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To: To interested progressives

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Closing the campaign

Recommendations based research on final debate and focus groups with key groups

It is still critical to be on the offensive getting soft Republican and anti-systemic voters to break for Joe, votes to break for Biden, or not to cast that vote for Biden. These weekend recommendations are based on the dial meter and pre-post survey we conducted for the AFT and the focus groups we conducted for Democracy Corps with moderate Republicans, GOP defectors (17 percent of voters), dual haters who dislike both candidates (7 percent), and white working class women (24 percent). They will still have a very big say on whether we get to a blue wave on November 3rd.

Here are key recommendations in the final 10 days.

- Focus on plans to attack coronavirus and Trump's overclaims
- Close with working class bio contrast
- Release detailed health care plans
- Explain both parties rigged system against working class
- Make improving things for the middle class the principal offer

Continue to focus on Biden's COVID plans and Trump denying responsibility and attacking on Democratic cities and governors for closing their cities

Every time President Trump in the final debate minimized the severity of the pandemic and said, we've turned the corner, and every time he attacked major American cities or Democratic governors, the dial lines went sharply down for all the participants. They went up when the Vice President had a chance to mention his plans to give states the capacity to open safely. This is backed into the choice where voters are giving Biden the biggest margins.

Trump continues to damage himself with hold narrative on the pandemic, and Biden has the chance to talk how he will governors and mayors to protect their police, fire, teachers, and others.

Sharp rise as Biden hits Trump on COVID (A/C). Steepest drop possible with, “not my fault” (B), rise for Biden on “capacity to open safely” (D) & steep drop on Dem shutdown killing cities



We have rarely seen lines drop so sharply when Trump says, “not my fault” and attacks Democratic governors “where all talk is about shutdown.”

Obviously, this will be the closing argument in all the coverage.

Make working class bio contrast

It may seem counterintuitive, but biography is more important at the end in this Trumpian world than in the beginning. They are receiving so much misinformation — and they are conscious that they don't know what is true — that the contrast bio is the one that seems true and verifiable. It is very close to what the Vice President is saying in his speeches and reinforced by state Biden ads that say, he is one of us.

They accept Biden is from Scranton and Trump from Fifth Avenue and can't see them. They accept and want to hear that Biden believes in hard work and taking personal responsibility and will tax the big corporations. They accept that Trump blames others, takes no responsibility, and governs for Wall Street and CEOs and the big corporations.

Biden says he 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's background still comes as a surprise to many of these voters. Hearing more about his biography contrasted with Trump's is powerful, but many remain skeptical that Biden would put himself on the side of working Americans -- given how far removed he is by a long career in office.

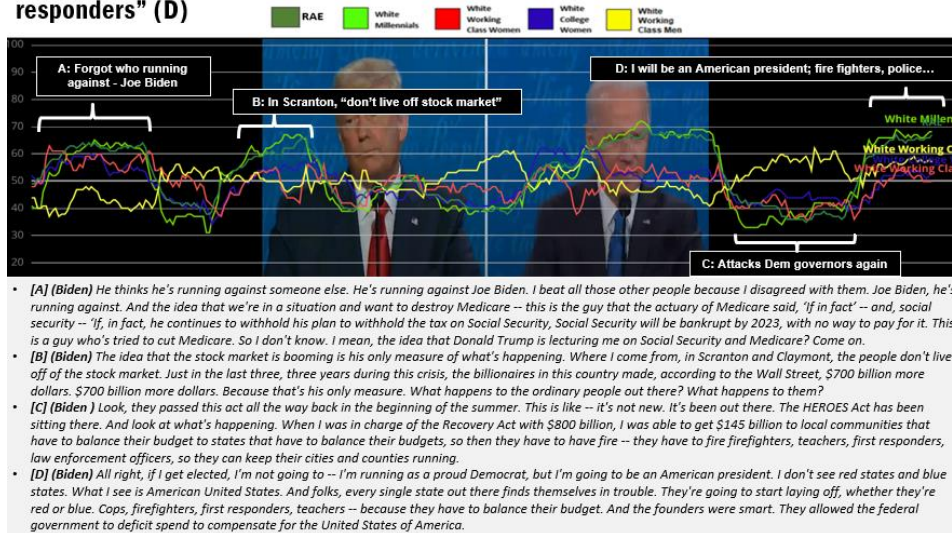
I didn't realize he was a blue-collar worker either. I hadn't realized the steel mills had closed down to that degree that there were jobs lost so it was informative. (NC GOP defector woman)

I didn't realize he was a blue-collar worker, and our dependence is on someone who had everything handed to him and is getting everything handed to him by bankruptcy. It's someone like us. That commercial struck me. (NC GOP defector woman)

It's a typical politician statement. It's saying he's one of us. "I believe in hard work and personal responsibility" but he's been a politician for 50 years. He wouldn't know hard work. (OH Man)

That is why the debate dials showed such power with Biden describing working class life from Scranton and Trump's life, values, and priorities on Park Avenue.

Biden gets rise when says, "don't live off stock market" in Scranton (B). Lines tank on Trump attacking Dem governors (C), spike "American President for firefighters, first responders" (D)



Health care

The debate revealed a huge opportunity with white working-class women – the group that cares most about health care, unaffordable health care, and looking for a better shake. Nothing is more important in reaching them and keeping Trump from getting any opening with them.

In the Zoom focus groups, you can see how laser focused they are on knowing what will be the real cost; as one woman put it, “it’s all words until you go to the doctor’s office.”

I wouldn't care who lowered the cost of healthcare, I'd just be happy it happened. Our situation in the last two years. [...] I'd love for anybody, whether Republican or Democrat to help us make healthcare coverage something the average person can afford. (OH woman)

How are they planning on reducing the costs? (OH woman)

I don't know how he's going to do that. He doesn't say what he's going to do. (NC moderate woman)

I need to see the plan for Trump too and I've been waiting for four years and haven't seen that either. I'd like some more choices please. (NC GOP defector woman)

It's all words until we actually go to the doctor's office. (NC GOP defector woman)

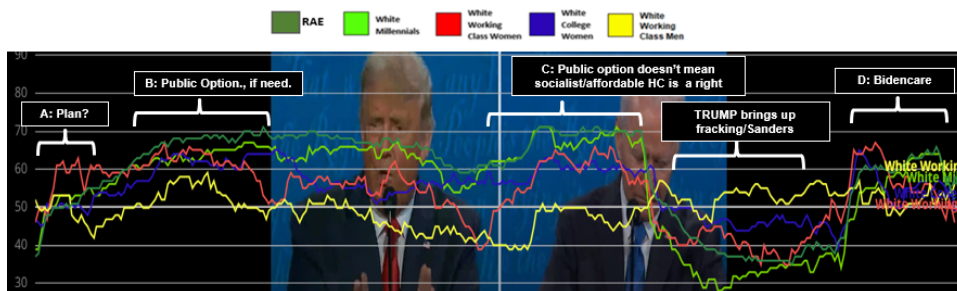
When Welker in the debate simply asked, what Biden, is your plan to replace it — the line for white working-class women shot up above all the others. It is such a test of how much they are

paying attention to what will happen to health care. This is not preexisting conditions. This is whether they will have more affordable and secure health care.

When Biden explains his plan at two big stretches, it goes up for our base of Rising American Electorate, but also white millennials and white working-class women. It goes down on when talking about people not losing private insurance.

The Biden campaign needs to show people with considerable specificity what is in his health care plan. He has a real audience with the white working-class women, but also white millennials who have held back on enthusiasm.

Welker asking Biden for post-court ACA plan spikes WWC women (A). Biden lays out a clear health care plan for the first time - with huge response at every turn (B/C/D).



- [A] (WELKER) Okay. Vice President Biden, yes, this is for you. Your healthcare plan calls for building on Obamacare. So my question is, what is your plan if the law is ruled unconstitutional by the Supreme Court? You have two minutes uninterrupted.
- [B] (BIDEN) What I'm going to do is pass Obamacare with a public option - and become Bidencare. The public option is an option that says that if you in fact do not have the wherewithal, if you qualify for Medicaid and you do not have the wherewithal in your state to get Medicaid, you automatically are enrolled, providing competition for insurance companies. That's what's going to happen. Secondly, we're going to make sure we reduce the premiums and reduce drug prices by making sure that there's competition, that doesn't exist now, by allowing Medicare to negotiate drug prices with the insurance companies. Thirdly, the idea that I want to eliminate private insurance, the reason why I had such a fight with 20 candidates for the nomination was I support private insurance.
- [C] (BIDEN) I say it's ridiculous. It's like saying that the fact that there's a public option that people can choose, that makes it a socialist plan. Look, the difference between the president and I think healthcare is not a privilege, it's a right. Everyone should have the right to have affordable healthcare, and I am very proud of my plan. It's gotten endorsed by all the major labor unions, as well as a whole range of other people who, in fact, are concerned in the medical field. This is something that's going to save people's lives. And this is going to give some people an opportunity to have healthcare for their children. How many of you at home are worried and rolling around in bed tonight, wondering what in God's name you're going to do if you get sick, because you've lost your health insurance and your company's gone under? We have to provide health insurance for people at an affordable rate, and that's what I do
- [D] (BIDEN) My response is, people deserve to have affordable healthcare, period. Period, period, period. And the Biden care proposal will in fact provide for that affordable healthcare, lower premiums. What we're going to do is going to cost some money. It's going to cost over \$750 billion over 10 years to do it. And they're going to have lower premiums. You can buy into the better plans, the cheaper plans, lower your premiums, deal with unexpected billing, and have your drug prices drop significantly. He keeps talking about it. He hasn't done a thing for anybody on healthcare. Not a thing

Both parties rigged things against working people

The white working-class voters who voted for Trump move to Biden when they hear, Biden is not asking them to regret their vote and that he understands that when both parties held office, the politics felt rigged in favor of the elites and big corporations. Saying, these problems and divisions existed before Trump ran for office, says, Biden understands and can bring change. It says, he may not be a puppet of his party and reinforces his biography and message that he is on the side of the struggling middle class.

Biden says 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.

After reading it in Zoom focus groups, about half went, “Wow!”

I feel like this statement isn't wrong. I haven't heard anything from either side about what they're going to do to fix it. (OH man)

How are we going to reform the system? (Oh man)

I hope that's true. (NC GOP defector woman)

It gives me hope. (NC GOP defector woman)

He's not blaming Trump. That's a huge thing. It's so easy to pass blame and judgement and he isn't doing that. he's trying to identify what the real problem is. (OH woman)

Some found it hard to believe that Biden would say that because it would be an apology. He was there, and it is an important recognition. In any case, any of the partner organizations can deliver this message.

Improving things for the middle class

Biden has made gains on each debate with improving things for the middle class and representing middle class values.

Biden gains on representing middle class, will govern for forgotten Americans & battles for working Americans - with 12-point increase in “very good” on last

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

