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GREENBERG RESEARCH

Anti-Trump Presidential Race Defined Early

First Presidential and Senate Battleground Poll

October 17, 2019

CAMPAIGNS

CORPORATIONS

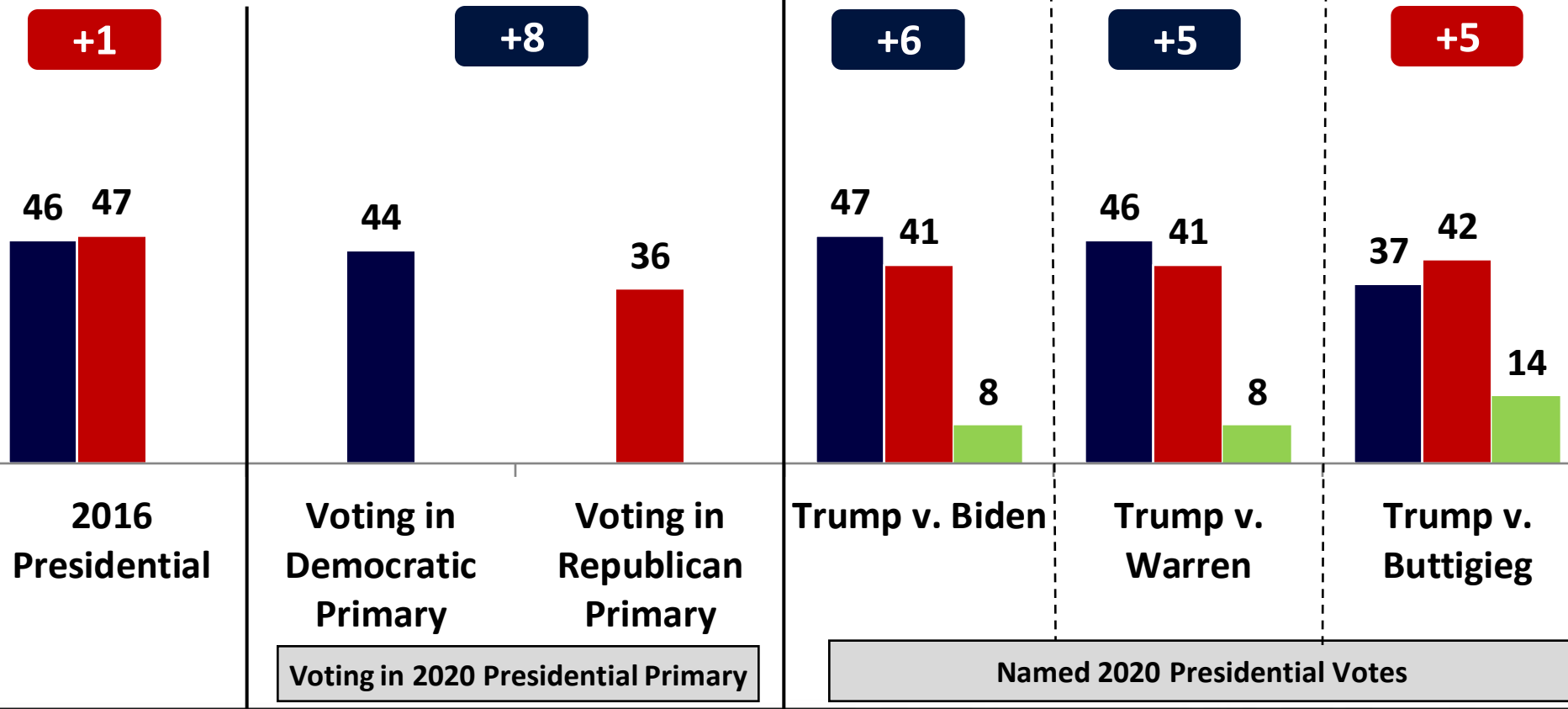
ADVOCACY

WORLDWIDE

Biden and Warren pushing toward 8-point margin, with Trump at 41 %

2020 PRESIDENTIAL BALLOT
TOTAL REGISTERED VOTERS

■ Democratic Candidate ■ Republican Donald Trump ■ Libertarian/Other



Third party vote is anti-Trump and squeezing would raise Democratic margin

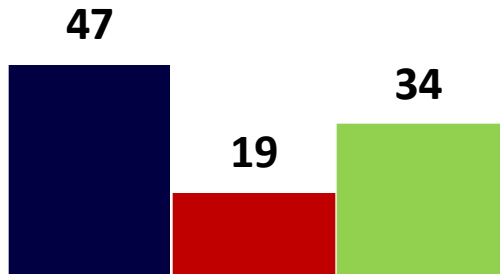
2020 PRESIDENTIAL BALLOT

Libertarian/Other: 2-Way Choice

■ Democratic Candidate ■ Republican Donald Trump ■ Undecided

+28

Trump Job Approval
Disapprove: 75%
Strong: 57%

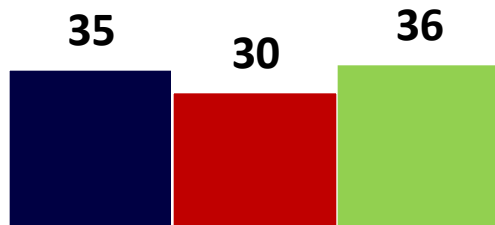


Trump v. Biden

Libertarian/Other

+5

Trump Job Approval
Disapprove: 74%
Strong: 44%

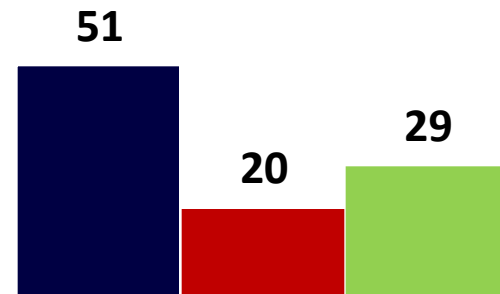


Trump v. Warren

Libertarian/Other

+31

Trump Job Approval
Disapprove: 81%
Strong: 52%



Trump v. Buttigieg

Libertarian/Other



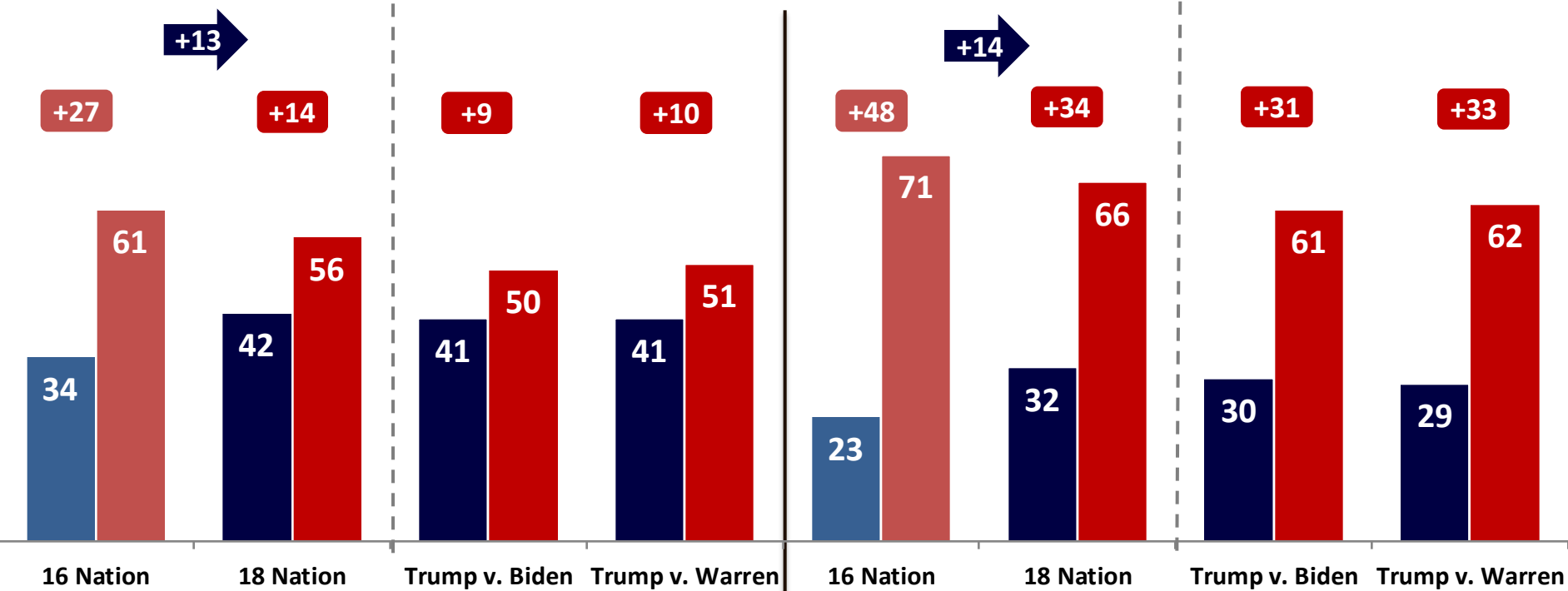
Nationally, Democrats making major headway with white working class (combined data base)

2016 V. 2018 V. 2020 PRESIDENTIAL VOTE

% of 2018 voters

■ Clinton 2016/Democrat 2018/Democrat 2020

■ Trump 2016/Republican 2018/Trump 2020



White Working Class Women

25%

White Working Class Men

22%

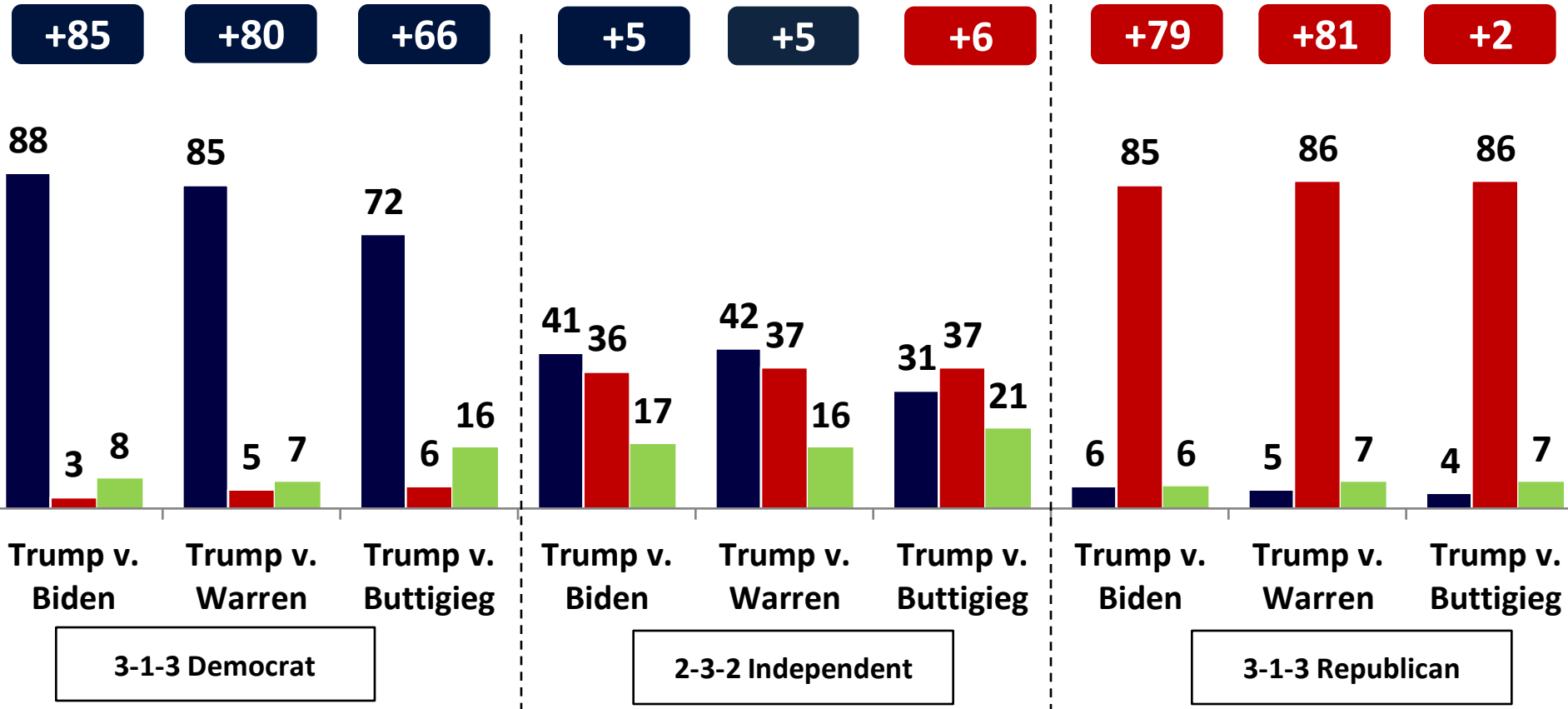


Democrats and Republicans equally consolidated, with independents tilt to Democrats

2020 PRESIDENTIAL BALLOT

PARTY ID

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



3-1-3 Democrat

2-3-2 Independent

3-1-3 Republican

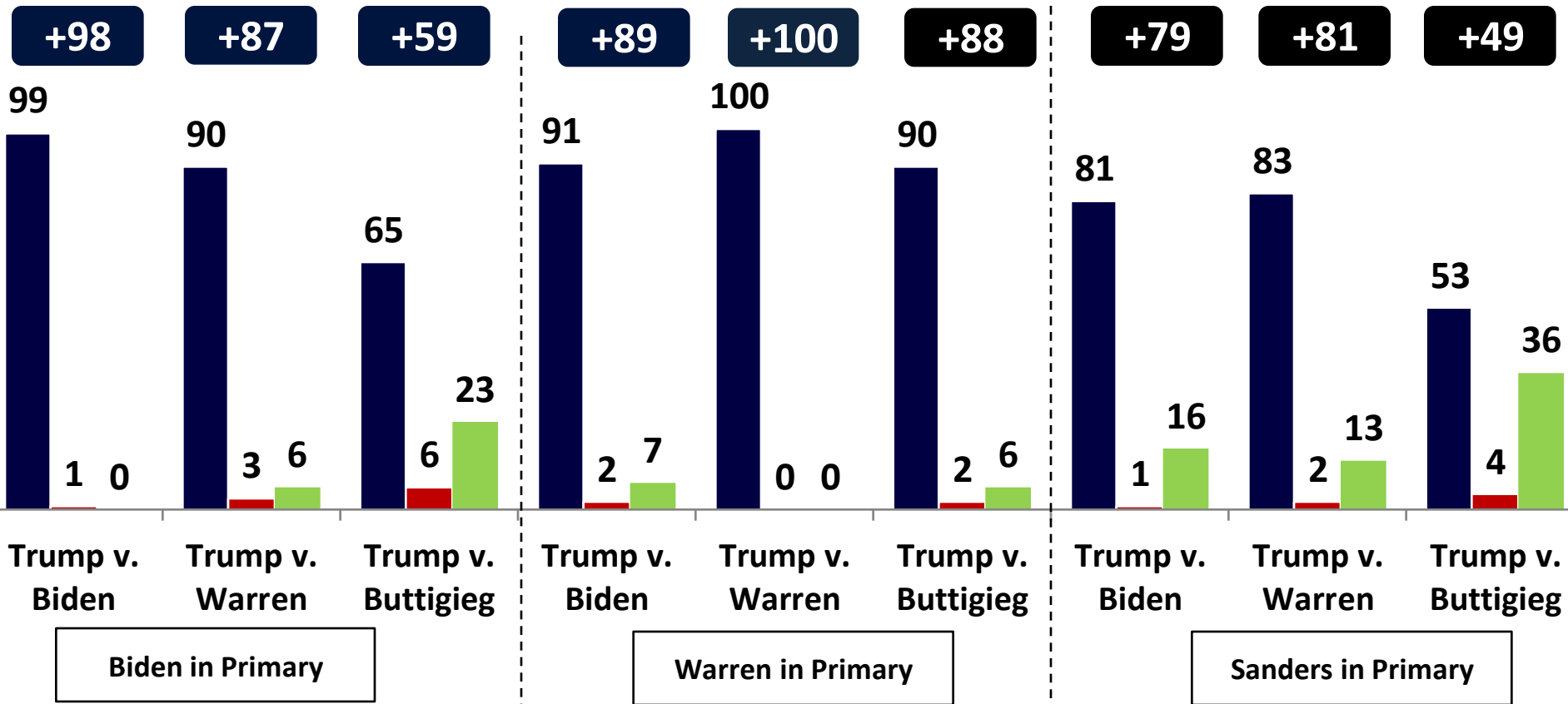


Biden and Warren voters mostly consolidate around nominee; Sanders voters less

2020 PRESIDENTIAL BALLOT

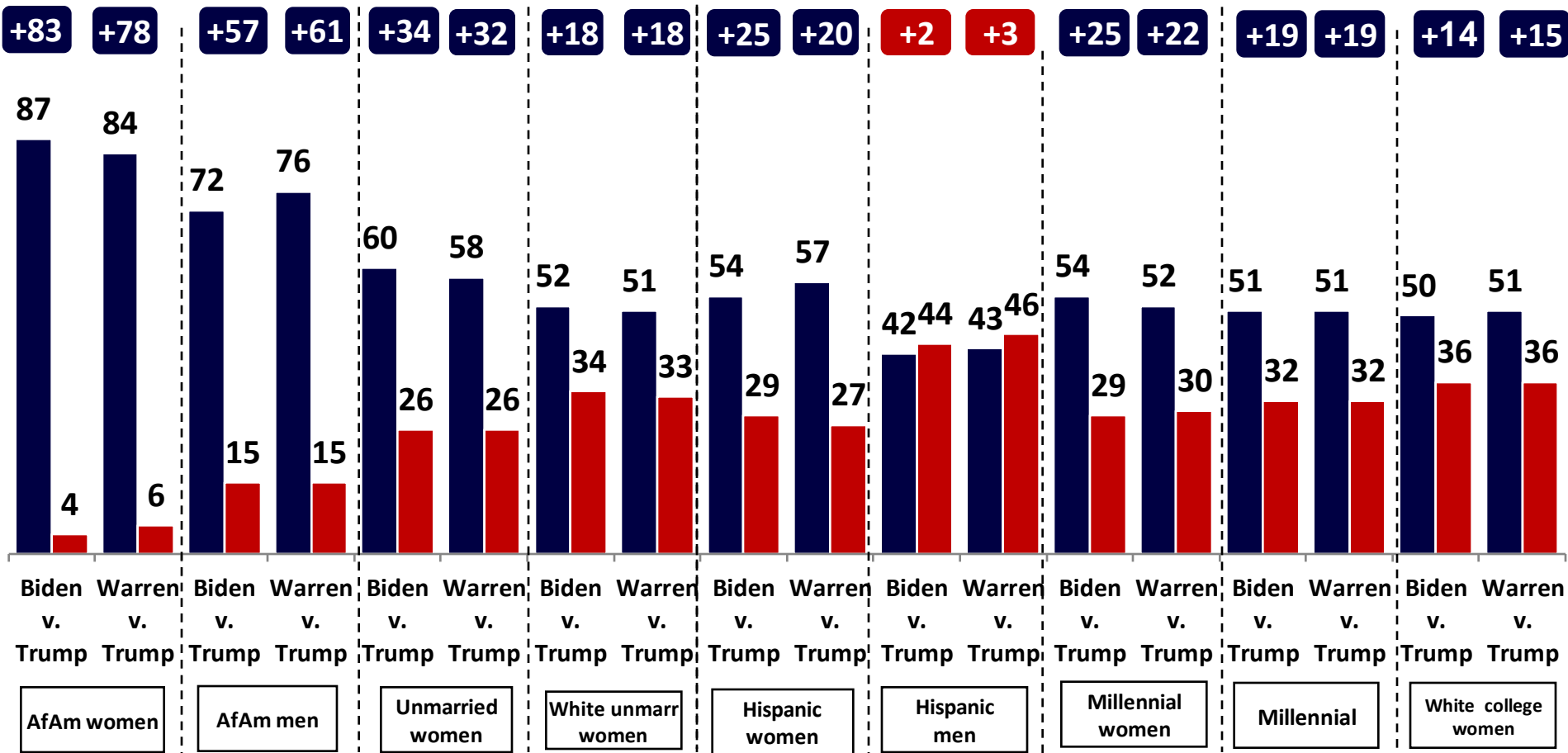
Democratic Primary Voters

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



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?



Correlation Matrix: Why “moderate Democrats” are open to all

| Correlation Matrix (3-1-3 Democrats) | | | |
|--|-----------|-----------|--------------|
| | Liberal | Moderate | Conservative |
| Liberal | 1.000000 | -0.808501 | -0.297541 |
| Moderate | -0.808501 | 1.000000 | -0.246239 |
| Conservative | -0.297541 | -0.246239 | 1.000000 |
| WARM undocumented immigrants | 0.246914 | -0.175586 | -0.106819 |
| COOL undocumented immigrants | -0.185219 | 0.100414 | 0.145037 |
| WARM immigrants US | 0.256772 | -0.137188 | -0.189714 |
| COOL immigrants US | -0.111891 | -0.003033 | 0.181067 |
| WARM NRA | -0.185200 | 0.057787 | 0.227568 |
| COOL NRA | 0.294163 | -0.156919 | -0.247670 |
| WARM pro-life groups | -0.123554 | 0.039013 | 0.133530 |
| COOL pro-life groups | 0.305476 | -0.176153 | -0.194663 |
| WARM gay marriage | 0.241772 | -0.090454 | -0.246092 |
| COOL gay marriage | -0.151985 | 0.007101 | 0.221522 |
| WARM CEOs of large businesses | -0.055255 | 0.041862 | 0.059814 |
| COOL CEOs of large businesses | 0.067429 | -0.038737 | -0.056332 |
| WARM Measures to prevent global warming | 0.122858 | -0.045825 | -0.117168 |
| COOL Measures to prevent global warming | -0.039610 | 0.022680 | 0.061472 |
| WARM Government guarantee that all have good health care | 0.150182 | -0.097663 | -0.090440 |
| COOL Government guarantee that all have good health care | -0.099568 | 0.052420 | 0.080408 |
| WARM Raising taxes on those making over \$250,000 | 0.175792 | -0.140238 | -0.059814 |
| COOL Raising taxes on those making over \$250,000 | -0.075243 | 0.010942 | 0.078127 |
| WARM Government assistance for people unable to work | 0.238576 | -0.164082 | -0.108600 |
| COOL Government assistance for people unable to work | -0.075171 | 0.021627 | 0.096459 |



Biden messages

Here are some statements from a Democratic candidate on how to change the direction of our country. For each statement, please tell me how much more positive you feel about the candidate after reading that?

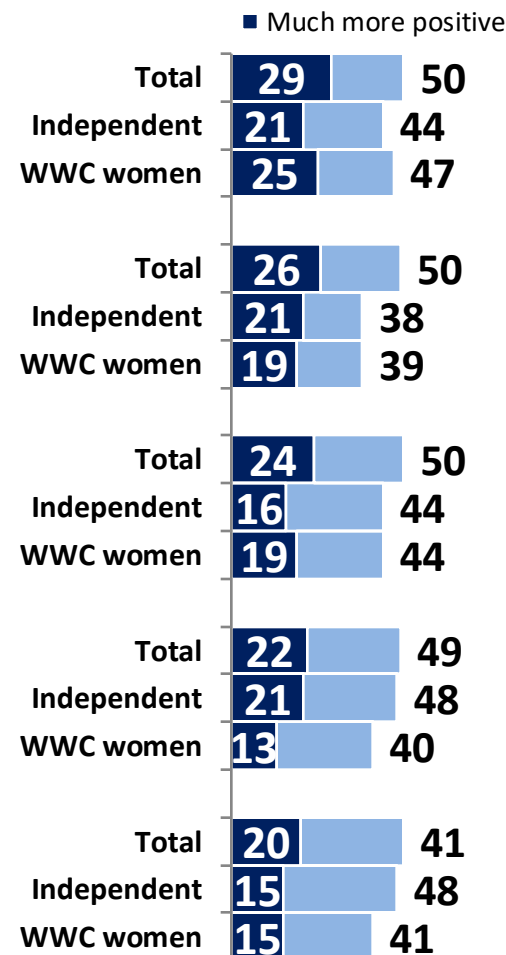
Values: Today, we are in a battle for the soul of America, and Donald Trump has decided not to represent the whole country. It's time to remember who we are and fight back against the incredible abuses of power we're seeing. Its time for respected leadership on the world stage, dignified leadership at home, and an economy that rewards those who actually do the work. It's time for a president who will stand up for all of us.

Engage the world: This is a moment when American leadership is needed more than ever to address some of the greatest economic and security challenges in the world, but this administration has repeatedly broken our word and withdrawn from our commitments to allies. The leaders of the world are watching this, not just our adversaries, but also our allies, and it undermines our strength as a nation. And when that happens, there are serious consequences. The next president must repair our relationships with our friends and allies and stand up to strongmen and thugs on the global stage

Build on ACA: Because of Obamacare, over 100 million people no longer worry that an insurance company will deny coverage or charge higher premiums because they have a pre-existing condition. Insurance companies can no longer set limits on coverage. Roughly 20 million additional Americans obtained the peace of mind that comes with health insurance. Young people who are in transition from school to a job have the option to stay covered by their parents' plan until age 26.

Middle class: This country was not built by Wall Street bankers and C.E.Os . It was built by the great American Middle Class. But the Middle Class is hurting today and powerful forces are trying to tear America apart instead of lifting it up. Our political system is broken and excludes too many. Until we fix campaign finance and voting rights it will continue to get more polarized.

Immigration: It's no secret that our immigration system is broken, and for years we have lacked the political will to fix it. There is a crisis at the border. We can secure our border and humanely enforce our laws without putting people in cages and tearing children from parents. But we'll only fix the crisis if address the root causes of migration that push people to leave behind their homes. At the same time, must never forget that legal immigration is a source of strength for our country.



White working class (WWC) = white non college educated.

Biden messages with Democratic primary voters

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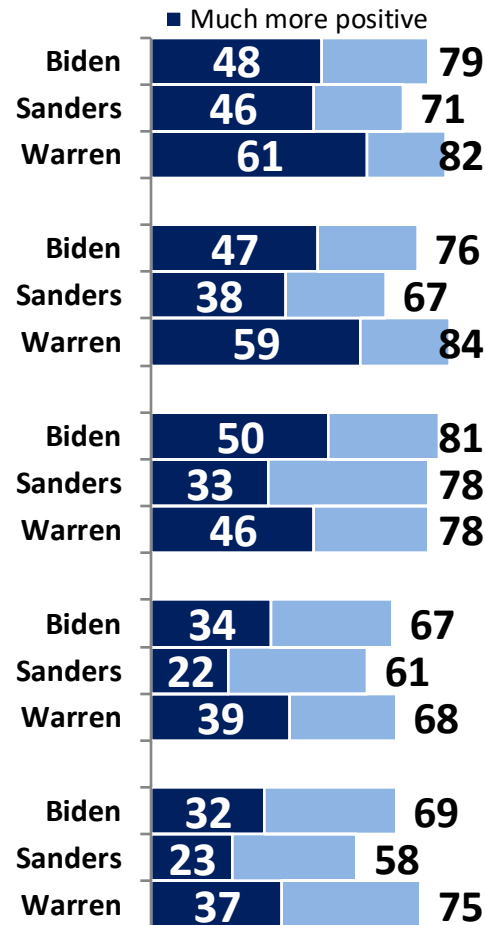
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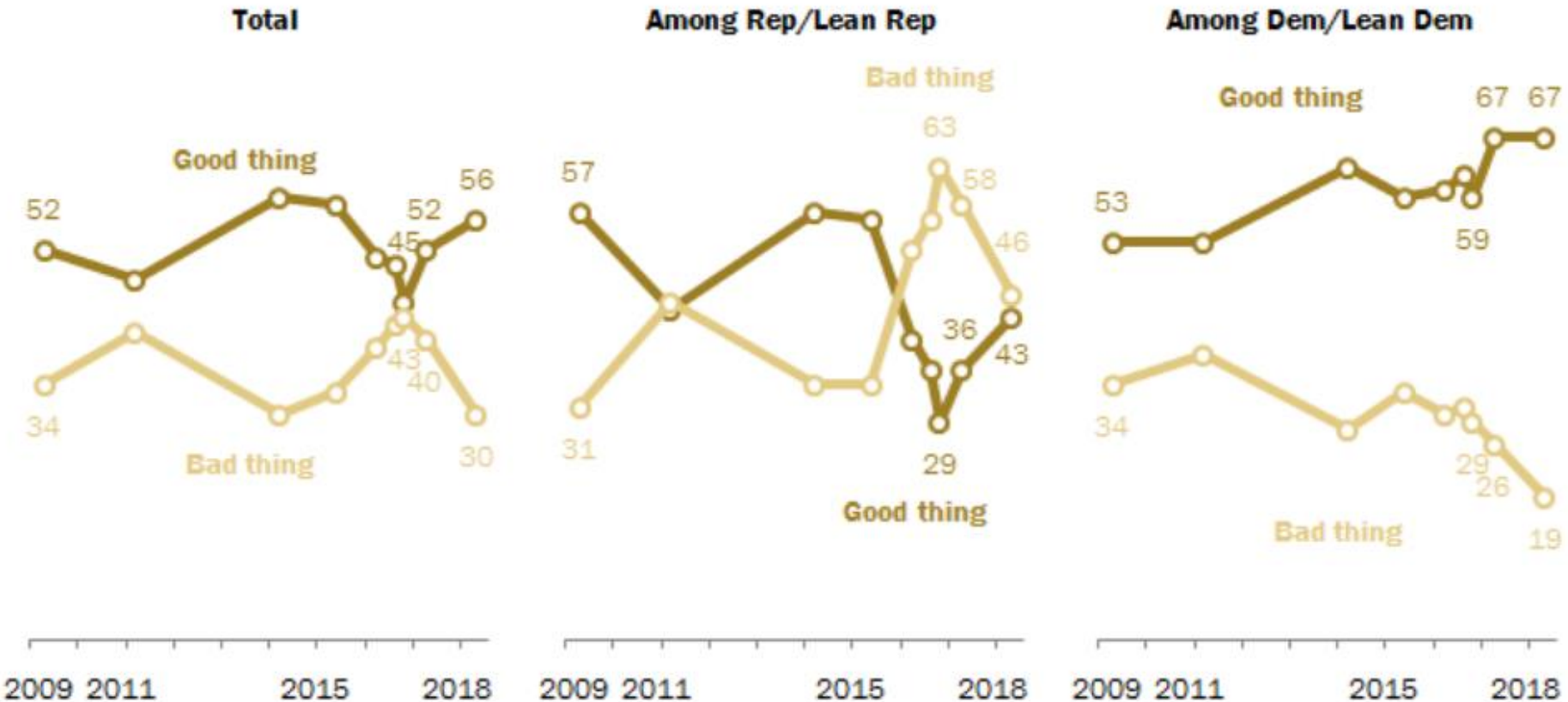
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Surge in support for free trade post Trump, Democrats hit 67%

% who say free trade agreements between the U.S. and other countries have generally been a _____ for the U.S.



Note: Don't know response not shown.
Source: Survey of U.S. adults conducted April 25-May 1, 2018.

PEW RESEARCH CENTER

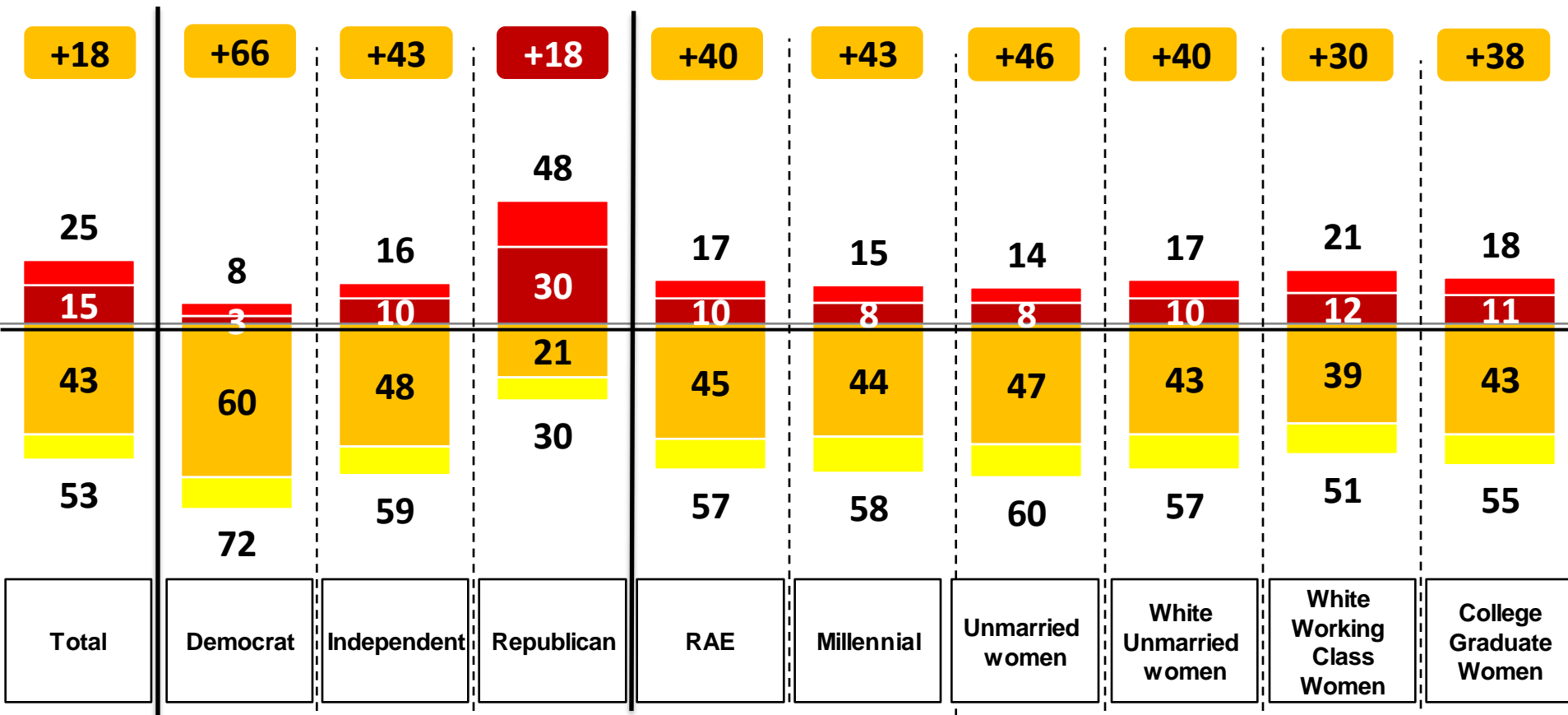


New Tariffs on trade with China hated by Democrats and base

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.

New Tariffs on Trade with China

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

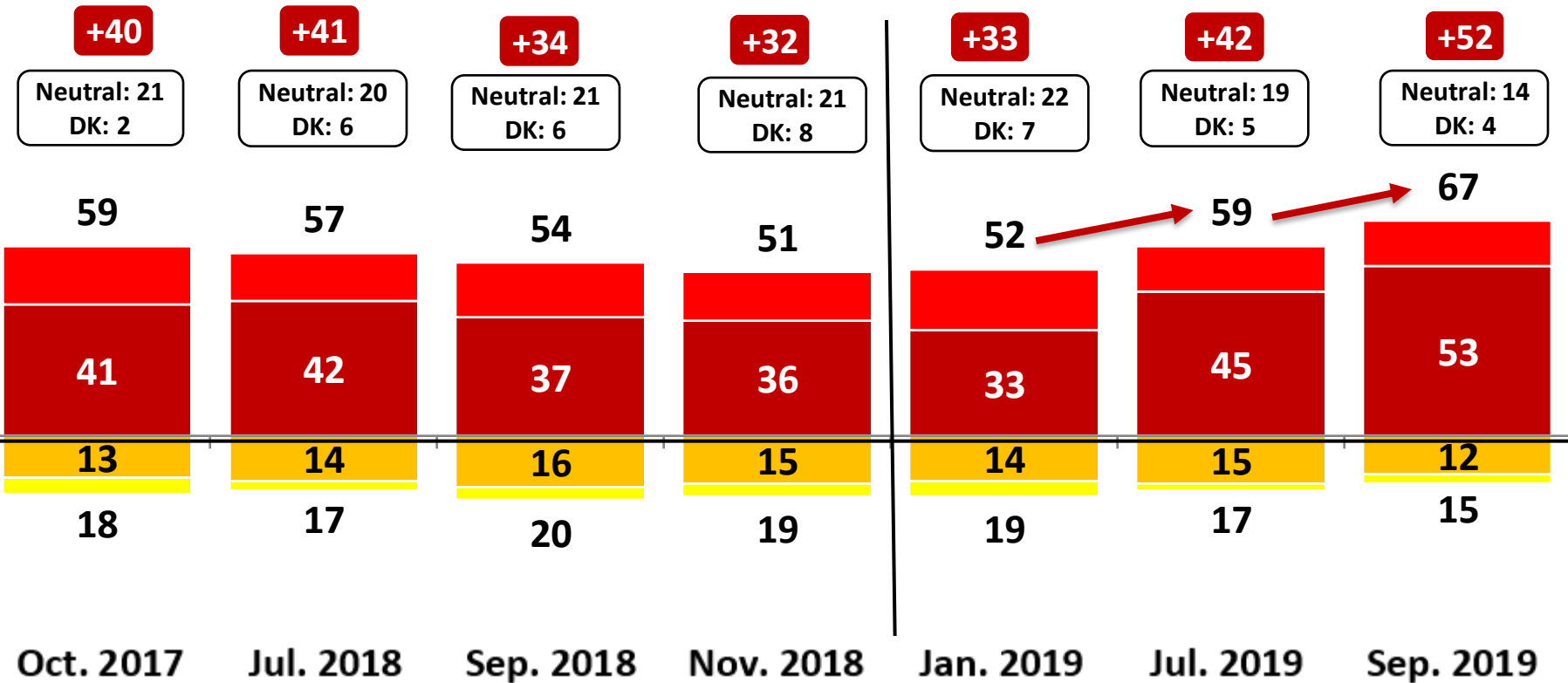


America rushes to embrace immigrants under assault from President Trump

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.

Immigrants to the U.S.

■ Somewhat cool ■ Very cool ■ Somewhat warm ■ Very warm



Warren messages

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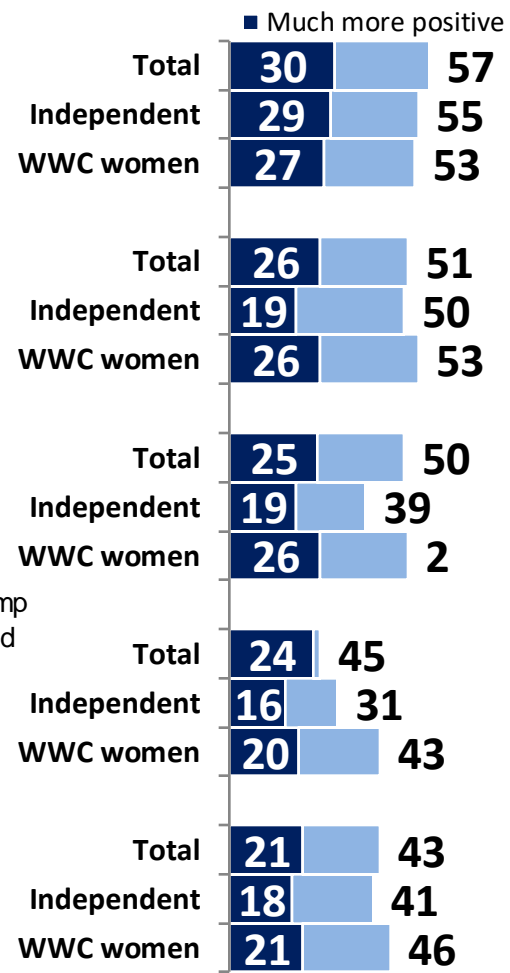
Corruption: We need to tackle the corruption in Washington that makes our government work for the wealthy and well-connected, but kicks dirt on everyone else. We will start by ending lobbying as we know it by closing loopholes so everyone who lobbies must register, shining sunlight on their activities, banning foreign governments from hiring Washington lobbyists, and shutting down the ability of lobbyists to move freely in and out of government jobs.

Rigged: We must fight for an America that works for everyone, not just the wealthy and well-connected. The Middle Class is hurting because corporations use their money to rig our politics and have accumulated enormous power. That is corruption, and we need to attack it. We must break up corporate monopolies and end special-interest lobbying and tax ultra-millionaires to support investments to create American jobs and, help families with universal childcare and healthcare.

2% Tax: A small group of families has taken a massive amount of the wealth American workers have produced. That is worse than other leading economy, and its wrong. A two-cent tax on the great fortunes of more than \$50 million can bring in nearly \$3 trillion to rebuild America's middle class, so we can make big investments that support American jobs, greatly expand innovation in renewable energy and green manufacturing, and help families by funding universal pre-K and child care, early childhood education, and student loan debt relief.

Immigration: In this country, immigration does not make us weaker, it makes us stronger. President Trump sees things differently. He's advanced a policy of cruelty and division that demonizes immigrants. We need expanded legal immigration that will grow our economy, reunite families, and meet our labor market demands. We need cost-effective security at our borders and relieves the burden on our criminal justice system, addresses the root causes of migration, and gets back to a system of legal immigration that enriches our country.

Think Big: We need big, disruptive change to level the playing field, so our democracy and economy work for everyone, not just those at the top. We can start by ending lobbying as we know it, We can create an Ultra-Millionaire Tax on America's 75,000 richest families so we can build an economy that works for everyone. That means investing in universal childcare, student loan debt relief, affordable housing, and down payments on a Green New Deal and Medicare for All. It won't be easy. But united by our values, we can make big, structural change



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Warren messages with Democratic primary voters

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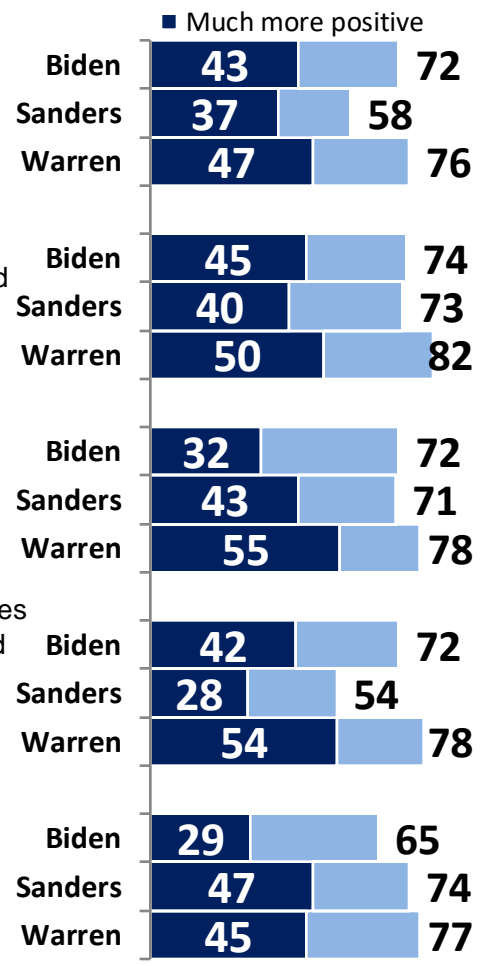
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Trump Messages

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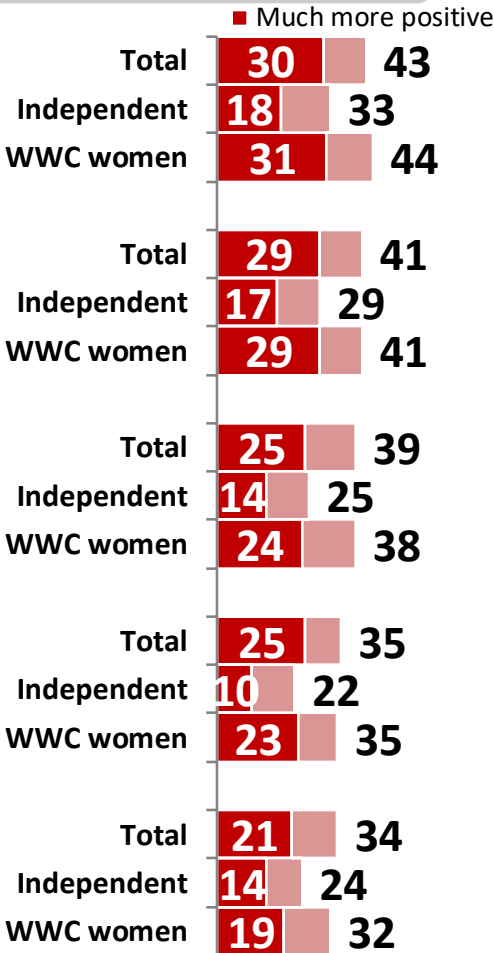
Greatest Economy (Trump): Over the last two years, the Trump administration has moved with urgency and historic speed to confront problems neglected by leaders over many decades. Under Trump, we have seen an unprecedented economic boom and the best economy in the history of our country, including 5.3 million new jobs and 600 thousand new manufacturing jobs. Wages are rising at the fastest pace in decades and are growing for blue collar workers and faster than anyone thought possible

Borders (Trump): We have a state of emergency at our southern border. Border patrol, our military, and local law enforcement are doing a create job, but without the wall and tougher immigration enforcement, you cannot have border security. It is time to get serious on addressing illegal immigration and the crisis at our southern border. Drugs, gangs and human trafficking must be stopped.

America First (Trump): Thanks to Republican leadership, America is winning again and respected again worldwide because we are finally putting America first. American workers will be the biggest winners. We have withdrawn from disastrous trade deals like the TPP that treat us unfairly and renegotiated the disastrous NAFTA. The new NAFTA is the largest and most modern trade deal in history and will cut red tape and greatly expand exports for our farming, manufacturing, and service industries.

Impeachment Scam (Trump): We're fighting to drain the swamp, but our country is at stake like never before. The Democrats are trying to undo the election regardless of facts. What's going on now is the single greatest scam in the history of politics. They are trying to stop president Trump because he is fighting for the forgotten Americans. It's nothing short of an attempted coup

Stood up to China (Trump): China is looking at the Democratic Candidates and hoping they get elected so it can continue to rip off our country like they've been doing for the last 30 years. The Democrats have never stood up to China and other countries who took advantage of us. And, now Democrats have delayed action on the Trump administration's new trade deal that replaces NAFTA, which was the worst trade deal in the history of our country.



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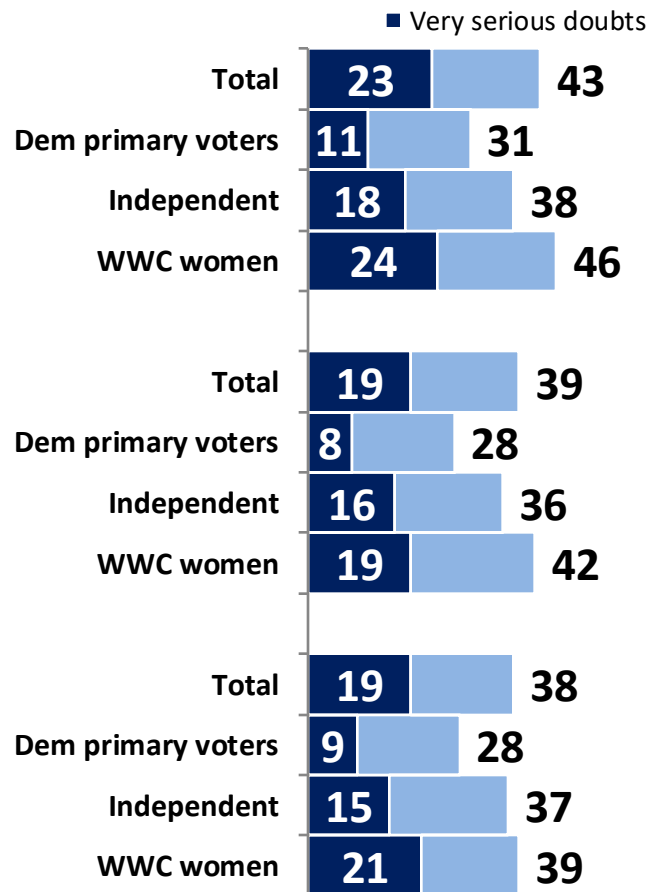
Democratic attacks on Biden

Now you will read a few statements that some Democrats might say about Elizabeth Warren. After each statement, please say whether it raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about Joe Biden.

Big Fundraisers: The Democratic nominee should be chosen by voters, not millionaires and corporate special interests. Joe Biden's biggest fundraisers include a billionaire real estate magnet, Comcast executive, and lobbyists. He also has an organized dark money super PACs that are ready to spend millions on his behalf. Democratic voters want to decide this primary, not the corporate special interests that call the shots.

Criminal Justice Reform: Joe Biden led the anti-crime effort that imprisoned as many people as possible. It created the sentencing disparities between crack and powder cocaine and that fueled huge racial disparities in who went to jail, which he himself now says was "unnecessary and "unjust."

Tax Cuts for Rich: Joe Biden brags about his bipartisan deal making skills, citing the deal he cut Republican Senate leader McConnell to raise the top tax rate by \$600 billion. What he doesn't mention, is that deal was a complete victory for the Tea Party because it kept in place the tax cuts for those earning over \$250,000. It put in place the mindless cuts to vital programs that we still are dealing with today. That was a great deal for Mitch McConnell, but not for hard working Americans.



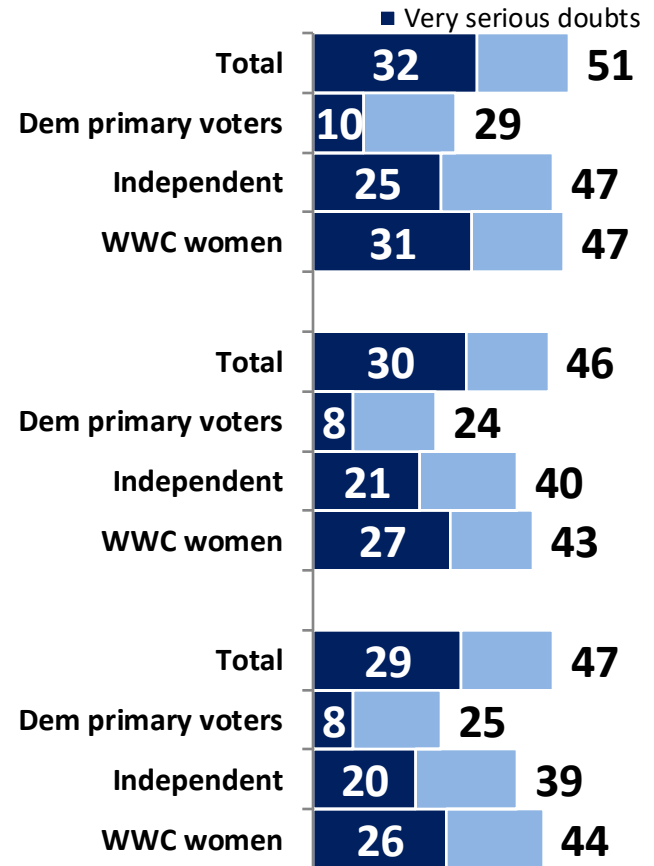
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Private Insurance: Elizabeth Warren's Medicare for All plan would result in chaos for tens of millions of Americans with private health insurance that already works for them and their families. The reality is that we can improve on what is already working, without kicking millions of Americans off their private insurance.

Too Many Plans: Elizabeth Warren has a lot of plans that may sound good when she is giving campaign speeches, but the reality is there is no way to pay for them. The more expensive a plan is doesn't make it more progressive. Running for president is about making people's lives better, and that only happens if the change proposed becomes reality.

Fracking: Elizabeth Warren's plan to ban fracking would threaten U.S. energy security and millions of American jobs. Hydraulic fracking is one of the reasons America is the top energy producer in the world. But Warren's ban on fracking would kill over 14 million of those jobs, and would increase out-of-pocket living expenses for Americans by an average of \$4,000 per year.



Republican attacks on Democratic presidential candidates

These are some things that Republicans and Donald Trump are saying about the Democratic candidates running for president. After I read each statement, please tell me whether this raises very serious doubts, serious doubts, minor doubts, or no real doubts in your own mind about Democrats running for president.

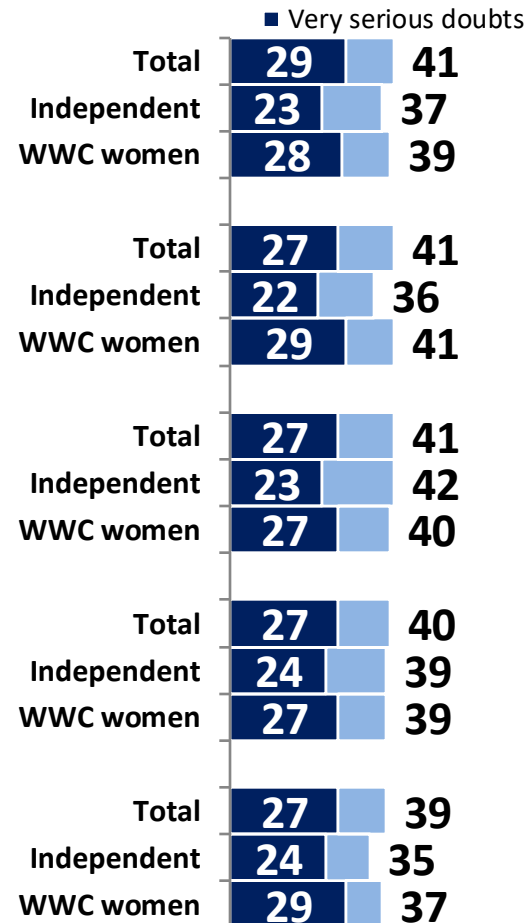
Green New Deal: The Democrats' Green New Deal is a ridiculous proposal with no way to pay for it and it will kill millions of jobs. I will not stand for it. We will defend the environment, but we will also defend American sovereignty, American prosperity, and we will defend American jobs. Next they will call to eliminate all Planes, Cars, Cows, Oil, & the Military that would turn the United States into a hermit nation.

Open Borders: No betrayal of American workers has been worse than the Democratic Party's pursuit of open borders. Democrats won't do anything about border security, and people are coming in by the thousands which means job losses, violent crime, drugs, and human trafficking. Our border patrol, our law enforcement and our detention facilities are overwhelmed. As fast as we build them, they fill up, and our hospitals, schools and public resources are overburdened. It is time to get serious about border security.

Ukraine: Joe Biden's son got rich serving on the board of Ukraine's largest private gas company, even though it was under investigation by Ukrainian prosecutors. At the same time, Joe Biden used his role as Vice President to withhold millions in U.S. aid from Ukraine until they fired the prosecutor investigating his son's company. This is clear corruption, and it is time for transparency from Joe Biden.

Impeachment: Joe Biden promised Ukraine \$1 billion if they fired the prosecutor investigating his son's company. And now that President Trump has asked Ukraine to investigate corruption, the Democrats are trying to impeach him by slinging false allegations, while their media lap dogs all follow along. The Democrats lost the last election, and now they are trying to steal this one.

Healthcare: Obamacare has been a disaster and the Democrats have blocked the Trump administration's efforts to fix it at every turn. The Democrats running for president want to end private insurance and bring socialism to our country with their Medicare for All plan, but the Trump administration has been hard at work with a new plan for putting the people back in charge with more choice for better care at a far lower cost and we won't be taxing you into oblivion.



Medicare for All paths

FIGHT FOR MEDICARE FOR ALL

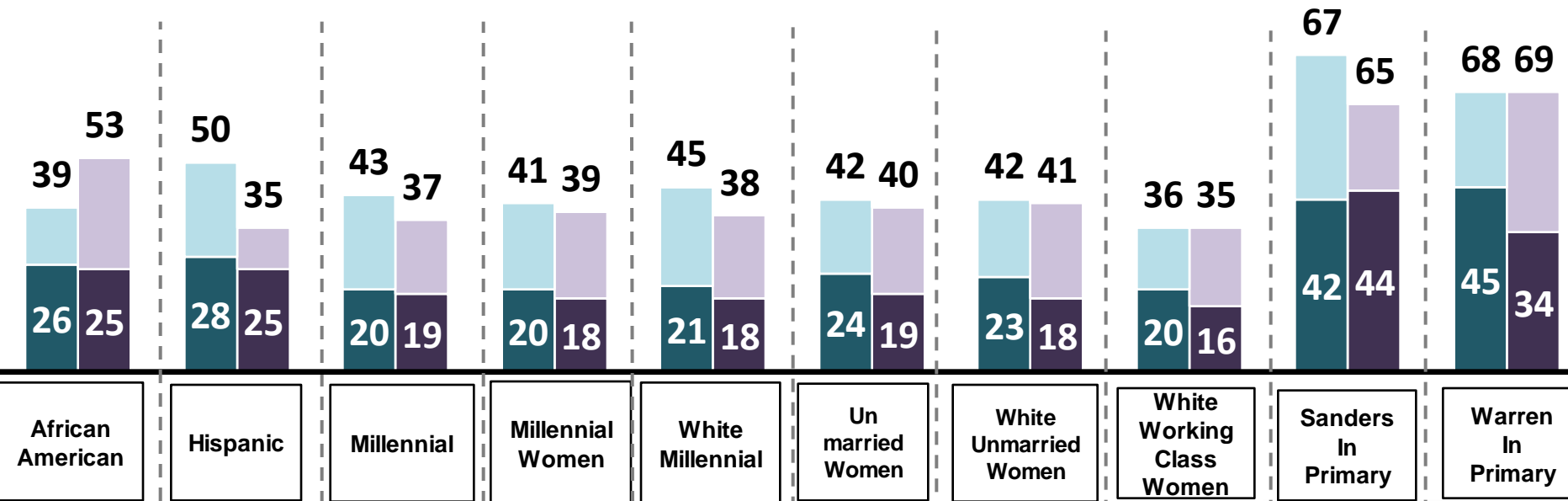
Healthcare is a basic human right, and I won't stop fighting to get to Medicare for all, even though ending private health insurance will be very hard to achieve. The basic business model of an insurance company is to take in as much money as they can in premiums and pay out as little as possible in health care coverage. We can always look for better ways to regulate business, but it doesn't work in health care because the motivation for profit produces out of control prices and drug costs that kill people. So, I'm going to fight to get to Medicare for all.

MEDICARE FOR ALL WITH 5 YEAR ENHANCED MEDICARE TRANSITION

I support Medicare for all and getting to a single payer system, like Canada. Here is how I will get there. I would greatly improve Medicare immediately to reduce prescription drug prices, cover dental and long-term care and have no deductibles. Medicaid would become part of plan and all children would be automatically enrolled. Employers who provide comparable coverage can continue providing private insurance or enroll them in this enhanced Medicare. Employees can change to Medicare at any point. After 5 years, the Congress will vote on whether to transition to Medicare for all or continue with the mixed system of enhanced Medicare and private insurance

RAE+ VOTERS IN BATTLEGROUND

■ Much more positive
■ Somewhat more positive



After simulated campaign, Biden vote wavers, while Warren stable, but Trump stuck at 41 percent

2020 PRESIDENTIAL BALLOT

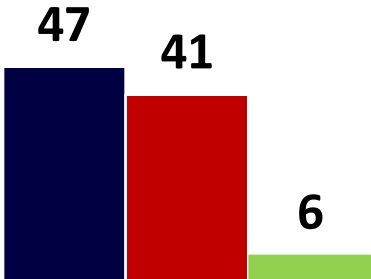
Initial and Final Vote by Split

■ Democrat Biden/Warren ■ Republican Donald Trump ■ Libertarian/Other

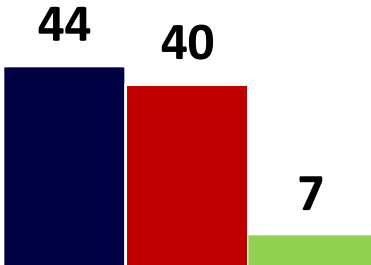
+2

+6

+4



Initial
Biden v. Trump



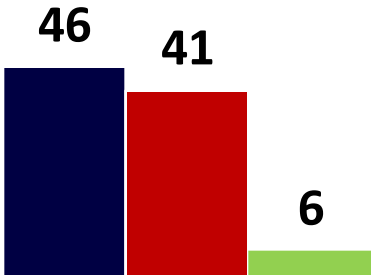
Final
Biden v. Trump

Split A: Biden Messages

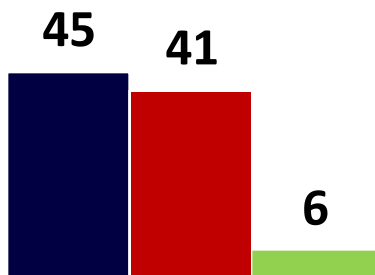
+1

+5

+4



Initial
Warren v. Trump



Final
Warren v. Trump

Split B: Warren Messages



CONTACT US



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