



Biden's State of the Union

March 2, 2022

Methodology

On behalf of the *AFT* and *PSG Consulting, Democracy Corps* on March 1, 2022, conducted online dial meter research during President Joe Biden's State of the Union Speech, among 226 registered voters nationally.

Key line groups include:

- African Americans
- Latinos
- Asian Americans
- White millennials
- White unmarried women
- White working-class under 50
- White college women

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.

****This research is qualitative, and results are not statistically projectable onto a larger population.****

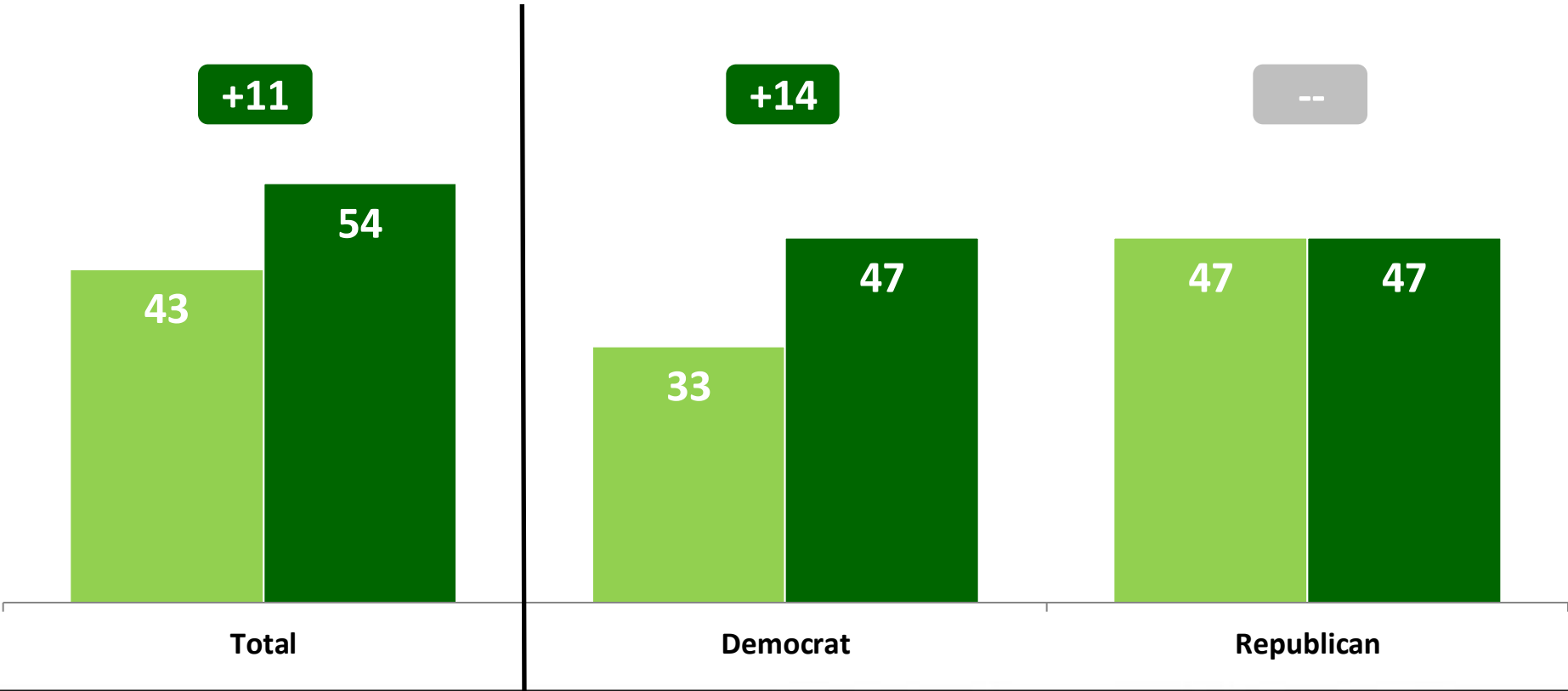


Address produces 11-point shift in highest level of political engagement – and all produced by Democratic voters, matching the GOP

How closely have you been following what's happening with elected officials and government, on a scale from 1 to 10, where 1 means not at all and 10 means following extremely closely. You may choose any number between 0 and 10.

% EXTREMELY ENGAGED IN POLITICS

■ Pre ■ Post



The address produces 5-point shift toward Democrats on the generic 2022 vote.

GENERIC 2022 CONGRESSIONAL BALLOT

■ Democrat Candidate ■ Republican Candidate ■ Unsure

+5

-2

+3

36

38

27

41

38

21

Pre

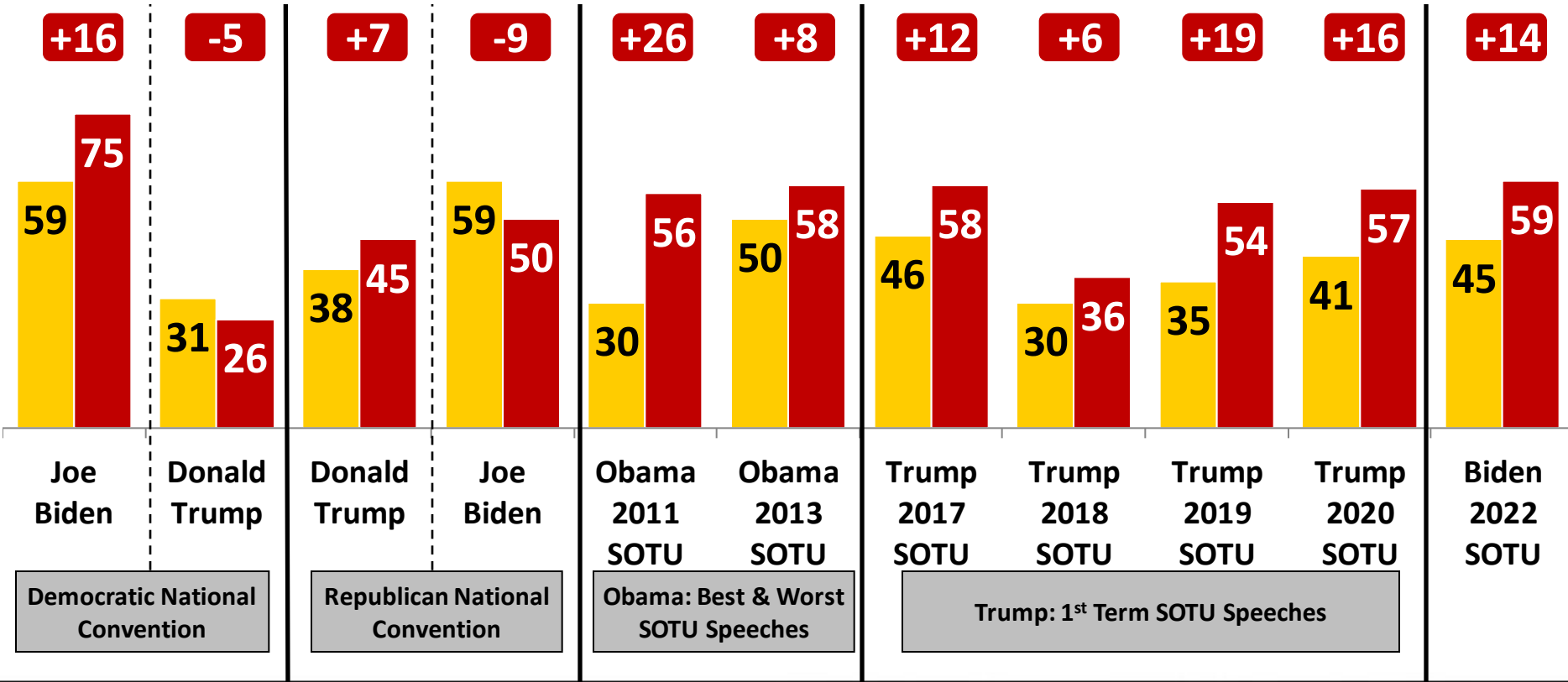
Post

Biden raises favorability, similar to his DNC gains; much better than Trump's results year of 2018 wave

BIDEN VS. TRUMP FAVORABILITY (% FAVORABLE)

■ Pre-Speech

■ Post-Speech



*2018 dial lines did not include white working-class women and white college women. 2019 dial lines did not include white working-class men.

Biden achieves 9-point increase in approval – double Trump’s impact

Do you approve or disapprove of Joe Biden/Donald Trump?

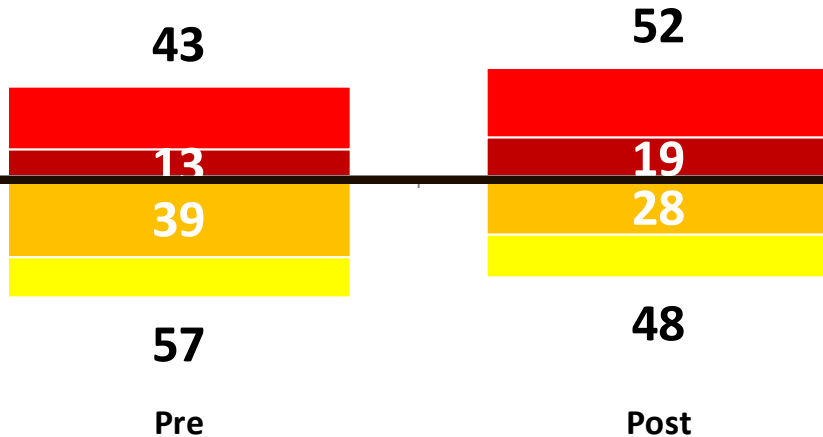
JOB APPROVAL

■ Approve strongly

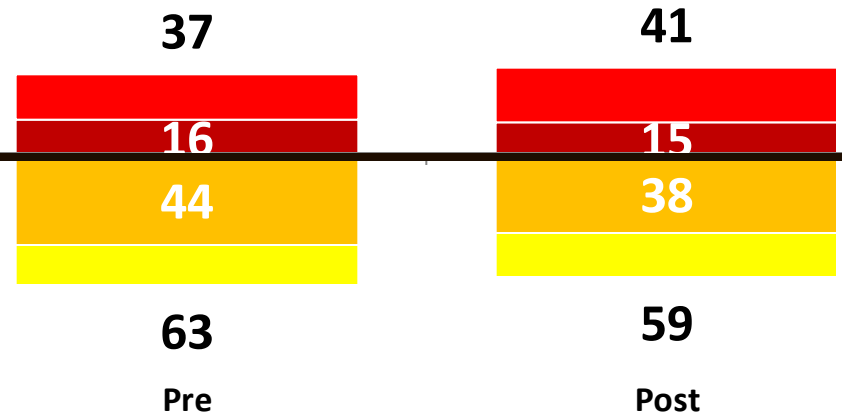
■ Disapprove strongly

+9 →

+4 →



Joe Biden



Donald Trump

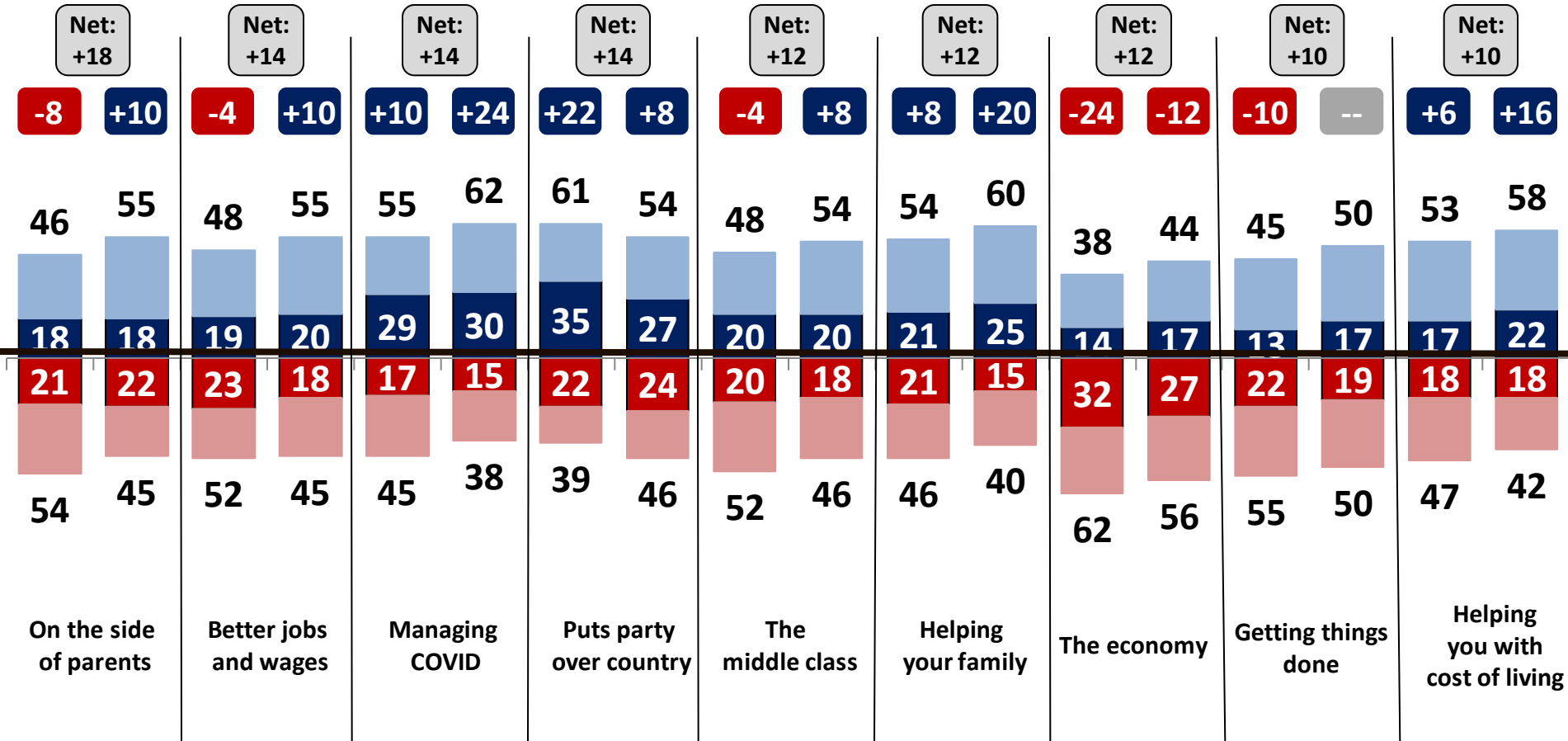
Democrats make huge gains on being on the side parents; also, country over party, jobs & wages, the middle class, helping your family, & cost of living.

Below is a list of issues and attributes. For each one, please indicate whether you think the Democrats or Republicans are better.

BETTER JOB BATTERY- PRE & POST

■ Democrats much better

■ Republicans much better



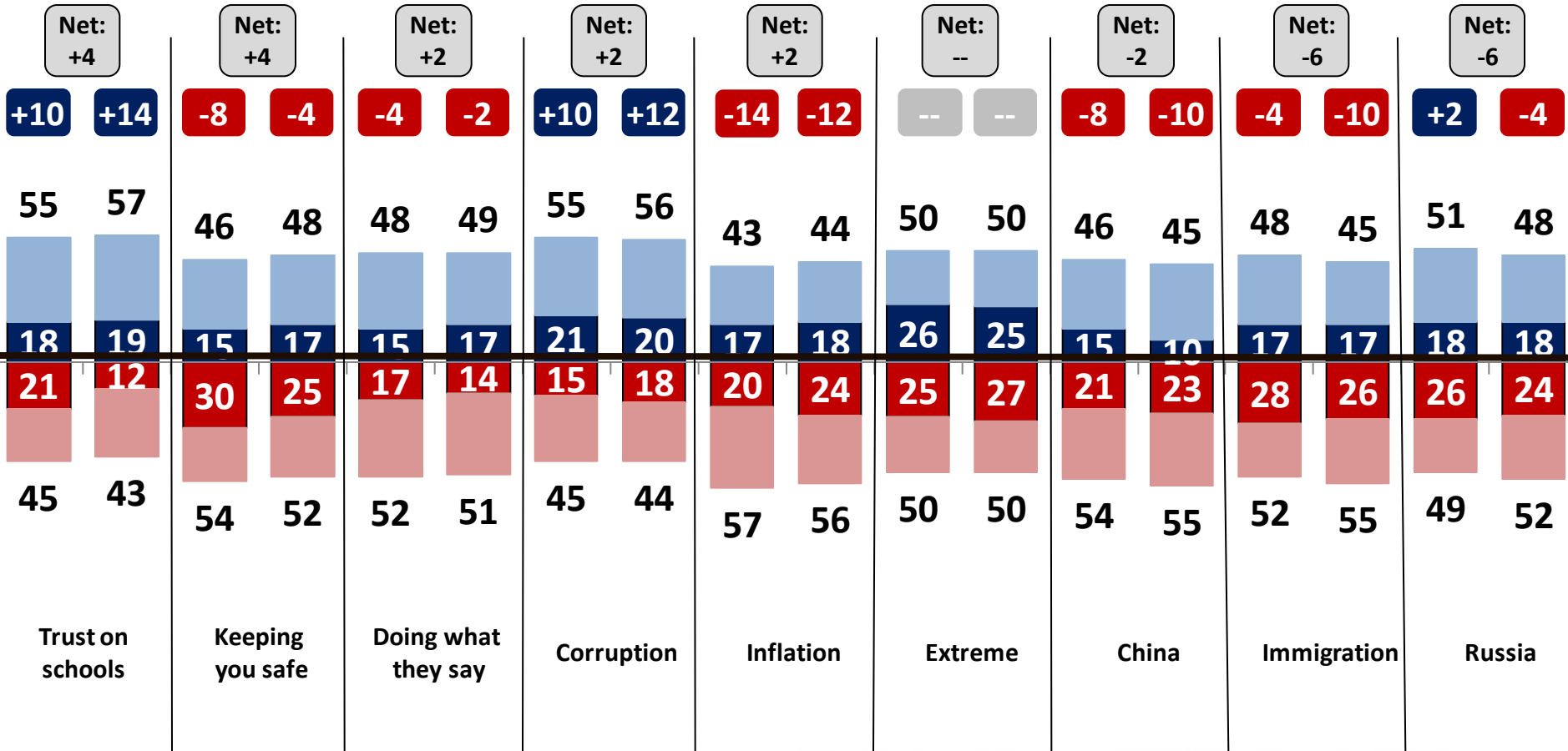
No change on which party better dealing with inflation; slip marginally on immigration and Russia

Below is a list of issues and attributes. For each one, please indicate whether you think the Democrats or Republicans are better.

BETTER JOB BATTERY- PRE & POST

■ Democrats much better

■ Republicans much better



Biden’s address generates large shift toward Democrats, and importantly, trust in government and taxing big corporations

Please rate your feelings toward some people, concepts, 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.

THERMOMETERS			
Pre and Post Shift	Total Favorable		
	Pre	Post	Diff
Joe Biden	45	59	+14
Trusting government	34	46	+14
Raising taxes on big corporations	68	81	+13
Democratic Party	40	50	+10
The Democratic Congress	41	48	+7
Measures to prevent climate change	64	71	+7
Getting involved in our communities to bring change	82	88	+6
America being too polarized to address our problems	39	34	+5
Trusting people	62	66	+4
Addressing America’s racial inequalities	60	64	+4
Whites becoming a minority in America	29	29	0
Republican Party	47	44	-3
Having a strong leader who can set the country right	90	87	-3

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