



Moving reluctant voters to choose Biden

Democracy Corps survey and wave 3 of CVI web panel

October 2, 2020

Methodology

BATTLEGROUNDS WEB POLL, WEIGHTED TO PHONE POLL

SEPTEMBER BATTLEGROUNDS WEB POLL: A 1,200 sample web survey of registered voters in a 16-state battleground was conducted online September 22-27, 2020 from a voter-file sample. 726 respondents were being interviewed for the 3rd as part of the CVI/DCorps ongoing panel in the battleground.

- The registered voter web surveys are voter-file matched to produce a high-quality samples of real voters with the added advantage of known vote history. They are also well-suited for conducting experiments to test message strategies and executions.

WEIGHTING TO PHONE POLLS: A phone poll of 1,000 registered voters in this 16-state battleground was conducted by phone September 22-27, 2020 from a voter-file sample. 67% of respondents were reached on cell phones in order to accurately reflect the American electorate. The margin of error is +/- 3.5 percentage points.

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



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)*



Getting reluctant voters to vote Biden

- Nearly all the target voters in the coming month contributed to the election of Trump who led the Tea Party, Evangelical and white working class revolt against the elites and establishment in 2016.
- Unpacking the complicated mix of emotions, values, psychology, identity and beliefs is key to them abandoning Trump and deciding to vote for Joe Biden — if not Biden, then third party or abstaining.
- It begins with the soft Republican voters (independents-lean-GOP, weak Republicans, moderate Republicans, Catholic Republicans, and McCain Republicans). But because the Republicans is a fragmented and diminished party, it includes the 17 percent of the country who are GOP defectors (Republican until last few years). And it includes the dual haters who dislike both candidates and contributed to Trump's win in 2016.

Getting the reluctant: continued

- Biden needs to deliver a sharp, middle class, anti-elite choice with himself as part of a working class family who went to a state university, from a working class town who respects their hard work and personal responsibility. Trump inherited his billions, never takes responsibility. Biden lives the values that can get America back.
- The strongest attack from Republicans is a voter who voted for Nixon who attacks Trump for not adhering to conservative values – being immoral, undisciplined, blaming others and not taking personal responsibility.
- We do not ask 2016 Trump voters to regret that vote, because they do not. They regret Trump forgot the forgotten Americans and governed only for his own party and billionaire elites and to enrich himself. Biden gets heard by saying Trump was not the cause of this being a divided nation. He listens. He understands both parties left the system rigged against and must come together to bring change.

Getting the reluctant to decide for Biden

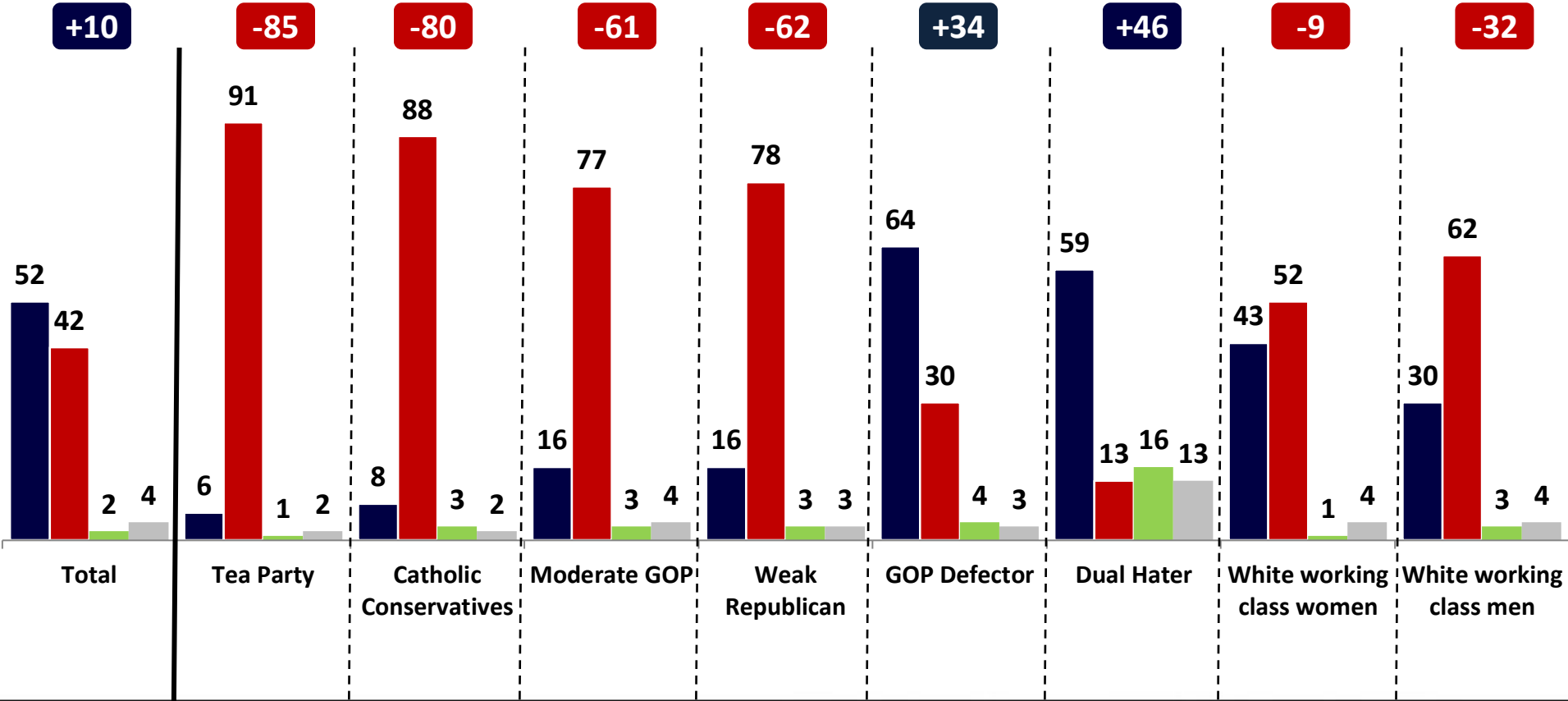


The starting targets who have already moved away from Trump

2020 PRESIDENTIAL BALLOT

2020 COMBINED DATA IN BATTLEGROUND

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



Displaying results from Democracy Corps combined data set of 5,500 responses from recent 2020 battleground phone surveys.

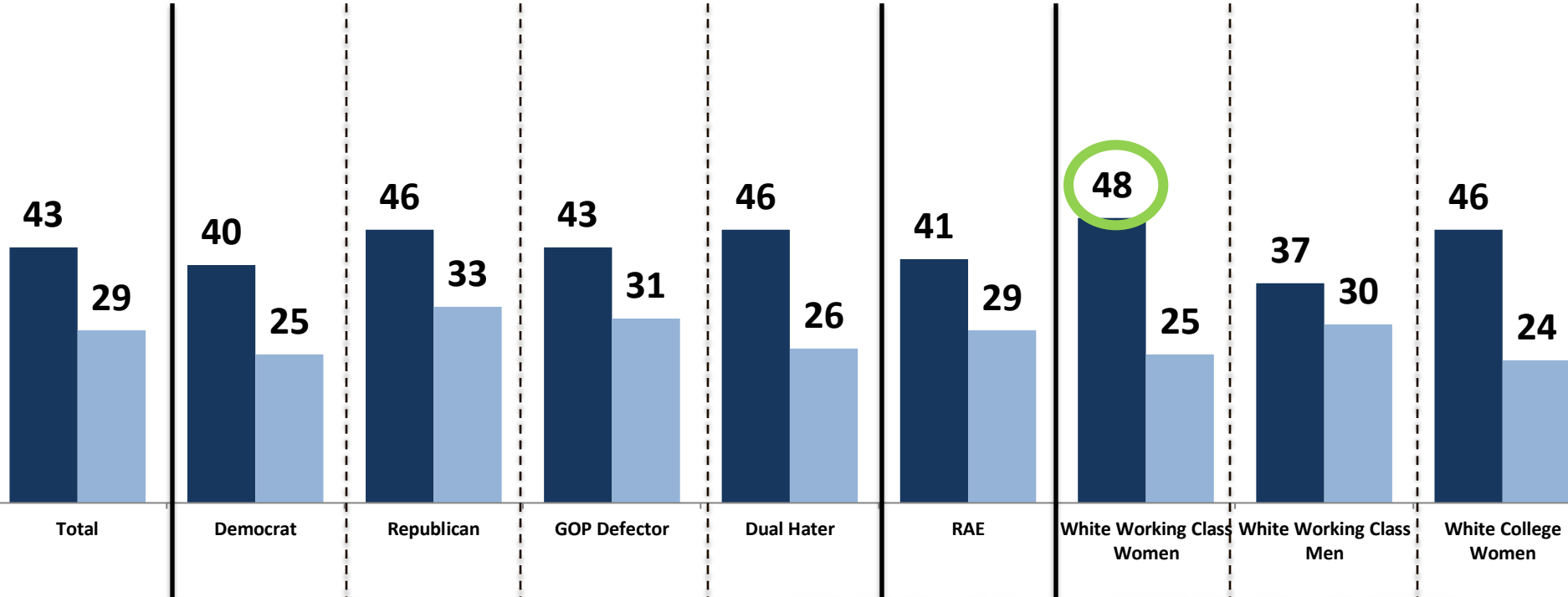


The key starting point is voters hearing Biden has a plan to reduce health care costs, particularly the white working-class women

Now you will read some things Joe Biden is saying are his top priority, please pick the ONE that is most positive for you.

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

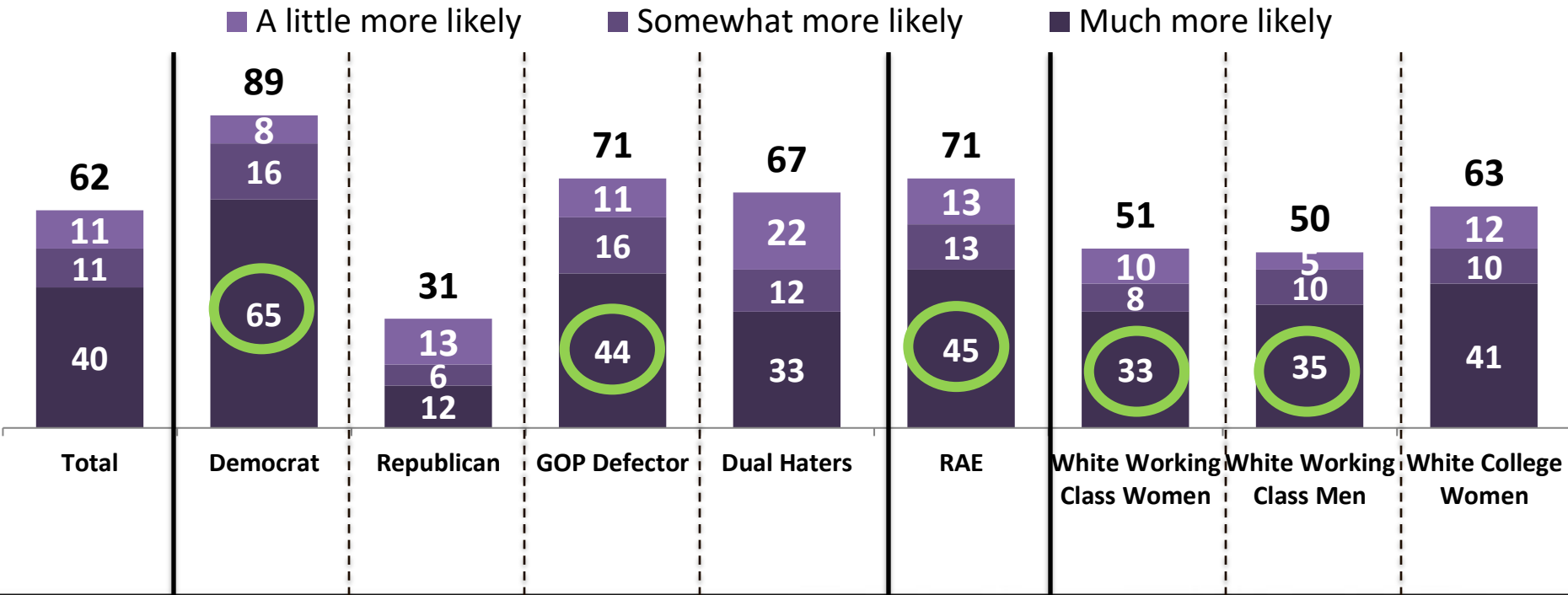
He wants to reinvest taxpayer money back into the country including \$400 billion to buy American products and materials our country needs to modernize our infrastructure.



Biden's middle class, anti-elitist choice intense for base but also GOP defectors and white working class – where for the men, 'much more likely,' exceeds vote

Now please read what Joe Biden says this election is about. Please mark whether this makes you much more likely, somewhat more, a little more, or no more likely to support Joe Biden.

Biden is from a middle class town, with working class parents and went to a state university. He cares about what happens to working class communities and farms. He believes in hard work and that personal responsibility should be rewarded. He wants to build back American jobs for the middle class families like he came from, not the wealthy investor class. They don't need help, but working families do. Trump is a billionaire, inherited his money, went to an Ivy League university, and lived on Fifth Avenue. He shows little sympathy for the struggling working class and mainly worked to enrich his friends. He blames others instead of taking personal responsibility. Those aren't the values that will get America back.

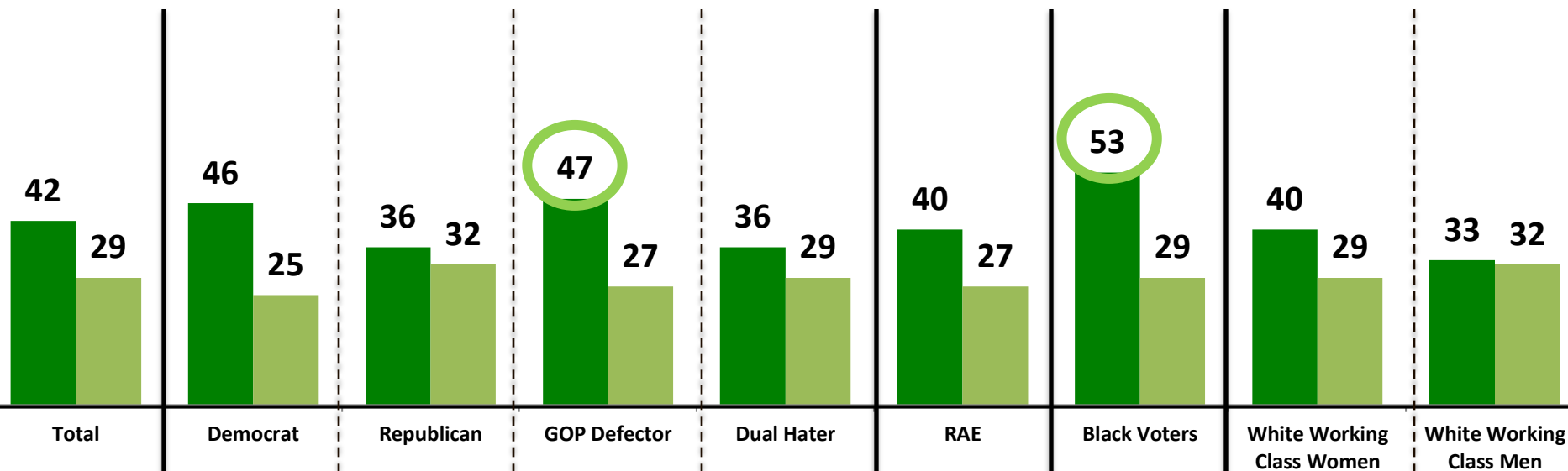


Biden reassurance condemning violence, critical for GOP defectors, but also Black voters and white college women.

Now you will read some things Joe Biden says about how he would govern. Please pick the ONE that is most positive for you.

I condemn violence no matter who does it, anarchists or white nationalists, and every police officer must be safe, unlike Trump who never condemns the white nationalists and racists.

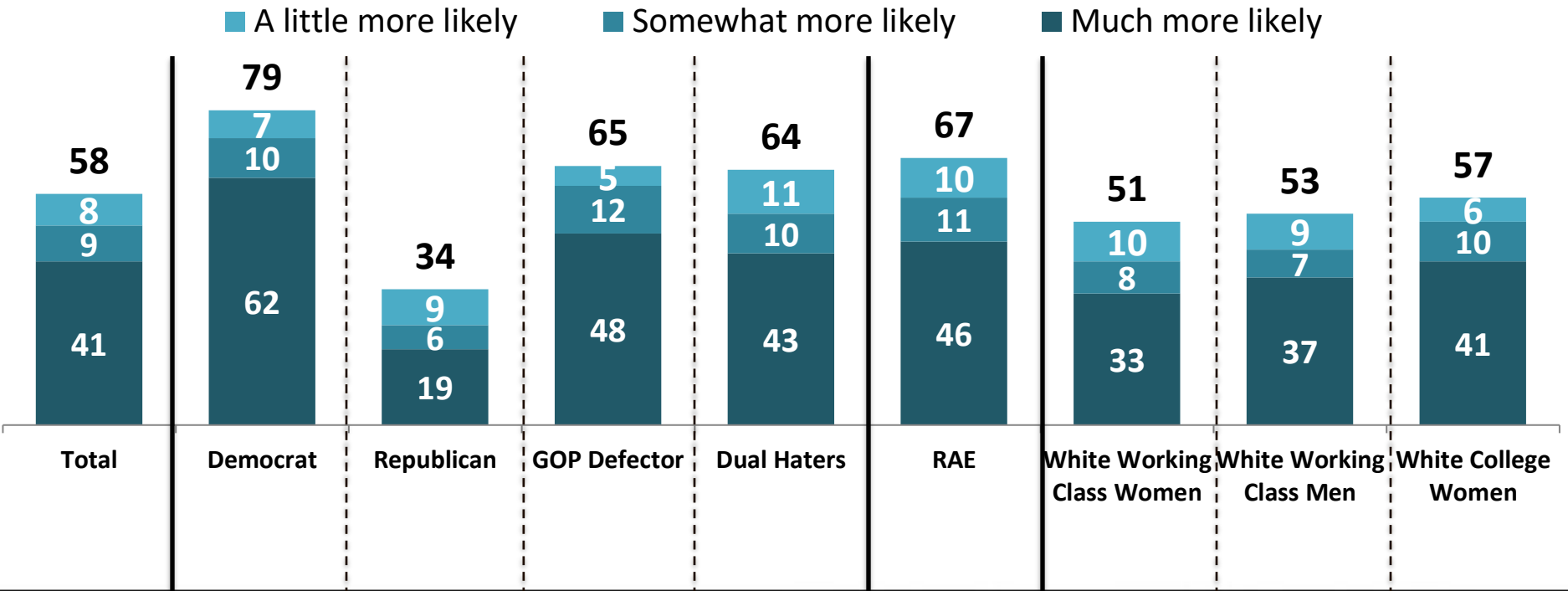
I never question people's motives and respect the other side and I'm always trying to get a bi-partisan deal, which is why I can unite the country, not President Trump.



Republican voter conservative attack – lack of discipline and personal responsibility – gets both GOP defectors, dual haters, and RAE base

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

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



Closing messages: Trump not cause; both parties rigged & angry about deplorables – both key to RAE & GOP defectors, but rigged highest for white working class

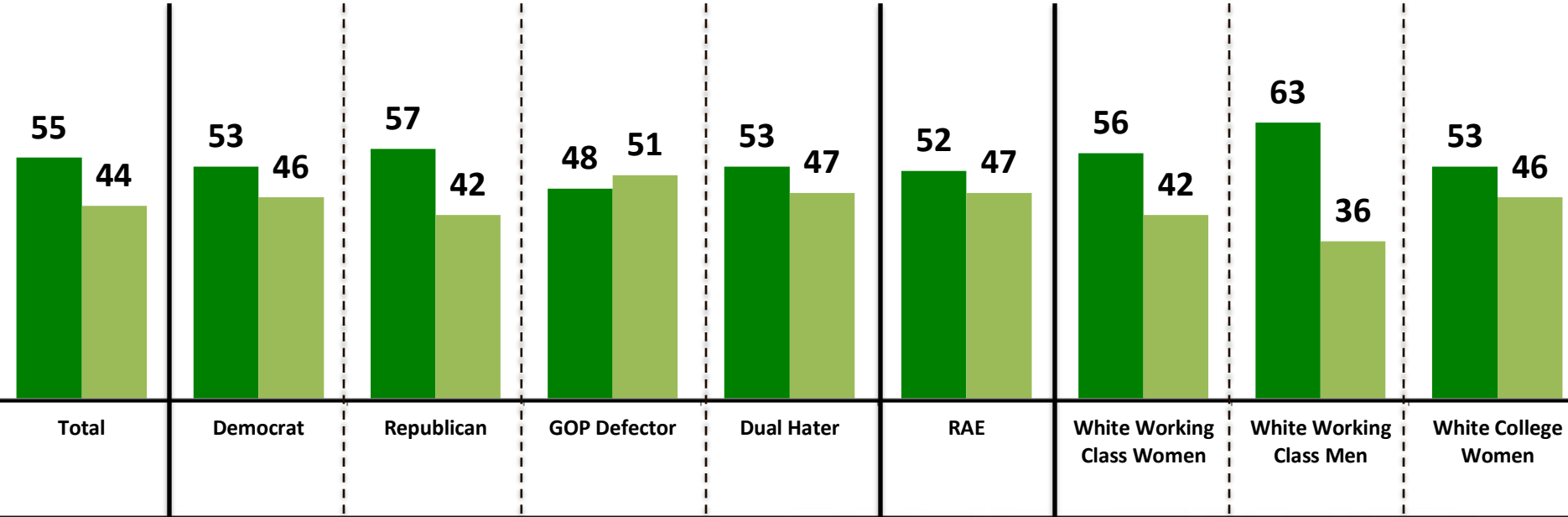
Now you will see two things that Joe Biden said to working people who voted for President Trump. Please read them both and then indicate which ONE made you think the most.

BOTH PARTIES RIGGED

Both parties failed address the inequality of wealth and power that has rigged the economy for those at the top and undermined the working class. Both parties left the system rigged. Trump is not the cause of our divided nation. He is the symptom of a rigged system that divided white and black, immigrants, and everyone else. We must come together and reform the system so government works all of us.

DEPLORABLES

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



“Both parties rigged” strongest in GOP factions, though “deplorables” gets hearing for Tea Party conservatives

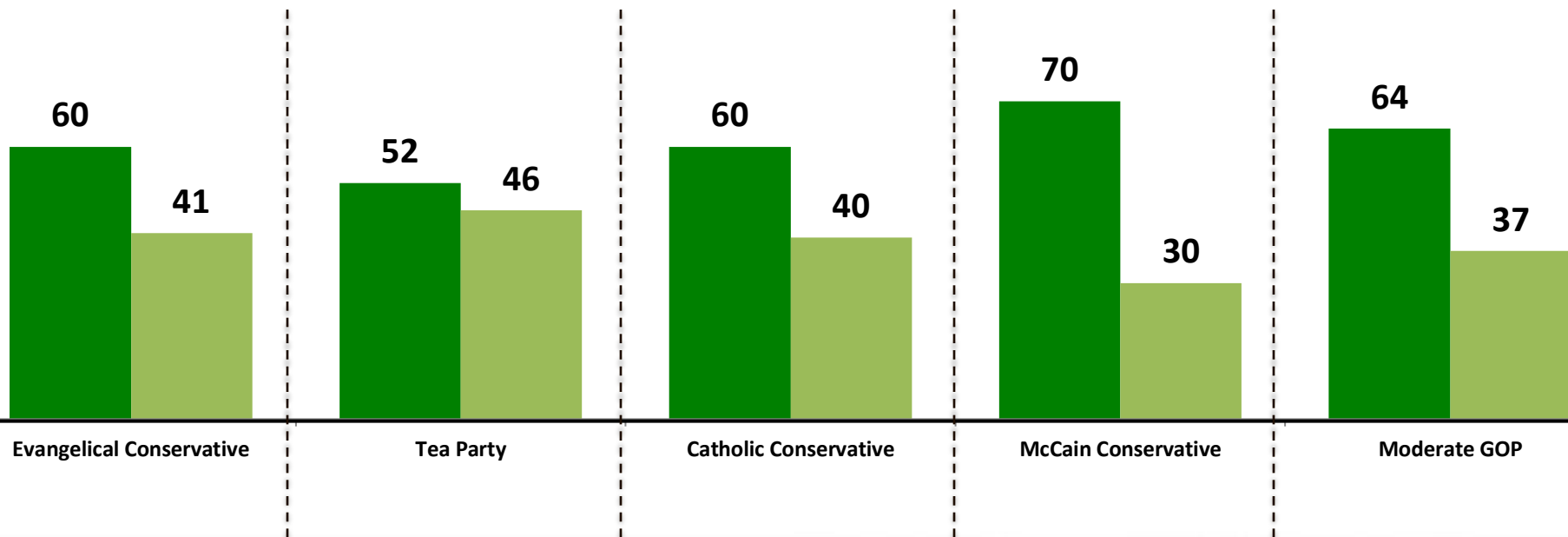
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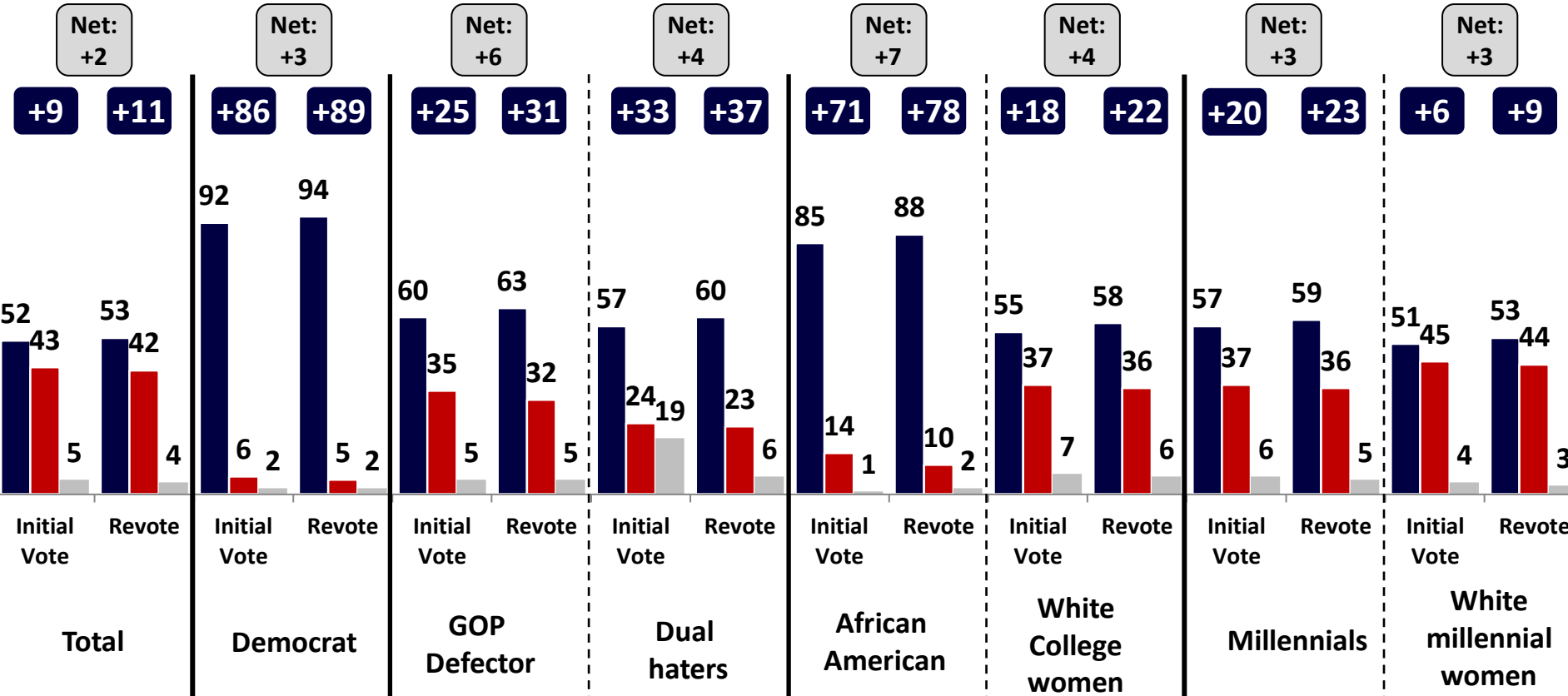


Simulated campaign raises Biden margin by completing case for GOP defectors and dual haters, while helping with Black voters, college women, & millennials

2020 PRESIDENTIAL BALLOT

INITIAL TO FINAL VOTE

■ Democrat Joe Biden ■ Republican Donald Trump ■ Undecided



CONTACT US



DEMOCRACY CORPS

1440 G Street. NW
Floor 10
Washington, DC 20005

Phone: +1 202 250 3645

www.democracycorps.com

GREENBERG RESEARCH

1440 G Street NW
Floor 10
Washington, DC 20005

Phone: +1 202 499 6901

www.greenbergresearch.com

CENTER FOR VOTER INFORMATION

1707 L Street, N.W.
Suite 300
Washington, DC 20036

Phone: +1 202 659 9570

www.centerforvoterinformation.org

