



DEMOCRACY CORPS

CARVILLE ♦ GREENBERG

GREENBERG RESEARCH

2020 takes on new clarity & urgency

July 2019

CAMPAIGNS

CORPORATIONS

ADVOCACY

WORLDWIDE

Methodology

National phone survey of 1,700 Registered Voters.

This survey of 1700 registered voters — 1000 sample of registered voters and oversample of 700 Republicans — took place July 18-28 among registered voters nationally. Data shown in this deck is among registered voters unless otherwise noted.

This is the first survey in 2020 cycle where we create the data base of Republicans, including the values questions in the frequency survey. All questions and results are reported and tables are available to all to examine on their own.

Margin of error for the full sample is +/-3.2 percentage points at the 95 percent confidence level.

Of the 1,700 respondents, 67 percent were interviewed via cell phone in order to accurately sample the American electorate.

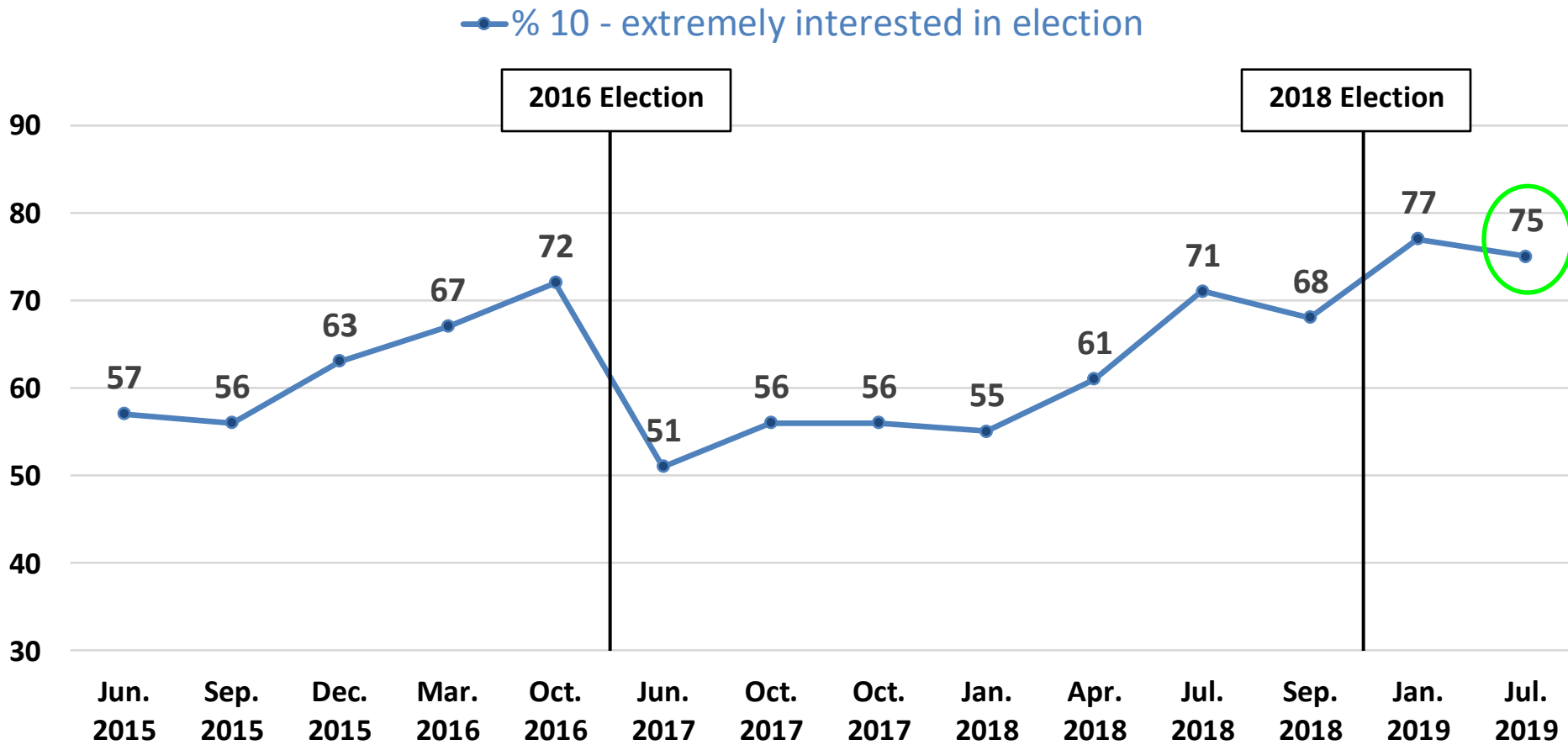


LAY OF THE LAND



% 10, highest interest, highest ever and first time up after election

As you may know, there will be an election for President, U.S. Congress, and state and local offices next year. How interested are you in the November 2020 election? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and 10 meaning that you are extremely interested. You can choose any number between 1 and 10.

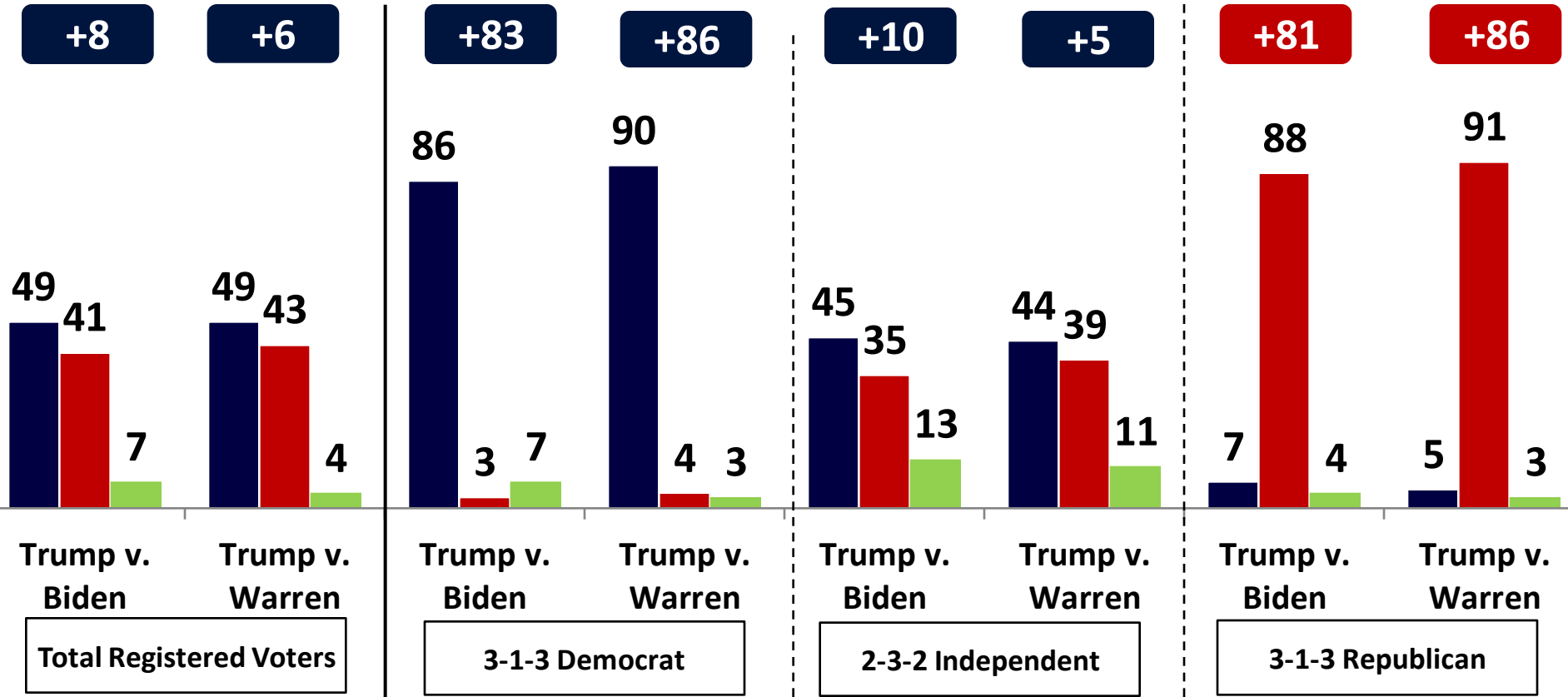


Biden and Warren both beat Trump, but in different ways

2020 PRESIDENTIAL BALLOT

TRUMP V. BIDEN & TRUMP V. WARREN

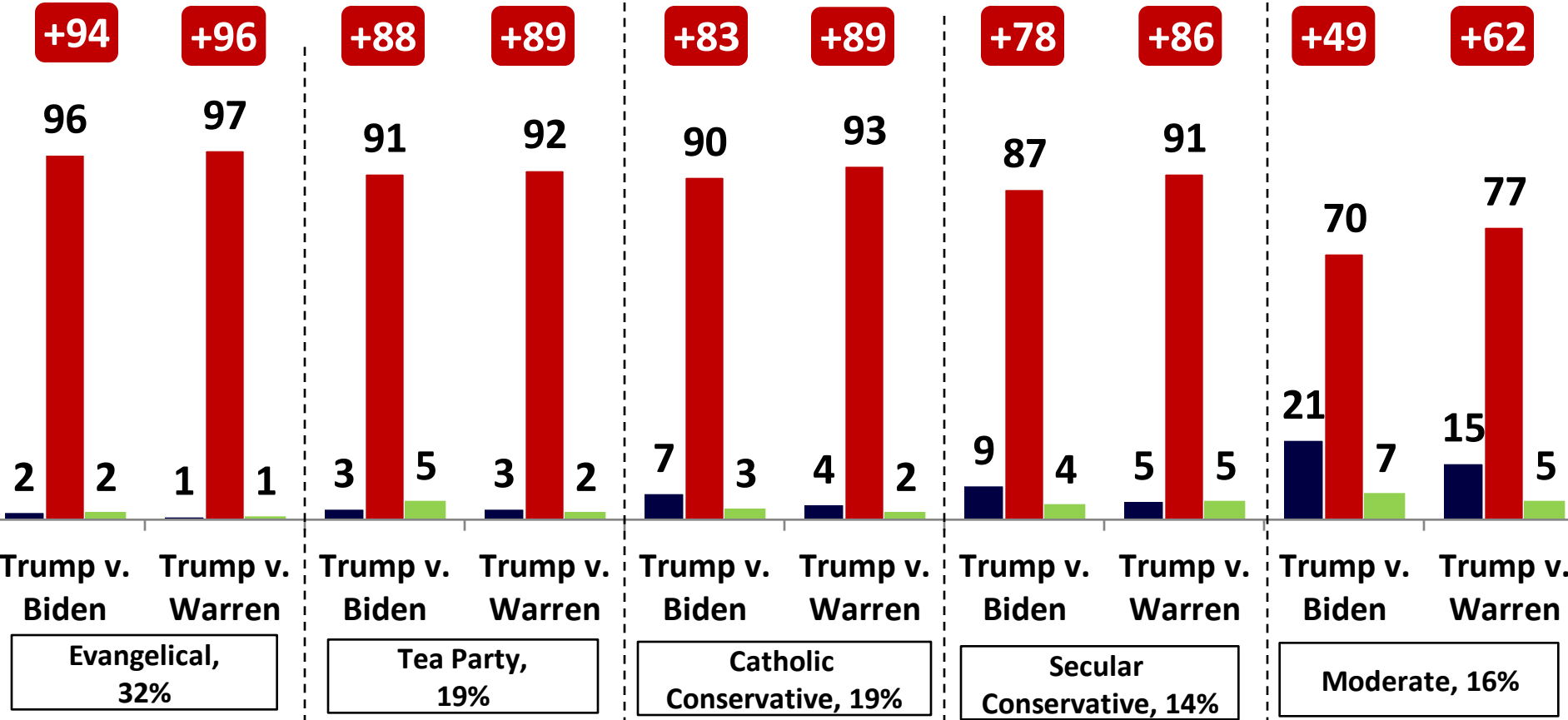
■ Democrat Biden/Warren ■ Republican Donald Trump ■ Libertarian Justin Amash



Democrat potential gains with non-loyalists

2020 PRESIDENTIAL BALLOT GOP TYPOLOGY

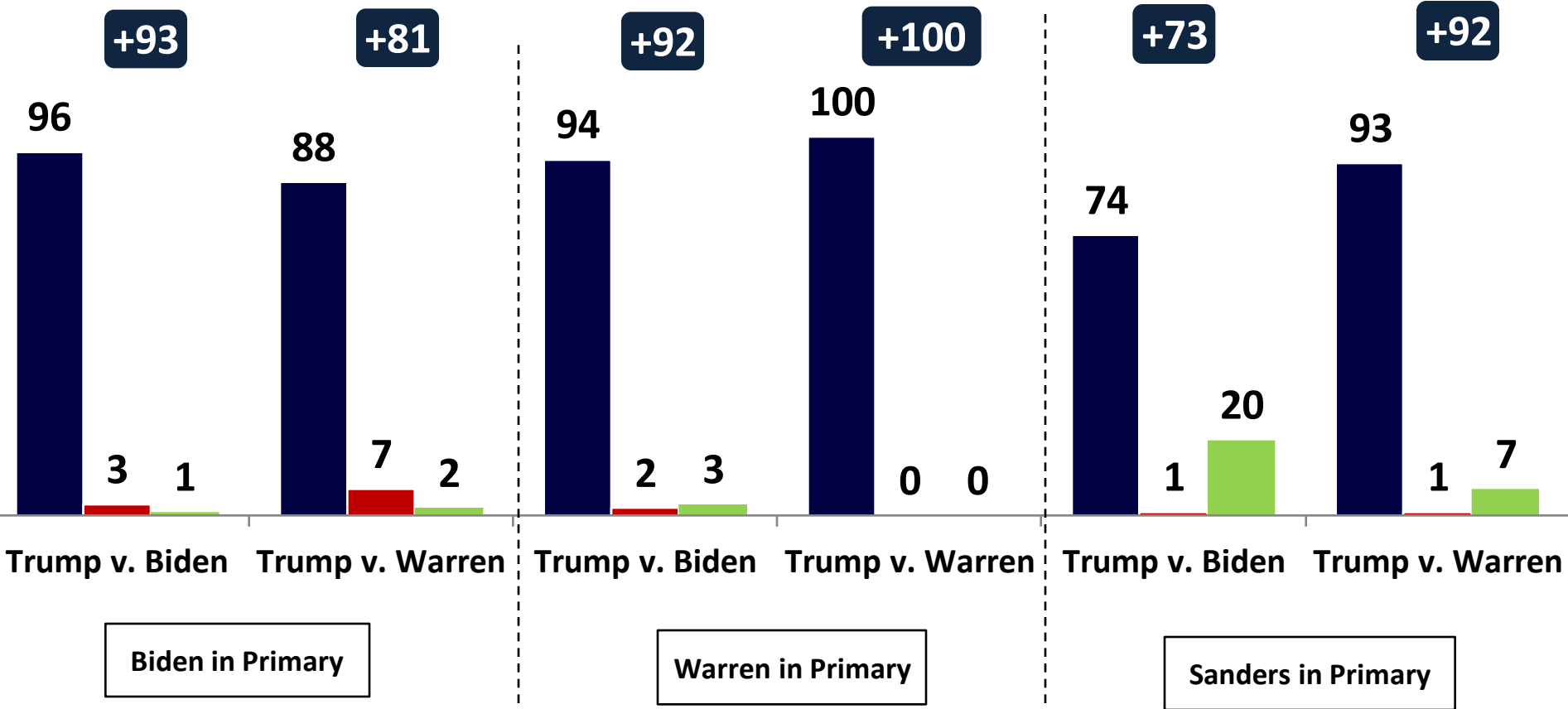
■ Democrat Biden/Warren ■ Republican Donald Trump ■ Libertarian Justin Amash



Sanders primary voters most likely to vote 3rd party. Other Dems consolidated

2020 PRESIDENTIAL BALLOT DEMOCRATIC PRIMARY VOTERS

■ Democrat Biden/Warren ■ Republican Donald Trump ■ Libertarian Justin Amash



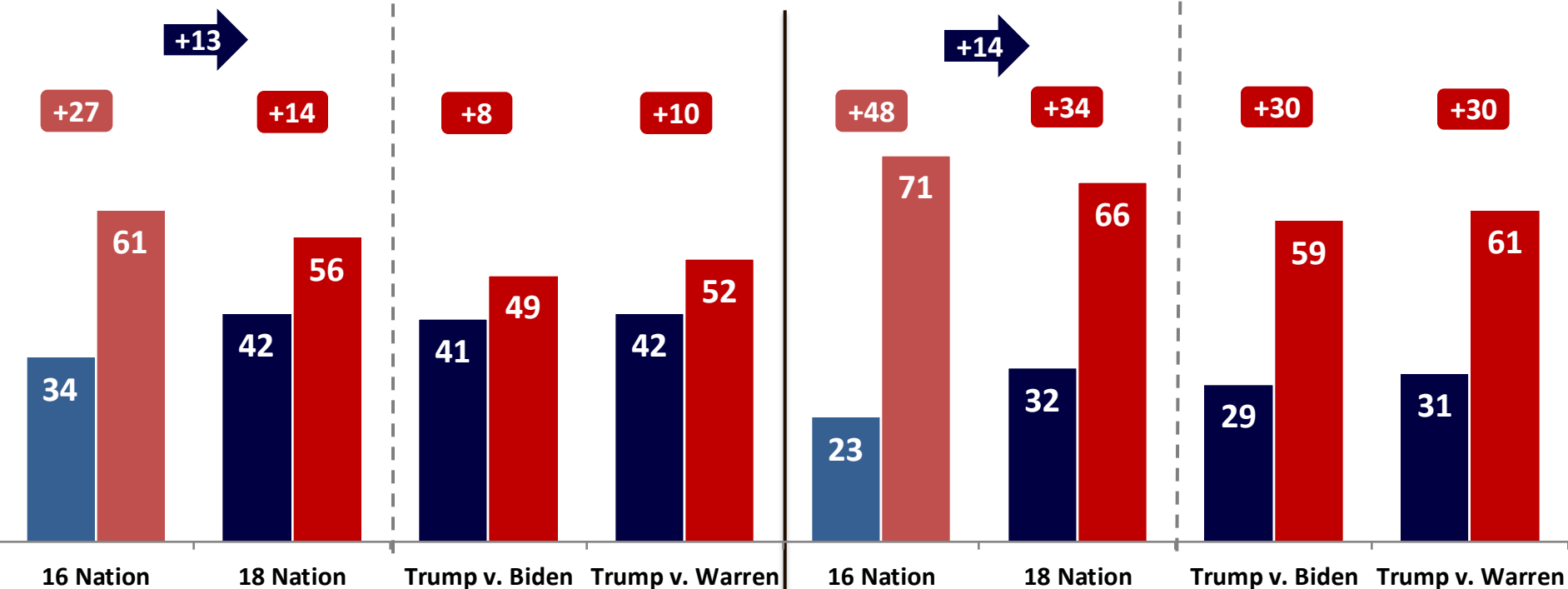
Democrats outperforming 2016 among white working class

Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?

2016 V. 2018 V. 2020 PRESIDENTIAL VOTE

■ Clinton 2016/Democrat 2018/Democrat 2020

■ Trump 2016/Republican 2018/Trump 2020



White Working Class Women
25%

White Working Class Men
22%



Democrats dramatically outperform 2016 and 2018 with unmarried and white working class

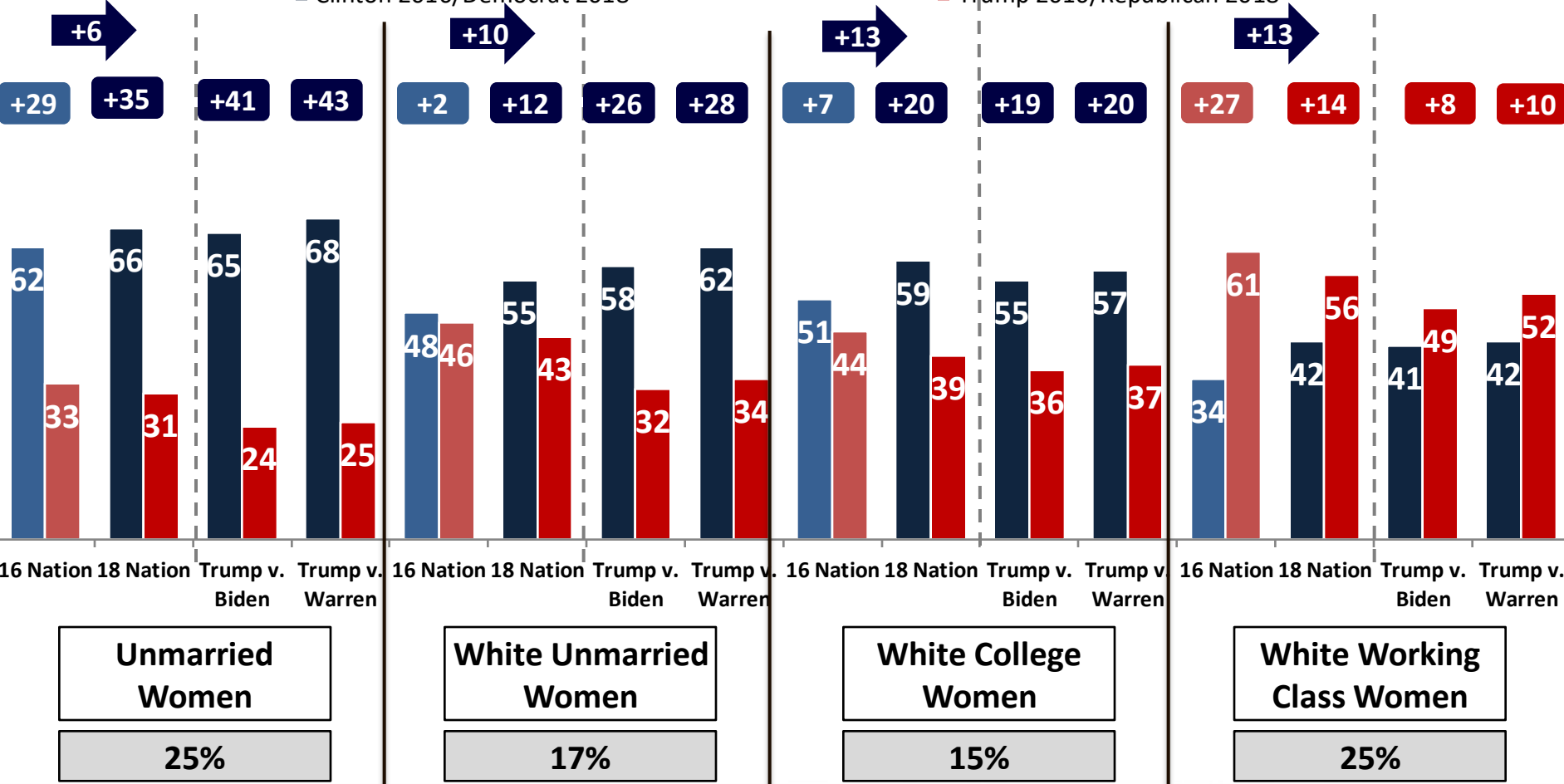
Now let me ask you about the election for Congress. Did you vote for (ROTATE) the Democratic candidate or the Republican candidate?

2016 V. 2018 V. 2020 PRESIDENTIAL VOTE

% of 2018 voters

■ Clinton 2016/Democrat 2018

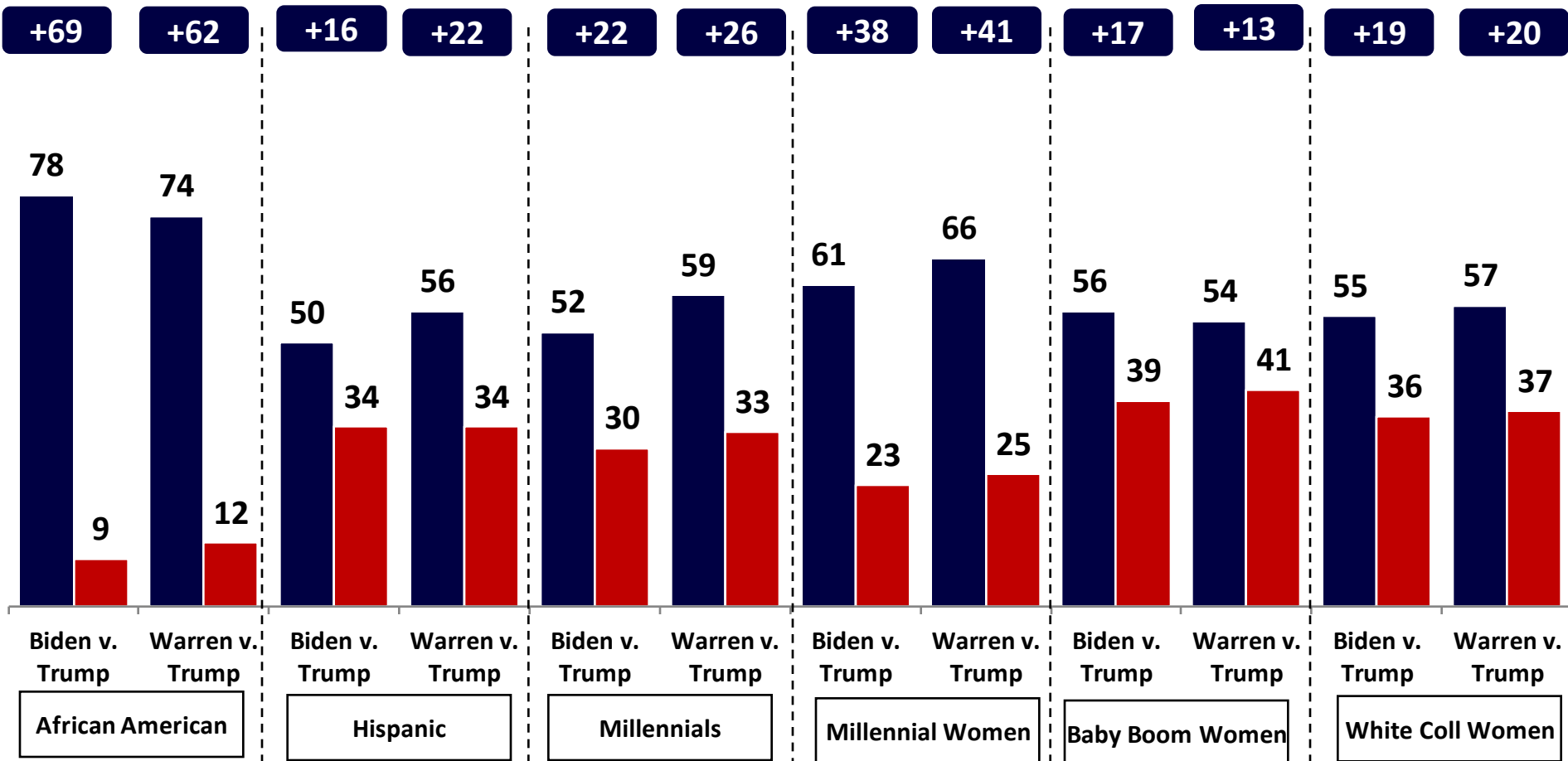
■ Trump 2016/Republican 2018



Compared to the 2016 presidential vote in national exit polls. White working class = non college educated.

Blowout numbers in Democratic base; as moderate defect; but flag voters of color

I know it's a long way off, but thinking about the election for President in 2020, if the election for President were held today, would you vote for -- (ROTATE CANDIDATES) the Democratic candidate or Republican Donald Trump?



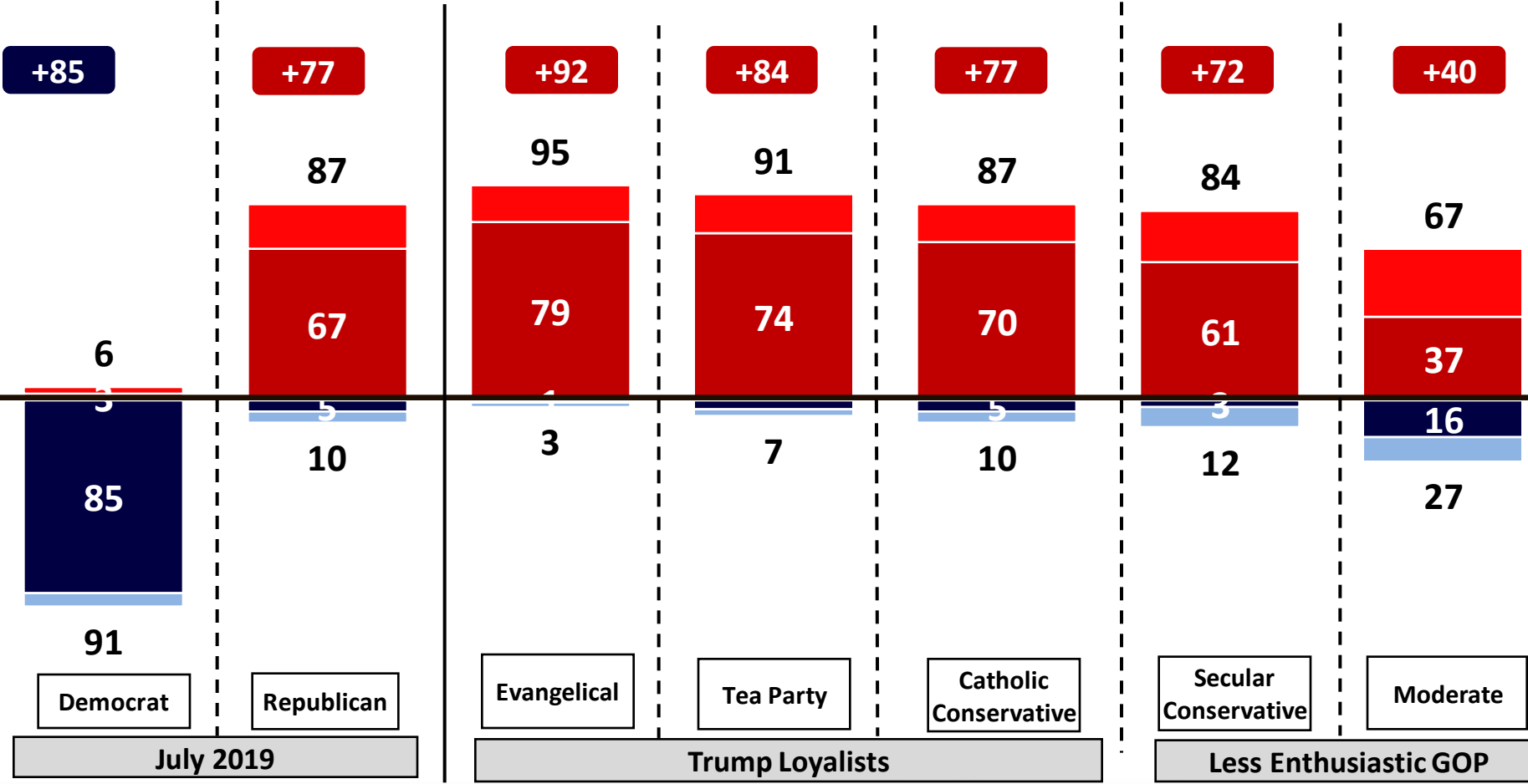
THE TRUMP FACTOR



Trump base strategy maintains enthusiasm gap for Democrats

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

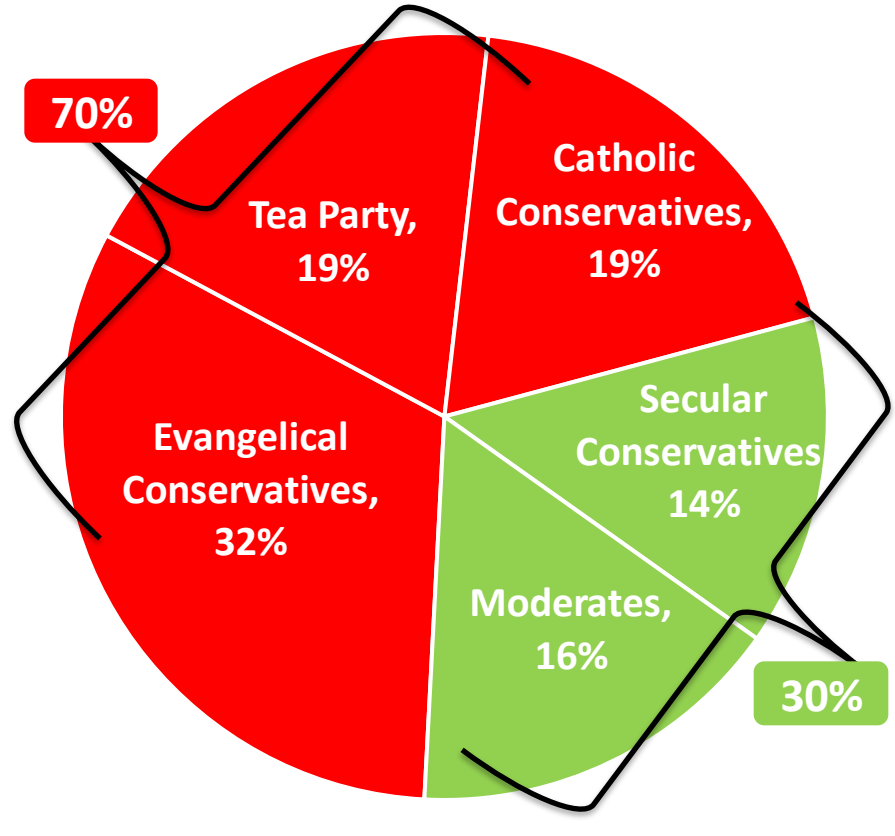
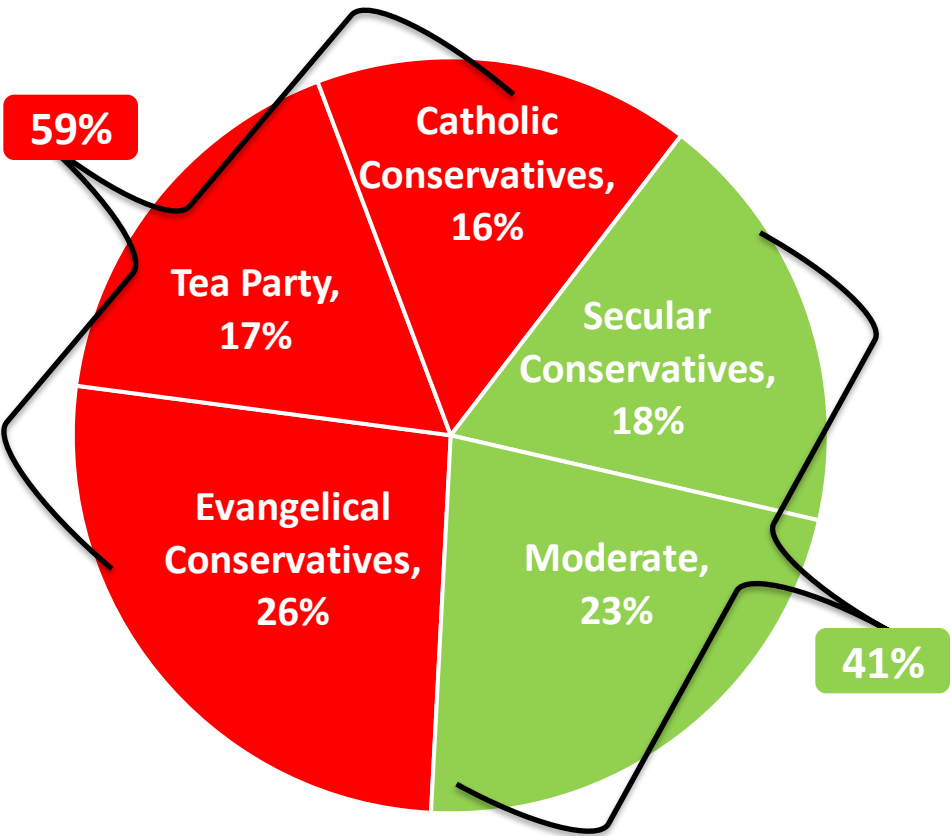
TRUMP APPROVAL



GOP dominated by religious, with disappearance of secular and moderates

2018 COMPOSITION OF GOP BASE

2019 COMPOSITION OF GOP BASE



■ Trump Loyalists

■ Less Enthusiastic GOP

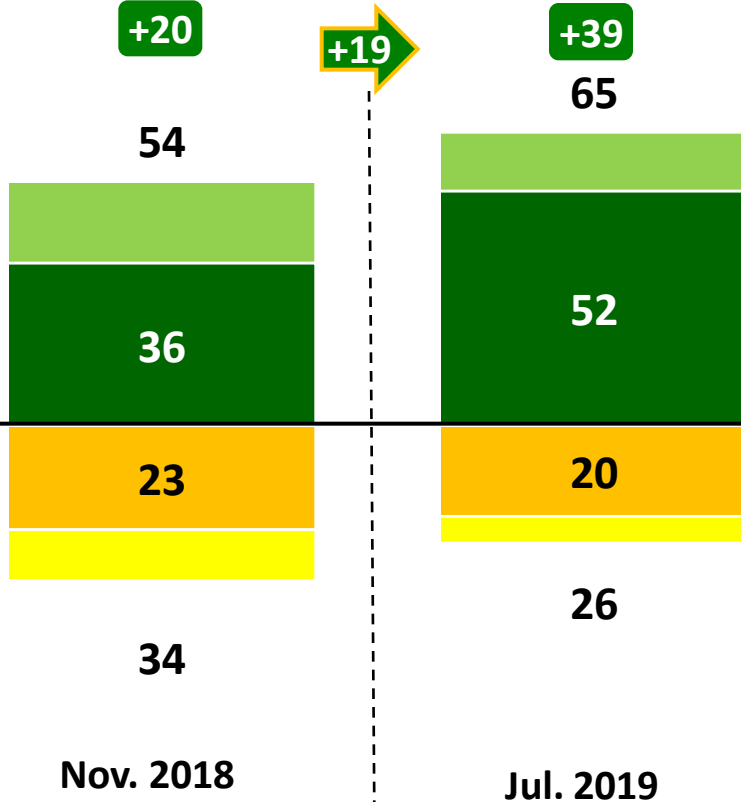
* 2018 percentages reflecting combined database of 1,818 Republicans and Republican-leaning Independent from Democracy Corps phone surveys

Trump drives up embrace of immigrants

Now let me read you some short statements about the economy. Please tell me which statement comes closer to your own view, even if neither is exactly right.

- Immigrants today strengthen our country because of their hard work and talents.**
- Immigrants today are a burden on our country because they take our jobs, housing & healthcare.**

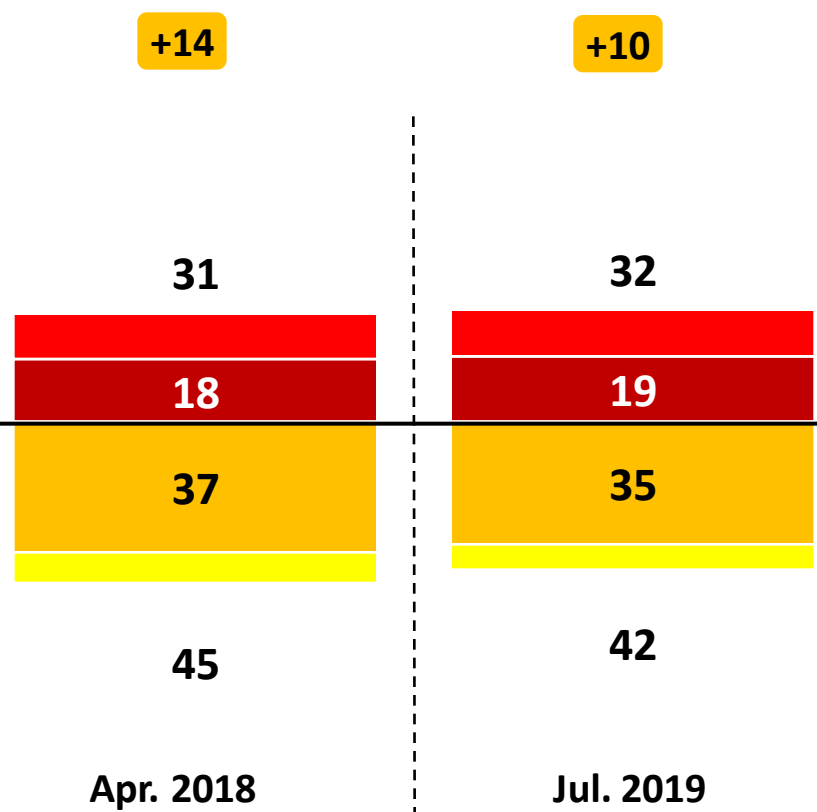
- Burden somewhat more
- Burden much more
- Strengthen somewhat more
- Strengthen much more



Now, I'd like you to rate your feelings toward some people, organizations, and ideas, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling.

Undocumented Immigrants

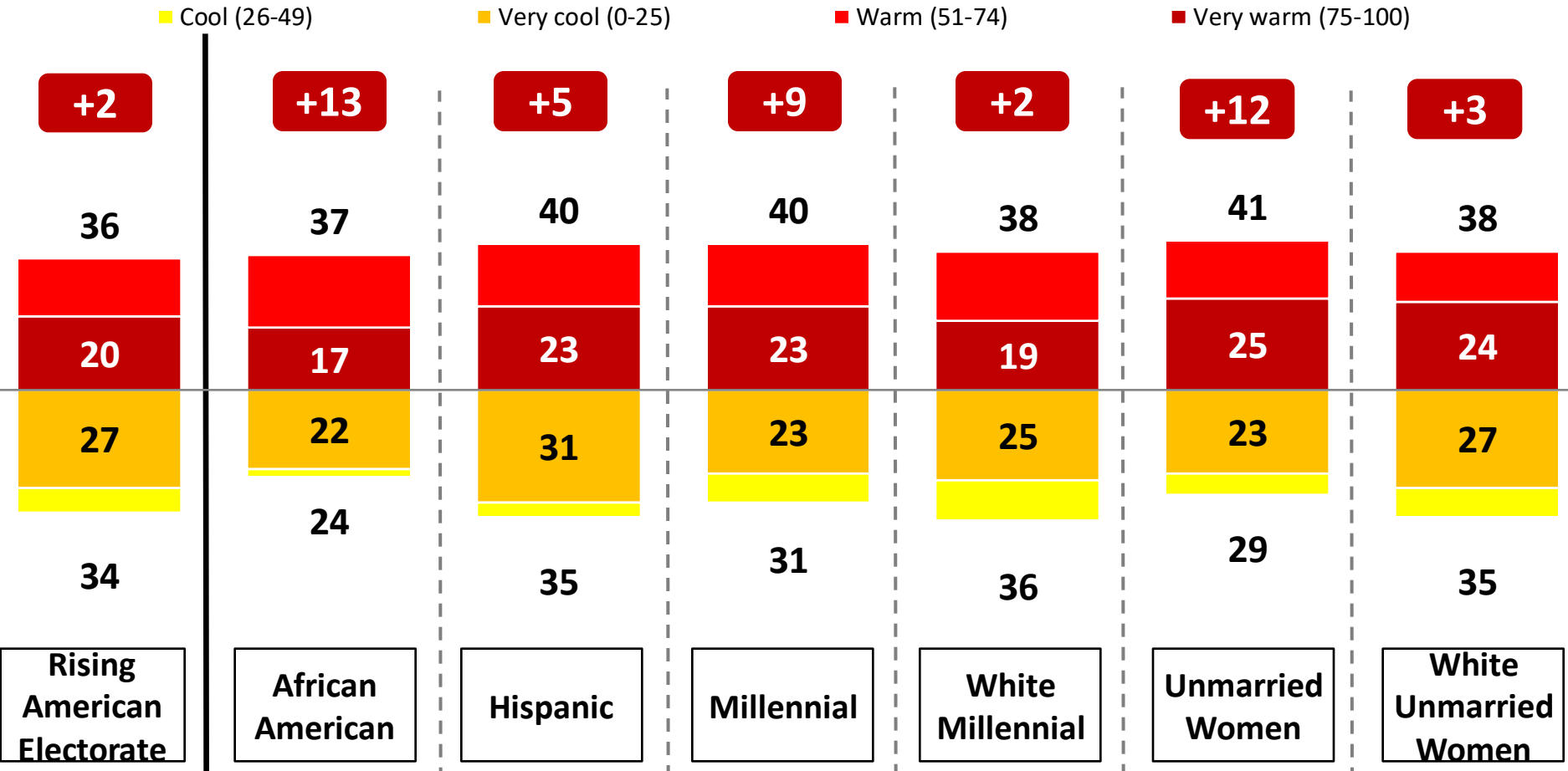
- Somewhat cool
- Somewhat warm
- Very cool
- Very warm



Hispanics rate “undocumented immigrants” negatively

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold

Undocumented immigrants in the U.S.

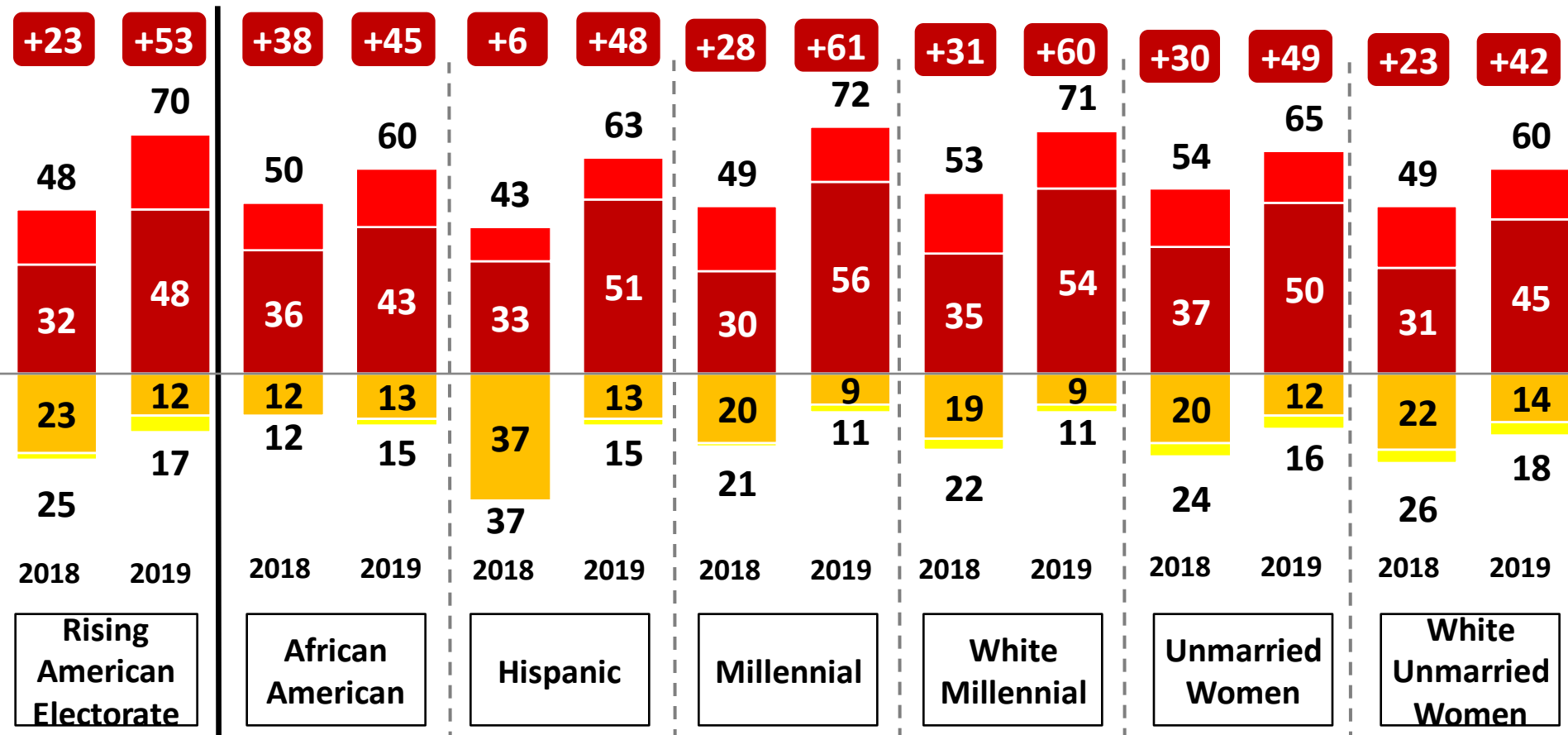


All segments more pro-legal immigration

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold

Immigrants in the U.S. (2018 v. 2019)

■ Cool (26-49)
 ■ Very cool (0-25)
 ■ Warm (51-74)
 ■ Very warm (75-100)

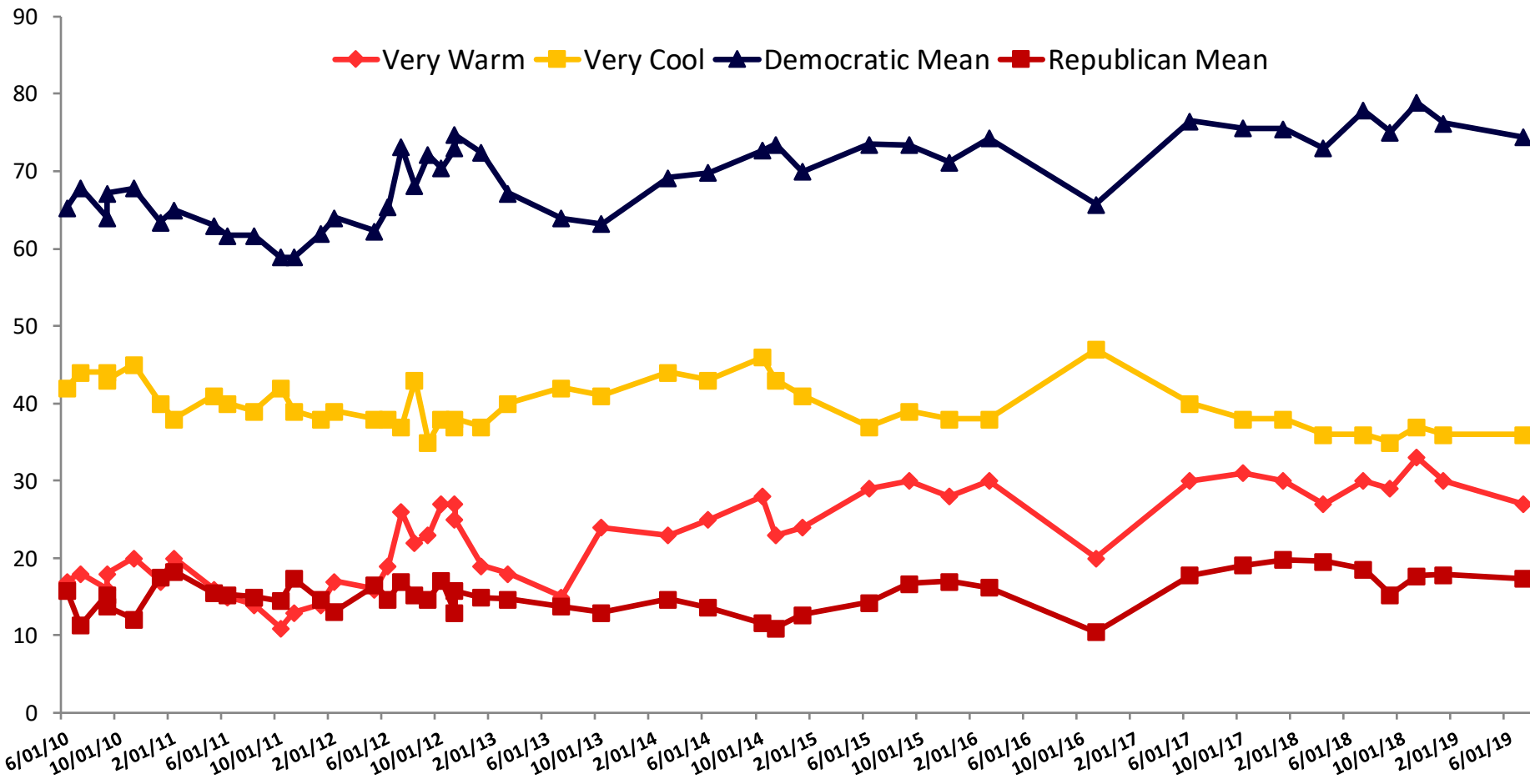


ISSUES & MESSAGES



ACA popular but lots of ambivalence

Now, I'd like to rate your feelings toward some people and organizations, with 100 meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

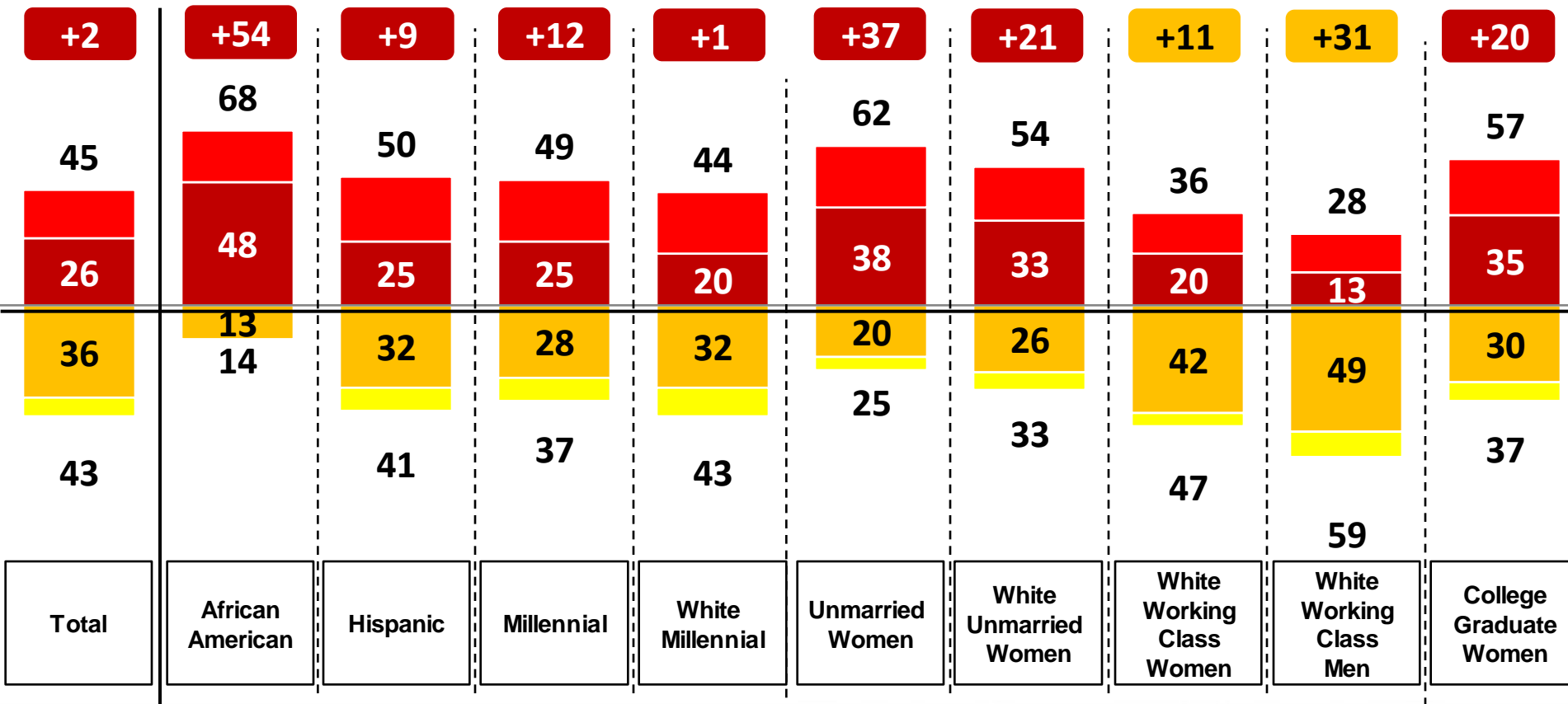


ACA approval is relatively split among RAE; loses white working class

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

ACA APPROVAL

■ Cool (26-49) ■ Very cool (0-25) ■ Warm (51-74) ■ Very warm (75-100)



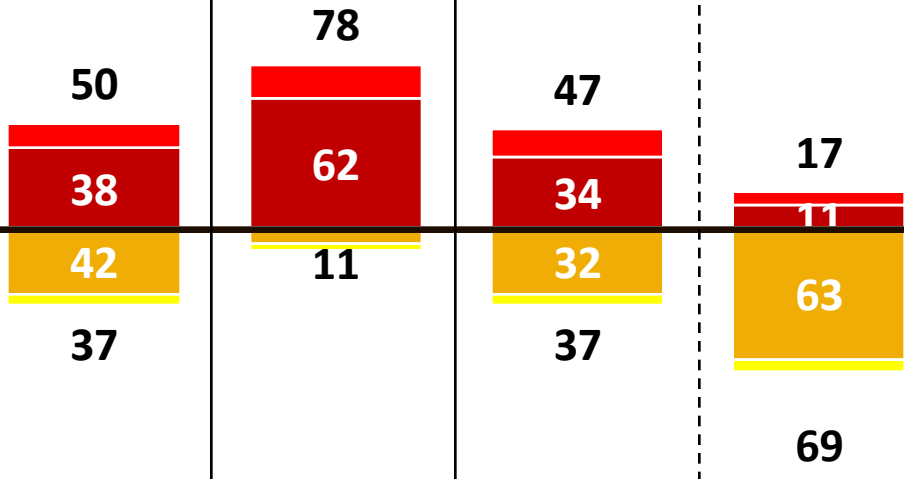
Medicare for all without private insurance draws controversy across partisan lines

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

Medicare for all

■ Very warm (75-100)

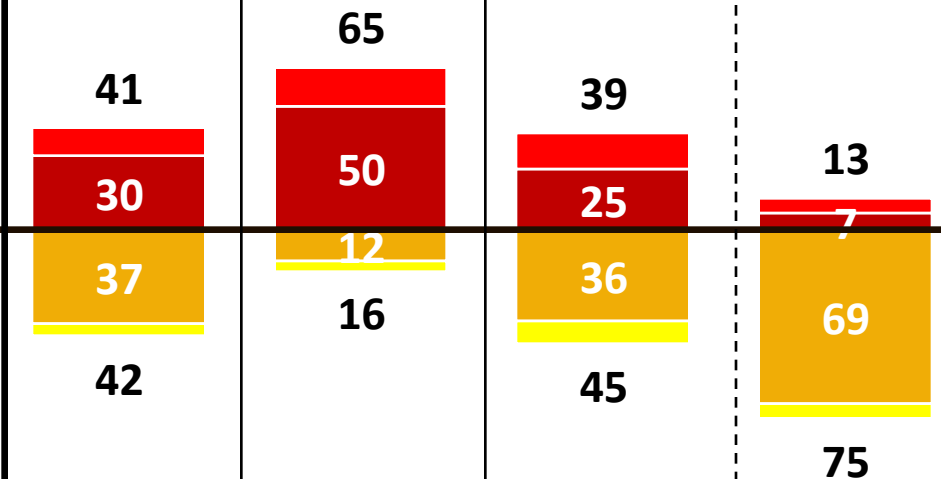
Mean: 53.9	Mean: 77.3	Mean: 52.2	Mean: 25.3
Net: +13	Net: +67	Net: +10	Net: +52



Medicare for all that replaces private insurance

■ Very cool (0-25)

Mean: 47.3	Mean: 69.7	Mean: 45.9	Mean: 20.5
Net: -1	Net: +49	Net: -6	Net: -62



Total

Democrats

Independents

Republicans

Total

Democrats

Independents

Republicans



Democrats support expansive progressive agenda

Now let me read you some short statements about the economy. Please tell me which statement comes closer to your own view, even if neither is exactly right.

DEMOCRATS NATIONALLY

Disagree strongly

Agree strongly

Stricter environmental laws and regulations are worth the cost.

Stricter environmental laws and regulations cost too many jobs and hurt the economy.

20

57

65

79

+57

Government regulation of business is necessary to protect the public interest.

Government regulation of business usually does more harm than good.

20

10

57

75

+56

Poor people have hard lives because government benefits don't go far enough to help them live decently

Poor people today have it easy because they can get government benefits without doing anything in return.

19

15

54

75

+55

Business corporations make too much profit.

Most corporations make a fair and reasonable amount of profit.

27

54

54

69

+42

Racial discrimination is the main reason why many black people can't get ahead these days.

Blacks who can't get ahead in this country are mostly responsible for their own condition.

25

49

49

65

+40



THE DEMOCRATIC RACE



Democratic primary and base voters divide on type of nominee they want

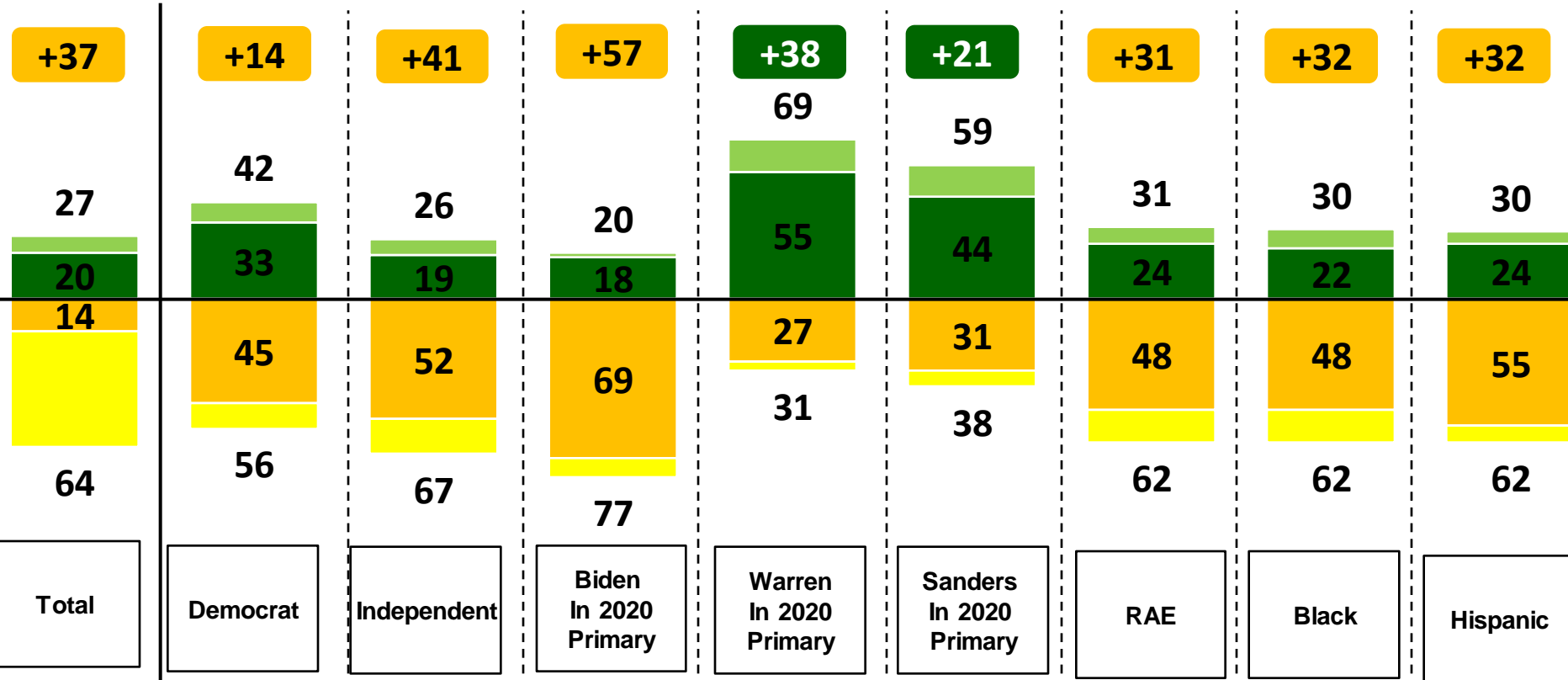
Which one of the following statements comes closer to your point of view, even if neither is exactly right?

I hope the Democrats nominate someone who takes the country in a liberal direction.

I hope the Democrats nominate a leader who takes the country in a moderate direction

NATIONAL

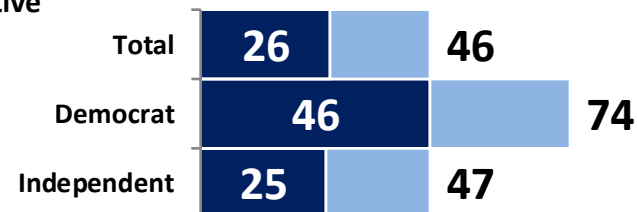
■ Somewhat moderate direction
 ■ More moderate direction
 ■ Somewhat liberal direction
 ■ More liberal direction



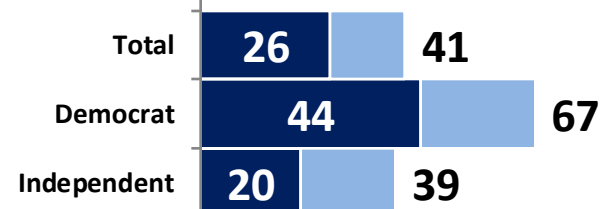
Warren and Biden messages competitive, but Warren's strongest with Democrats and independents

■ Much more positive ■ Somewhat more positive

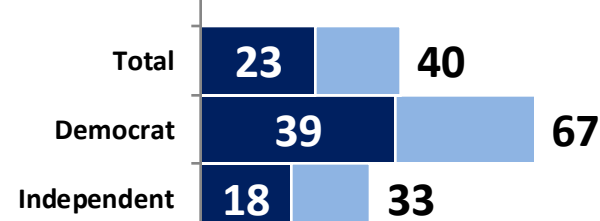
Elizabeth Warren says we must fight for an America that works for everyone, not just the wealthy and the well-connected. The rules of the economy are rigged to benefit the wealthy who use their money to rig our politics. That is corruption, and we need to attack it. That means big change to level the playing field for the middle class. It means we start taxing wealth so we can make big investments that support American jobs and help families and fund universal childcare and health care. She says this will make our economy work for everyone.



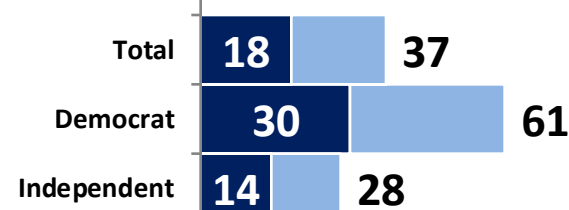
Joe Biden says this country was not built by Wall Street bankers, C.E.O.'s and Hedge Fund Managers. It was built by the great American Middle Class. But the Middle Class is hurting in America today and powerful forces are trying to tear America apart instead of lifting it up. Our political system is broken, and Donald Trump is the only president who has decided not to represent the whole country. This president has his base, but we need a president who works for all Americans.



Kamala Harris is the daughter of immigrants and first African American woman to serve as Attorney General of California, who has spent her career at the forefront of major civil rights battles and is the candidate who can stand up against President Trump. She says Trump has spent his presidency vilifying immigrants and communities of color to divide our country while he takes away healthcare and gives tax breaks to the wealthy. Tackling these injustices means taking on systemic inequalities that exist in America, and we need a president who will lift Americans up and bring them together.



Bernie Sanders says we need a new vision for America. At a time when we have three people in this country owning more wealth than the bottom half of America, while 500,000 people are sleeping out on the streets today, it is time for real change. Sanders say health care is a human right and we need to pass a Medicare-for-all, single-payer health care system. He also says education is our future, and we must make public colleges and universities tuition-free and eliminate student debt. He argues we do that by placing a tax on Wall Street.



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