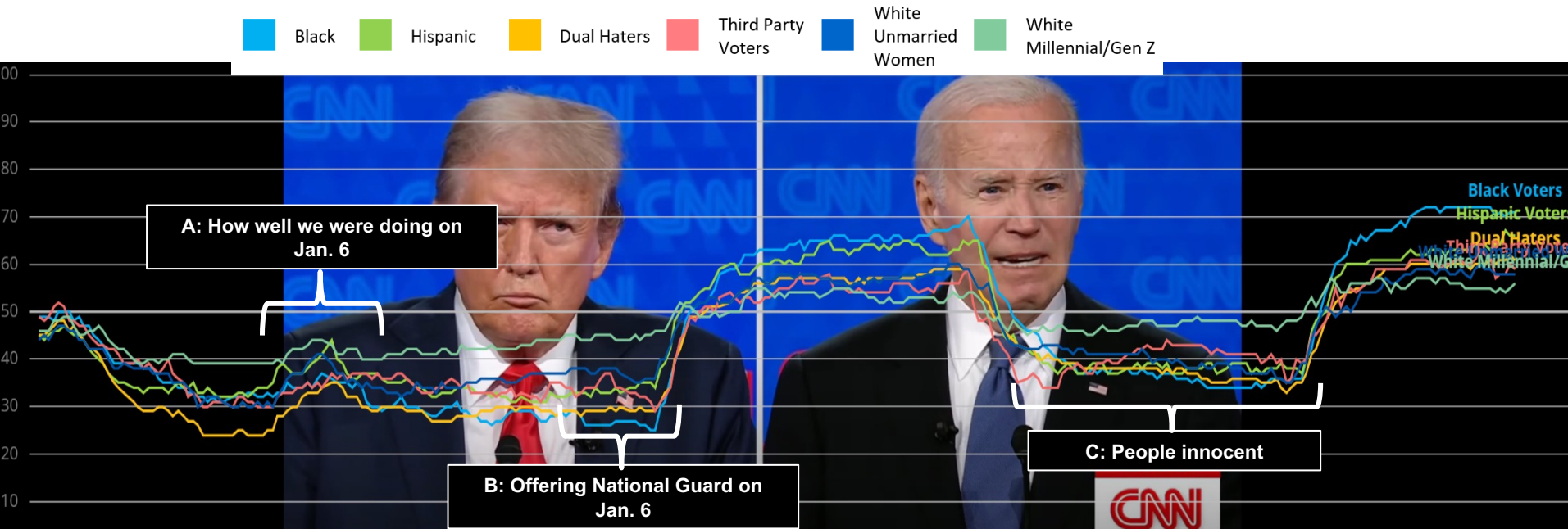
- **[A] Biden:** *The idea that I did anything wrong relative to what you're talking about is outrageous. It's simply a lie, number one. Number two, the idea that you have a right to seek retribution against any American, just because you're a president, is wrong, is simply wrong. No president's ever spoken like that before. No president in our history has spoken like that before. Number three, the crimes that you are still charged with. And think of all the civil penalties you have. How many billions of dollars do you owe in civil penalties for molesting a woman in public, for doing a whole range of things, of having sex with a porn star on the night – and while your wife was pregnant?*
- **[B] Biden:** *What American president would ever say, Nazis coming out of fields, carrying torches, singing the same anti-Semitic bile, carrying swastikas, were fine people. This is a guy who says Hitler's done some good things. I'd like to know what they are. The good things Hitler's done, that's what he said. This guy has no sense of American democracy.*

Biden gets one of highest results on Trump wanting to commute sentences, led by Black voters, Hispanics, & dual haters. Proud Boys takes to highest.



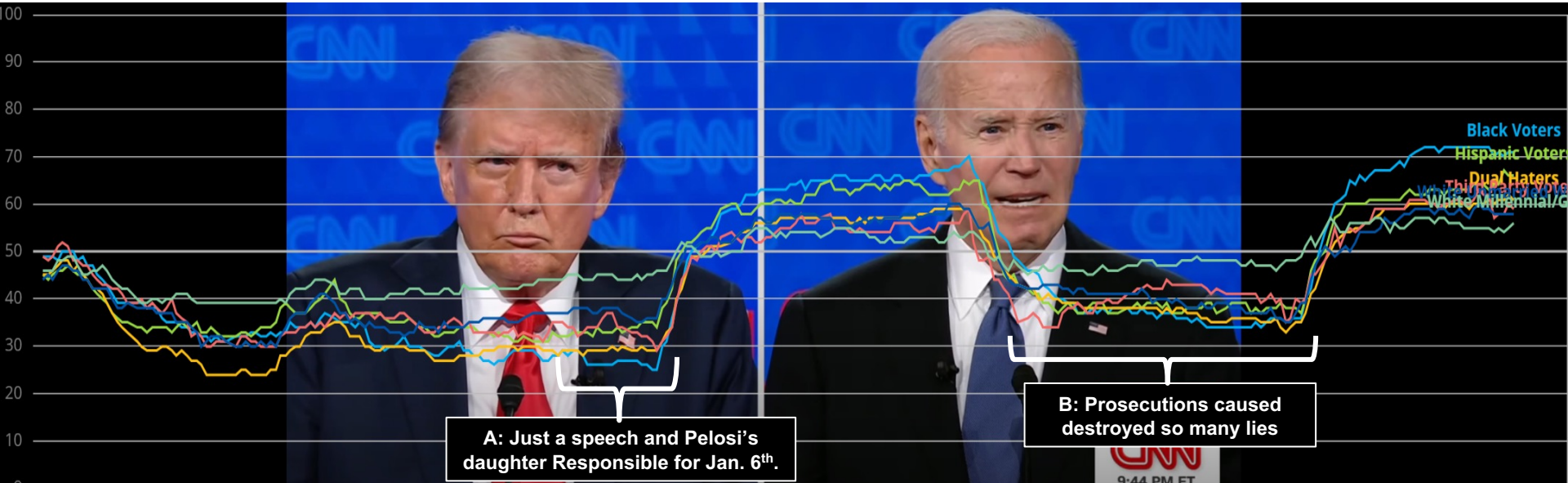
- **[A] Trump:** On January 6th, we had a great border, nobody coming through, very few. On January 6th, we were energy-independent. On January 6th, we had the lowest taxes ever. We had the lowest regulations ever. On January 6th, we were respected all over the world, All over the world we were respected. And then he comes in and we're now left at, we're like a bunch of stupid people. What happened to the United States' reputation under this man's leadership is horrible.
- **[B] Biden:** In fact, he says he'll not forgive them for what they've done. They've been convicted. He says he wants to commute their sentences and say that, no, he went to every single court in the nation, I don't know how many cases, scores of cases, including the Supreme Court. And they said they said – they said, no, no, this guy, this guy is responsible for doing what is being – was done. He didn't do a damn thing. And these people should be in jail. And they should be the ones who are being held accountable. And he wants to let them all out.
- **[B] Biden:** When I asked him about first of two debates we had – debates we had the first time around, I said, will you denounce the Proud Boys. He said, no, I'll tell them stand by. The idea he's refusing – will you denounce these guys? Will you denounce the people we're talking about now? You denounce the people who attacked that Capitol? What are you going to do?.

Trump starts January 6th with great border & gets small rise, but how great it was puts lines to 30, and dual haters to 20s. All kept low when blames others and decries the innocent being hurt



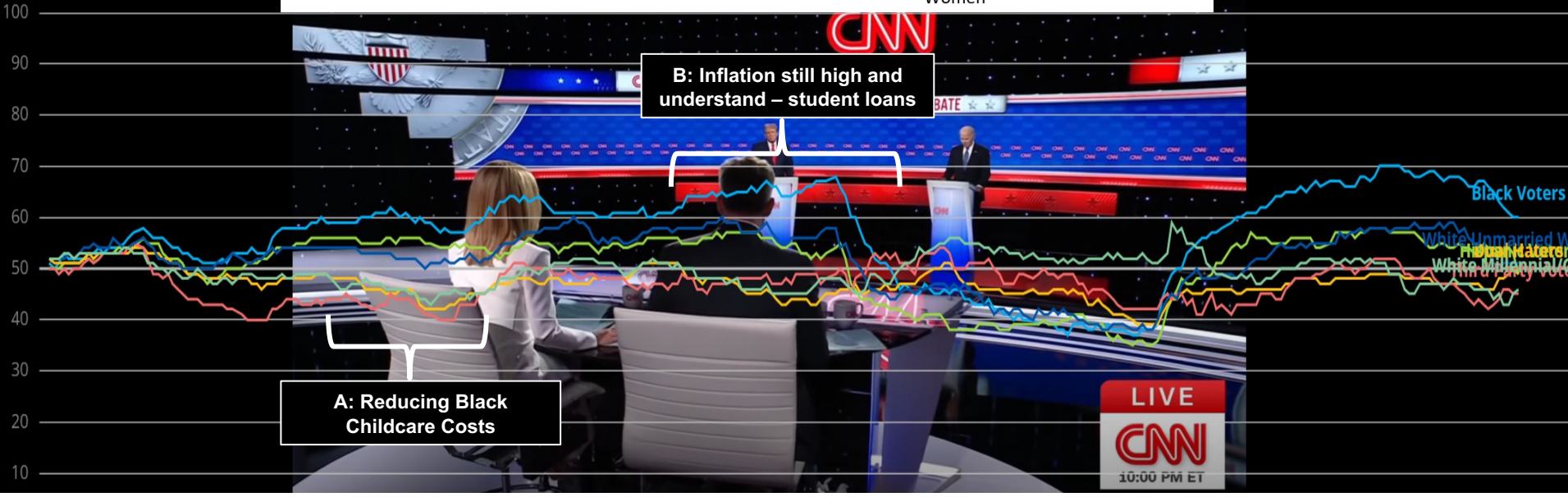
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- **[A] Trump:** They asked me to go make a speech. I could see what was happening. Everybody was saying they're going to be there on January 6th. They're going to be there. And I said, you know what, that's a lot of people coming, you could feel it. You could feel it too. And you could feel it. And I said, they ought to have some National Guard or whatever. And I offered it to her. And she now admits that she turned it down. And it was the same day.
- **[B] Trump:** What they've done to some people that are so innocent, you ought to be ashamed of yourself, what you have done, how you've destroyed the lives of so many people. When they ripped down Portland, when they ripped down many other cities, you go to Minnesota, Minneapolis, what they've done there with the fires all over the city, if I didn't bring in the National Guard, that city would have been destroyed. I was all set to bring in the National Guard. They heard that. They saw them coming and they left immediately. What he said about this whole subject is so off. Peacefully patriotic.

Trump saying “just gave a speech” on January 6th & Pelosi responsible puts all down, Black voters and dual haters under 30. Prosecutors destroyed lives produces deepest possible drop.



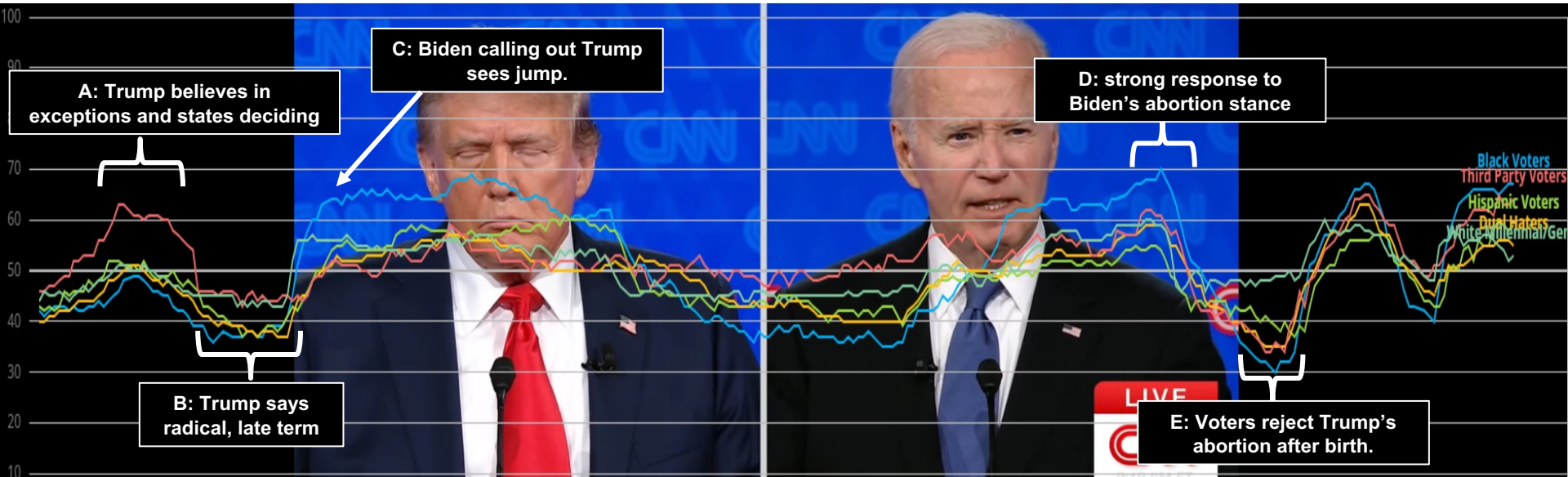
- **[A] Trump:** They asked me to go make a speech. I could see what was happening. Everybody was saying they're going to be there on January 6th. They're going to be there. And I said, you know what, that's a lot of people coming, you could feel it. You could feel it too. And you could feel it. And I said, they ought to have some National Guard or whatever. And I offered it to her. And she now admits that she turned it down. And it was the same day. She was – I don't know, you can't be very happy with her daughter because it made her into a liar. She said, I take full responsibility for January 6th.
- **[B] Trump:** What they've done to some people that are so innocent, you ought to be ashamed of yourself, what you have done, how you've destroyed the lives of so many people. When they ripped down Portland, when they ripped down many other cities, you go to Minnesota, Minneapolis, what they've done there with the fires all over the city, if I didn't bring in the National Guard, that city would have been destroyed. When you look at all of the – they took over big chunks of Seattle. I was all set to bring in the National Guard. They heard that. They saw them coming and they left immediately. What he said about this whole subject is so off. Peacefully patriotic.

Biden reduced child care costs for Blacks gets flat response from Blacks but takes down all but Hispanics. Understand still high and debt relief puts down lines for Hispanics, white Gen Z/millennials & dual haters.



- **[A] Biden:** And in addition to that, we find that the impact of, on the – the choice that black families have to make relative to childcare is incredibly difficult. When we did the first major piece of legislation in the past, I was able to reduce black childcare costs. I cut them in half, in half. We’ve got to make sure we provide for childcare costs. We’ve got to make sure – because when you provide that childcare protections, you increase economic growth because more people can be in the – in the job market.
- **[B] Biden:** I say, I don’t blame them for being disappointed. Inflation is still hurting them badly. For example, I provided for the idea that any black family, first time home buyer should get a \$10,000 tax credit to be able to buy their first home so they can get started. I made sure that we’re in a situation where all those black families and those black individuals who provided had to take out student loans that were ballooning, that if they were engaged in nursing and anything having to do with volunteerism, if they paid their bills for 10 years on their student debt, all the rest was forgiven after 10 years. Millions have benefited from that and we’re going to do a whole lot more for black families.

Only third party rises with Trump on abortion exceptions, but late-term attack crashes all below 50. Biden “terrible” gets jump with white unmarried women, white Gen Z/millennials, & Blacks. Biden explaining Roe does well.



- **[A] Trump:** The states control it. That’s the vote of the people. Like Ronald Reagan, I believe in exceptions. I am a person that believes. Frankly, I think it’s important to believe in exceptions. You have to follow your heart. Some people don’t believe in that, but I believe in exceptions for rape, incest, the life of the mother.
- **[B] Trump:** The problem they have is they’re radical because they will take the life of a child in the eighth month, the ninth month, and even after birth – after birth. If you look at the former governor of Virginia, he was willing to do this. He said, we’ll put the baby aside and we’ll determine what we do with the baby. Meaning, we’ll kill the baby.
- **[C] Biden:** It’s been a terrible thing, what you’ve done. The fact is that the vast majority of constitutional scholars supported Roe when it was decided, supported Roe. And that was – that’s – this idea that they were all against it is just ridiculous.
- **[D] Biden:** A doctor should be making those decisions. That’s how it should be run. That’s what you’re going to do. And if I’m elected, I’m going to restore Roe v. Wade.
- **[E] Trump:** So that means he can take the life of the baby in the ninth month and even after birth, because some states – Democrat-run – take it after birth. Again, the governor – former governor of Virginia: put the baby down, then we decide what to do with it. So he’s in – he’s willing to, as we say, rip the baby out of the womb in the ninth month and kill the baby.

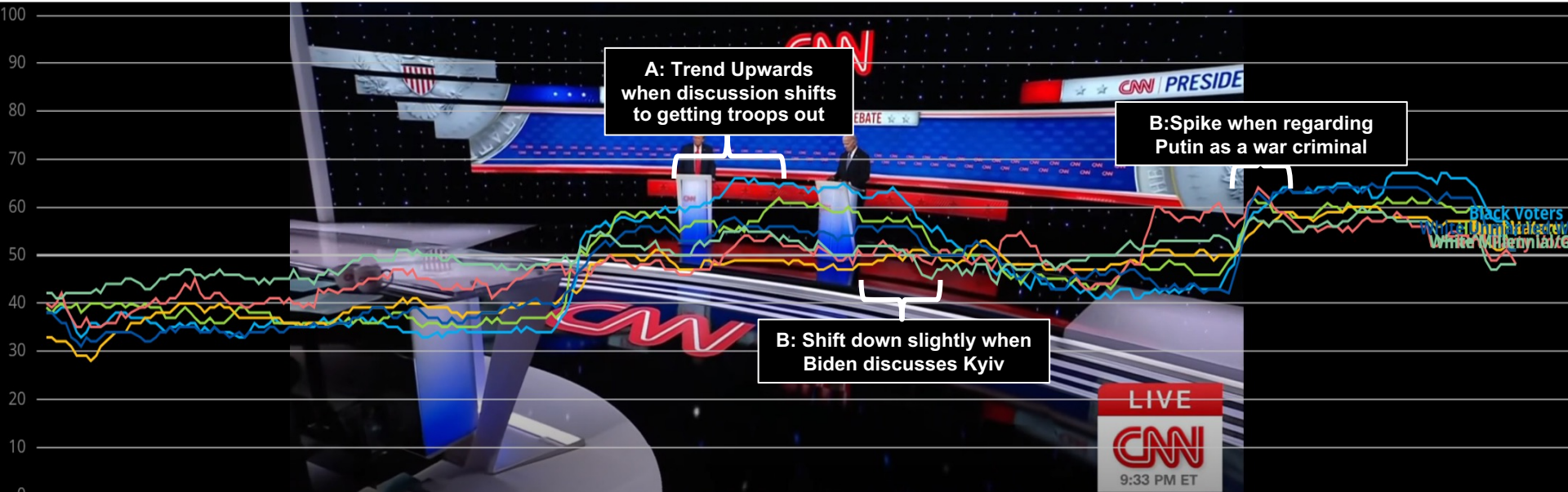
Biden talking about fentanyl and bipartisan border deal gets mostly flat and middling responses



A: Detecting Fentanyl & deal with Republicans on border

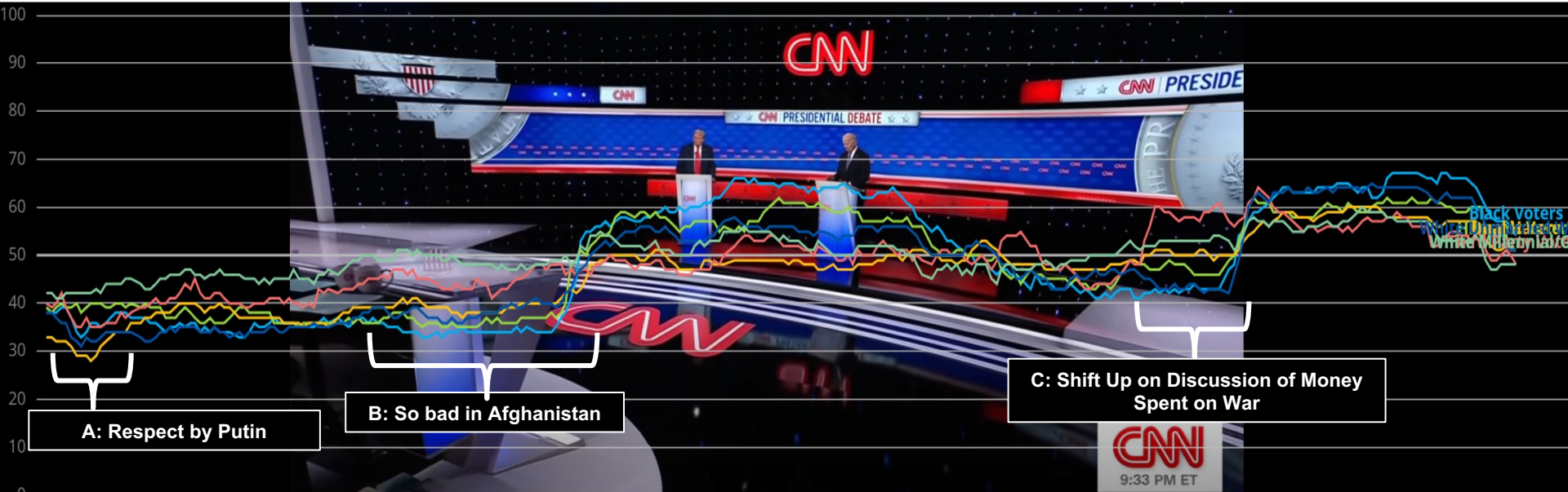
- [A] Biden:** Fentanyl and the byproducts of fentanyl went down for a while. And I wanted to make sure we use the machinery that can detect fentanyl, these big machines that roll over everything that comes across the border, and it costs a lot of money. That was part of this deal we put together, this bipartisan deal. More fentanyl machines, were able to detect drugs, more numbers of agents, more numbers of all the people at the border. And when we had that deal done, he went – he called his Republican colleagues said don't do it. It's going to hurt me politically. He never argued. It's not a good bill. It's a really good bill. We need those machines. We need those machines. And we're coming down very hard in every country in Asia in terms of precursors for fentanyl. And Mexico is working with us to make sure they don't have the technology to be able to put it together. That's what we have to do. We need those machines.

On Ukraine, line trends up on getting troops out for all but dual haters & third party and spikes for all when calls Putin a war criminal.



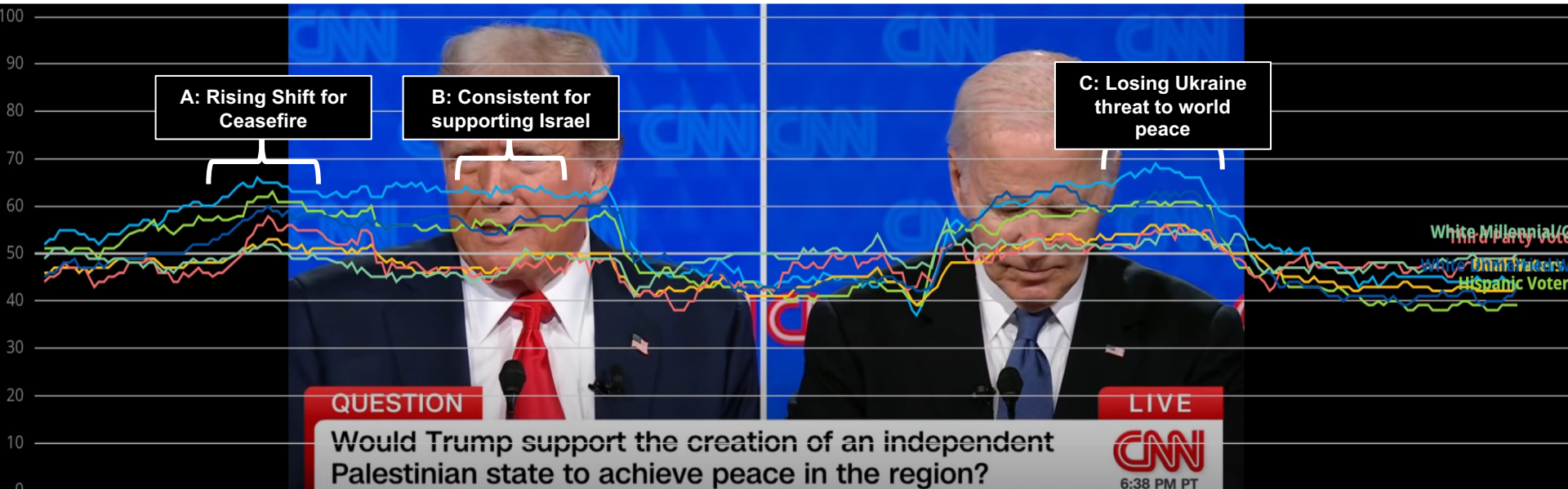
- **[A] Biden:** Number two, we got over 100,000 Americans and others out of Afghanistan during that airlift. Number three, we found ourselves in a situation where, if you take a look at what Trump did in Ukraine, he's – this guy told Ukraine – told Trump, do whatever you want and do whatever you want. And that's exactly what Trump did to Putin, encouraged him, do whatever you want. And he went in.
- **[B] Biden:** And listen to what he said when he went in, he was going to take Kyiv in five days, remember? Because it's part of the old Soviet Union. That's what he wanted to re-establish Kyiv. And he in fact, didn't do it at all. He didn't – wasn't able to get it done. And they've lost over – they've lost thousands and thousands of troops, 500,000 troops..
- **[C] Biden:** The fact is that Putin is a war criminal. He's killed thousands and thousands of people. And he has made one thing clear, he wants to re-establish what was part of the Soviet Empire, not just a piece, he wants all of Ukraine. That's what he wants. And then do you think he'll stop there? Do you think he'll stop when he – if he takes Ukraine? What do you think happens to Poland? What do you think of Belarus? What do you think happens to those NATO countries?

Trump gets flat response on “respected by Putin,” & so bad in Afghanistan in 30-40 range. But all groups rise sharply with too much spending in Ukraine.



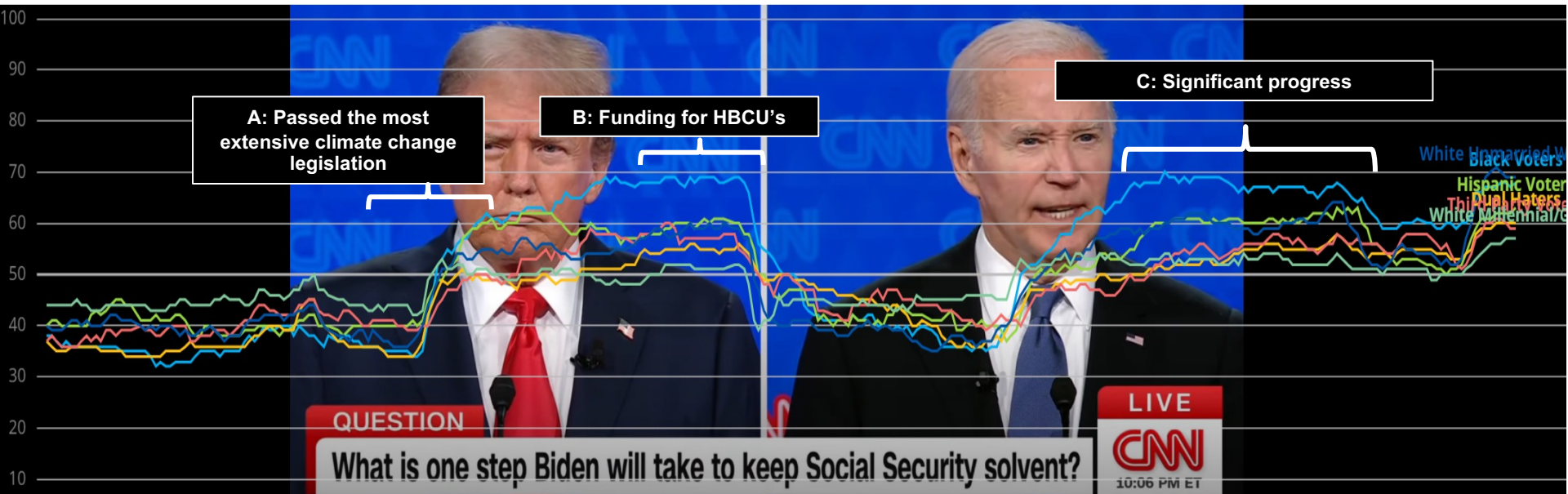
- **[A] Trump:** As far as Russia and Ukraine, if we had a real president, a president that knew – that was respected by Putin, he would have never – he would have never invaded Ukraine. A lot of people are dead right now, much more than people know.
- **[B] Trump:** I’ll tell you what happened. He was so bad with Afghanistan; it was such a horrible embarrassment, most embarrassing moment in the history of our country, that when Putin watched that and he saw the incompetence that he should – he should have fired those generals like I fired the one that you mentioned. And so he’s got no love lost. But he should have fired those generals..
- **[C] Trump:** But look, this is a war that never should have started. If we had a leader in this war, he led everybody along. He’s given \$200 billion now or more to Ukraine. He’s given \$200 billion. That’s a lot of money. I don’t think there’s ever been anything like it. Every time that Zelenskyy comes to this country, he walks away with \$60 billion dollars, he’s the greatest salesman ever. And I’m not knocking him, I’m not knocking anything. I’m only saying, the money that we’re spending on this war, and we shouldn’t be spending, it should have never happened.

Biden ceasefire proposal produces big rise with all groups, except dual haters. Warning about losing in Ukraine gets a mostly flat response.



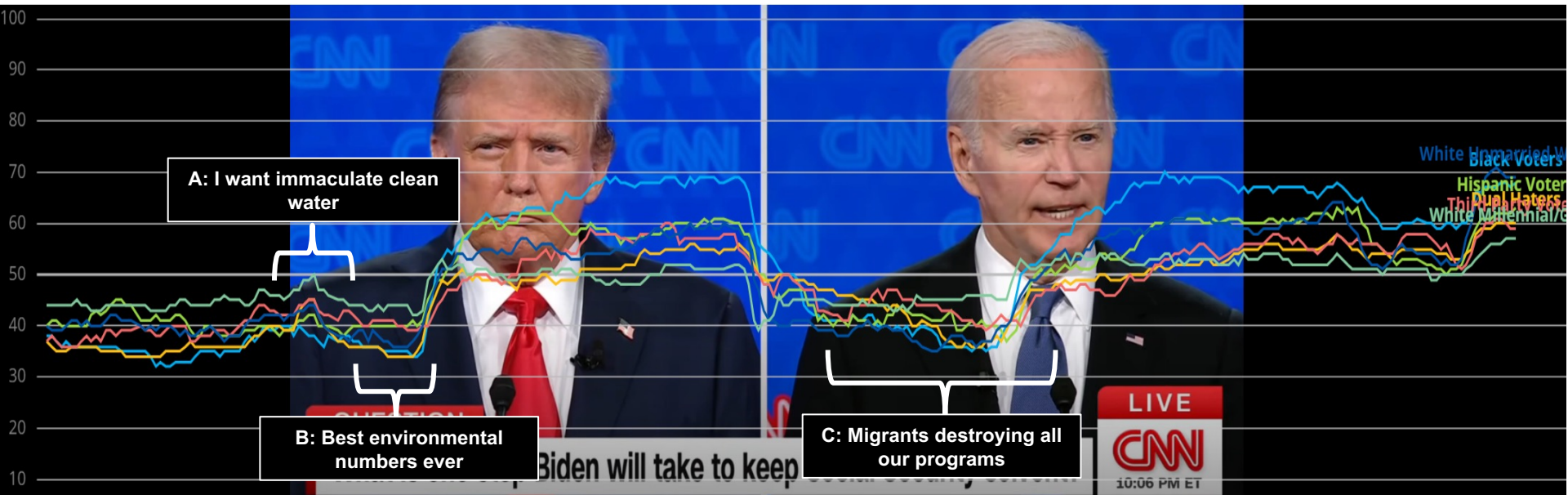
- [A] Biden:** The first stage is to treat the hostages for a ceasefire. Second phase is a ceasefire with additional conditions. The third phase is know the end of the war. The only one who wants the war to continue is Hamas, number one. They're the only ones standing down.
- [B] Biden:** They kill a lot of innocent people. We are providing Israel with all the weapons they need and when they need them. And by the way, I'm the guy that organized the world against Iran when they had a full-blown kind of ballistic missile attack on Israel. No one was hurt. No one Israeli was accidentally killed. And it stopped. We saved Israel. We are the biggest producer of support for Israel than anyone in the world. And so, that's – they are two different things..
- [C] Biden:** Go ahead. Let Putin go in and control Ukraine and then move on to Poland and other places. See what happens then. He has no idea what the hell he is talking about. And by the way, I got 50 other nations around the world to support Ukraine, including Japan and South Korea, because they understand that this was this – this kind of dislocation has a serious threat to the whole world peace. No major war in Europe has ever been able to be contained just to Europe.

Biden most extensive climate action spikes all lines. Funding HBCUs pushes Black lines up & Hispanic down.



- **[A] Biden:** *I don't know where the hell he has been. The idea that, Dana, he said is true. I've passed the most extensive, it was the extensive climate change legislation in history, in history.*
- **[B] Biden:** *We find ourselves – and by the way, black colleges, I came up with \$50 billion for HBCUs, historic black universities and colleges, because they don't have the kind of contributors that they have to build these laboratories and the like. Any black student is capable in college in doing any white student can do. They just have the money. But now, they'll be able to get those jobs in high tech. We're in a situation where the idea that he kind of is claiming to have done something that had the cleanest water, the cleanest water? He had not done a damn thing with the environment.*
- **[C] Biden:** *We have – we have made significant progress. And we're continuing to make progress. We set up a Climate Corps for thousands of young people will learn how to deal with climate, just like the Peace Corps. And we're going to – we're moving in directions that are going to significantly change the elements of the cause of pollution.*

Trump's immaculate clean water and best numbers send all lines down, especially dual haters.



- **[A] Trump:** So, I want absolutely immaculate clean water and I want absolutely clean air, and we had it. We had H2O. We had the best numbers ever. And we did – we were using all forms of energy, all forms, everything.
- **[B] Trump:** And yet, during my four years, I had the best environmental numbers ever. And my top environmental people gave me that statistic just before I walked on the stage, actually.
- **[C] Trump:** But, everything that he said just now, I'll give you an example. I heard him say before insulin, I'm the one that got the insulin down for the seniors. I took care of the seniors. What he is doing is destroying all of our medical programs because the migrants coming in. They want everybody. And look, I have the biggest heart on the stage. I guarantee you that. And I want to take care of people. But, we're destroying our country. They're taking over our schools, our hospitals, and they're going to be taking over Social Security. He is destroying Social Security, Medicare and Medicaid.

Takeaways

- We learned a lot from looking closely at the responses of dual haters, third party voters, Black voters, Hispanics, white Gen Z/millennials, and unmarried women to the debate segments.
- It showed how unmarried women could play a key role. They feared even more the return of Trump, and they respond favorably on issue after issue in the debate.
- The failure of Biden to rally some base groups was reinforced by the response to the debate. Black voters had the biggest gap between who won the debate and their vote. White Gen Z/millennials reacted with the least enthusiasm to what they were seeing. Hispanics pulled back during discussion of programs being delivered to the Black community.
- The dials show basic weakness on the economy and the border — the two top issues in the election. Biden's main case on age was the 50 million jobs and new investment, and that got no rise. Biden lost all the segments on inflation. Biden's use of the bipartisan border bill did not work here, and at the end Biden lost ground on immigration, the border, and inflation. And the answer that ended with Medicare sent lines far down and after the group, two-thirds said Biden was too old to be president.
- The dials also showed how weak Trump was. The news coverage misunderstood what happened in this debate. He lost on all his January 6th, abortion, tax cuts, and environment responses. Biden didn't lose ground on women's rights, abortion, affordable health care, and going afterward price gouging.
- And at every point, voters hungered to see richest pay taxes and rejected Trump's tax cut for big corporations. One of the strongest responses in the debate was the reaction to Biden's proposal to fund Social Security with higher taxes for the rich.

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