



State of the Union 2020:

Dial meter research among the Rising American Electorate, white working class & white college women

February 7, 2020

Methodology

On behalf of the *American Federation of Teachers* and the *Voter Participation Center, Democracy Corps* conducted online dial meter research during the 2020 State of the Union Address among 257 registered voters nationally:

- African Americans
- Latinos
- White millennials
- White unmarried women
- White working-class women
- White college women
- White working-class men

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.****

Key Findings:

- President Trump gave a divisive speech that produced lame gains on his approval, favorability and defining issues
- Trump in voters' face increased motivation of most anti-Trump and consolidated blacks, white unmarried and college women.
- His campaign of touting the great economic boom and dividing the country on immigration falls short: it motivates the most anti-Trump voters, Trump emerges divisive and governing for the rich and himself, leaves health care as a consuming issue, and shifts a surprisingly small number of white working-class voters.
- War on illegal immigrants gets a hearing with white working-class men and women and white millennial (men), but border wall and sanctuary cities polarizes country.
- Trump's claims on health care make him extremely vulnerable, while Democrats vulnerable on socialized and illegal immigrant health care.

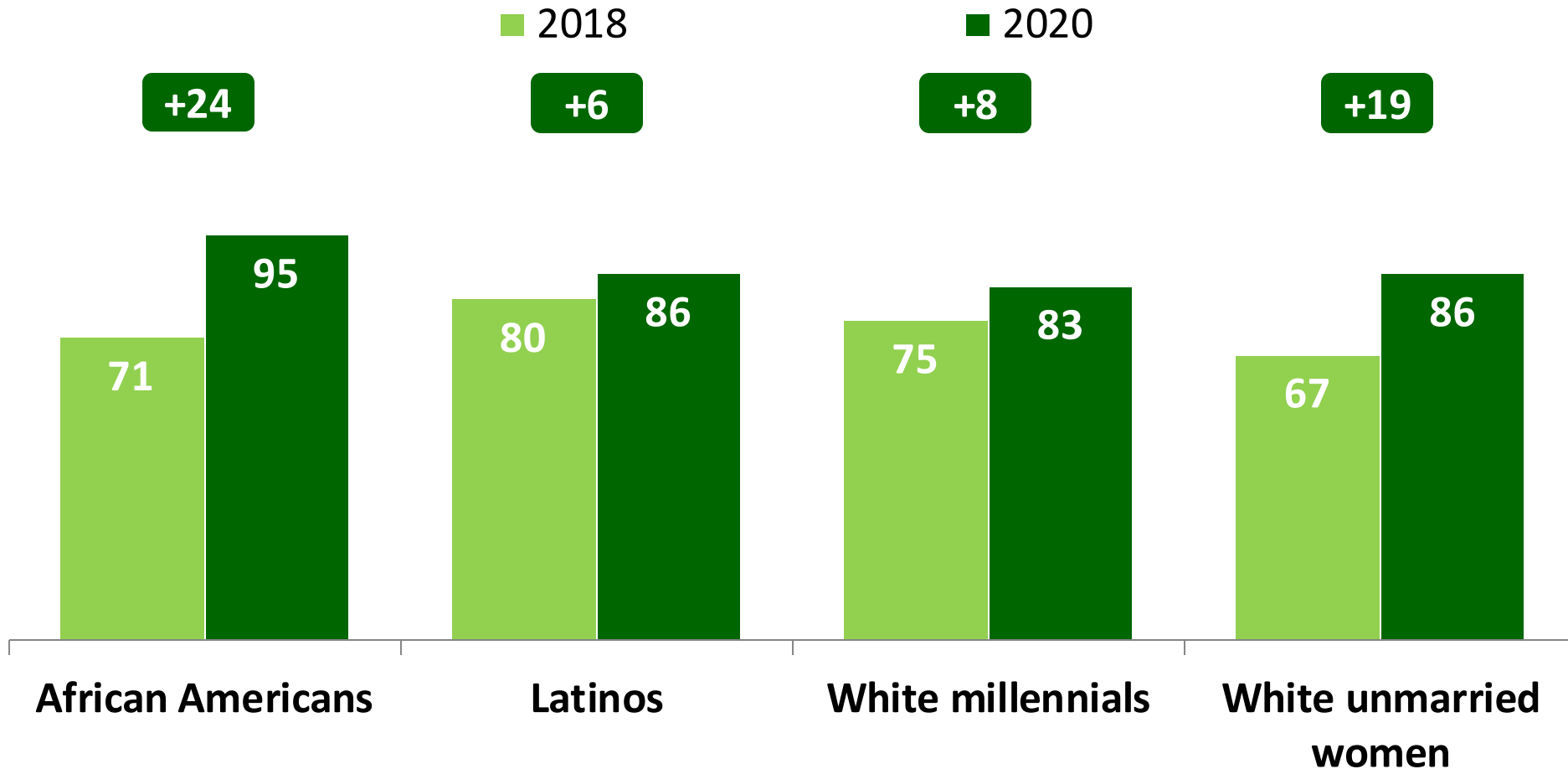
Key Findings continued

- Trump's style is creating a gender crater – with some African Americans and white millennial men responding to Trump's appeal and message.
- Trump made some impression on his false health care narrative, tariffs on China, the tax cut and most interesting, USMCA where his America First message is polarizing.
- Impeachment left the RAE and white college women worried about a president above the law and continued foreign interference, white working-class voters want to get on with other issues.
- Health care looms over 2020 – both in the primary and general election to come.
- And after listening to the speech, over 60 percent of the respondents still said President Trump is dividing the country, self-dealing and governing for the rich and big money elites.

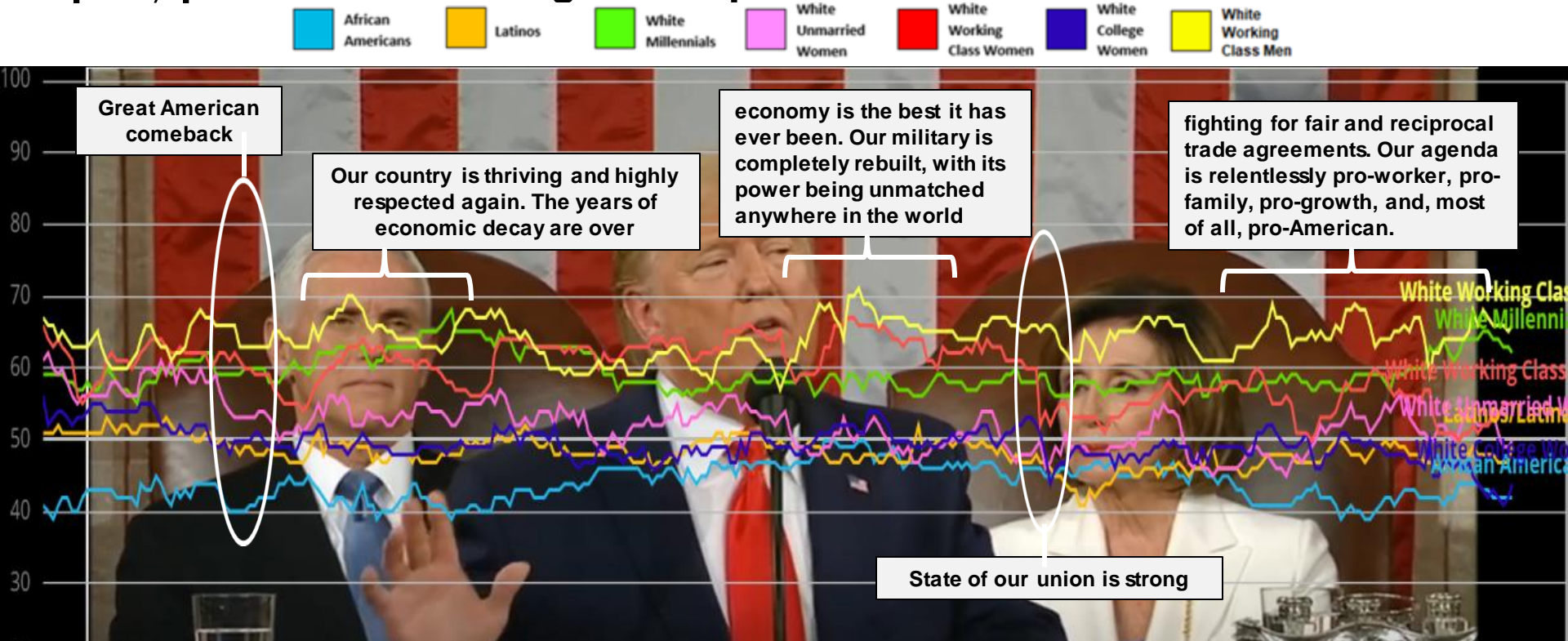


Speech motivates anti-Trump groups in Rising American Electorate

% ALMOST CERTAIN TO VOTE IN 2018 vs. 2020

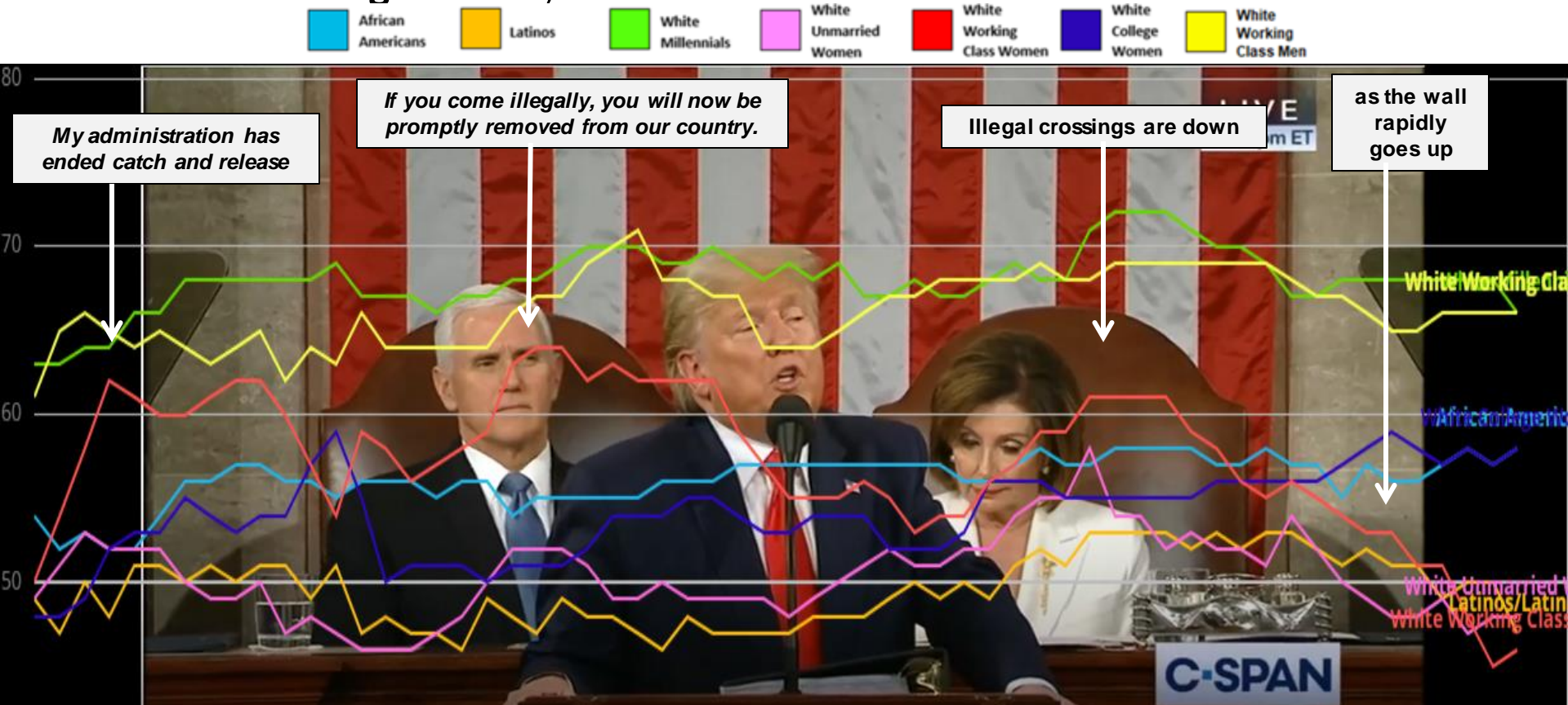


Great American comeback very flat, though better when combined with military and respect; pro-American trade agreement polarizes



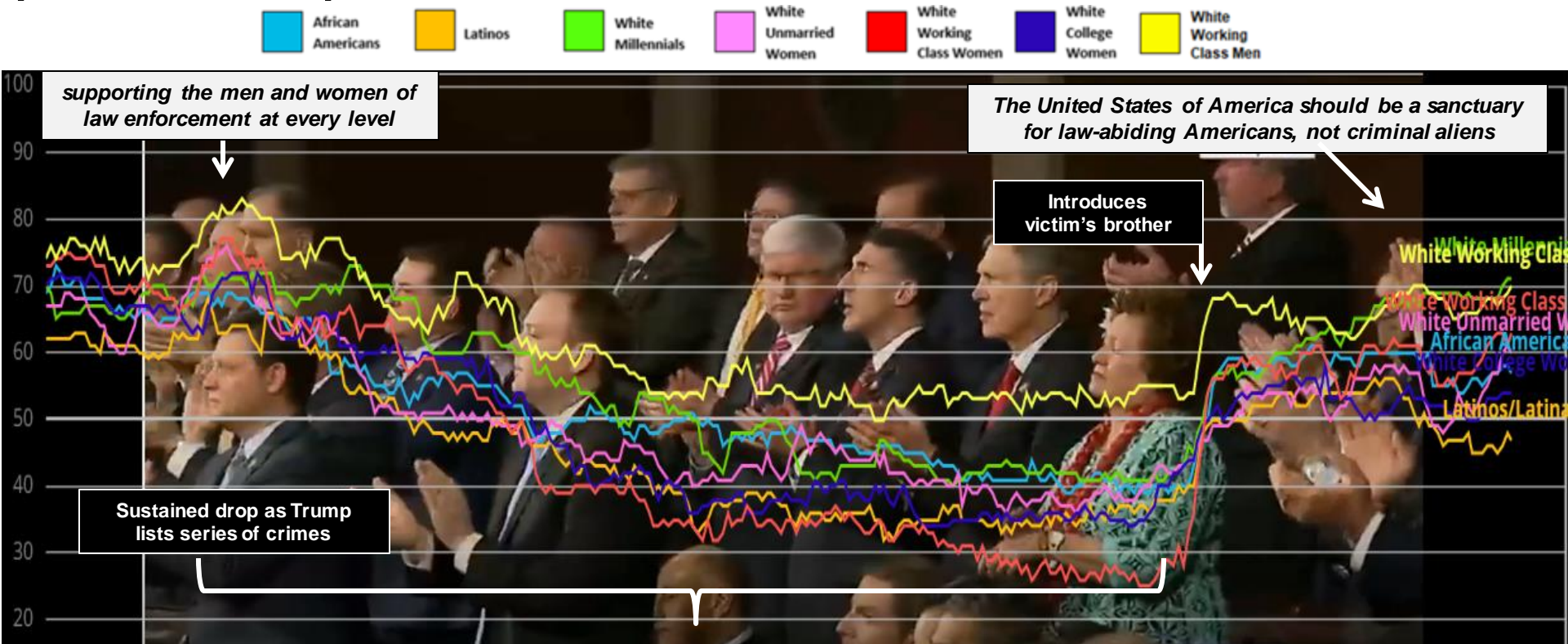
Three years ago, we launched the **great American comeback**. Tonight, I stand before you to share the incredible results. Jobs are booming, incomes are soaring, poverty is plummeting, crime is falling, confidence is surging, and our country is thriving and highly respected again [..] The years of economic decay are over. The days of our country being used, taken advantage of, and even scorned by other nations are long behind us [..] In just three short years, we have shattered the mentality of American decline, and we have rejected the downsizing of America's destiny [..] I am thrilled to report to you tonight that our **economy is the best it has ever been**. Our military is completely rebuilt, with its power being unmatched anywhere in the world [..] The state of our Union is stronger than ever before [..] From the instant I took office, I moved rapidly to revive the U.S. economy slashing a record number of job-killing regulations, enacting historic and record-setting tax cuts, and fighting for fair and reciprocal trade agreements. Our agenda is relentlessly pro-worker, pro-family, pro-growth, and, most of all, pro-American.

Stop illegals gets white working class, but pushes away blacks, Hispanics, white unmarried and college women; wall loses all



Before I came into office, if you showed up illegally on our southern border and were arrested, you were simply released and allowed into our country, never to be seen again. **My administration has ended catch and release...** **If you come illegally, you will now be promptly removed from our country.** Very importantly, we entered into historic cooperation agreements with the governments of Mexico, Honduras, El Salvador, and Guatemala. As a result of our unprecedented efforts, **illegal crossings are down 75 percent since May, dropping eight straight months in a row.** **And as the wall rapidly goes up, drug seizures rise, and the border crossings are down, and going down very rapidly.**

Strong for law enforcement, but falls off on criminal aliens, but sanctuary cities produces instant polarization



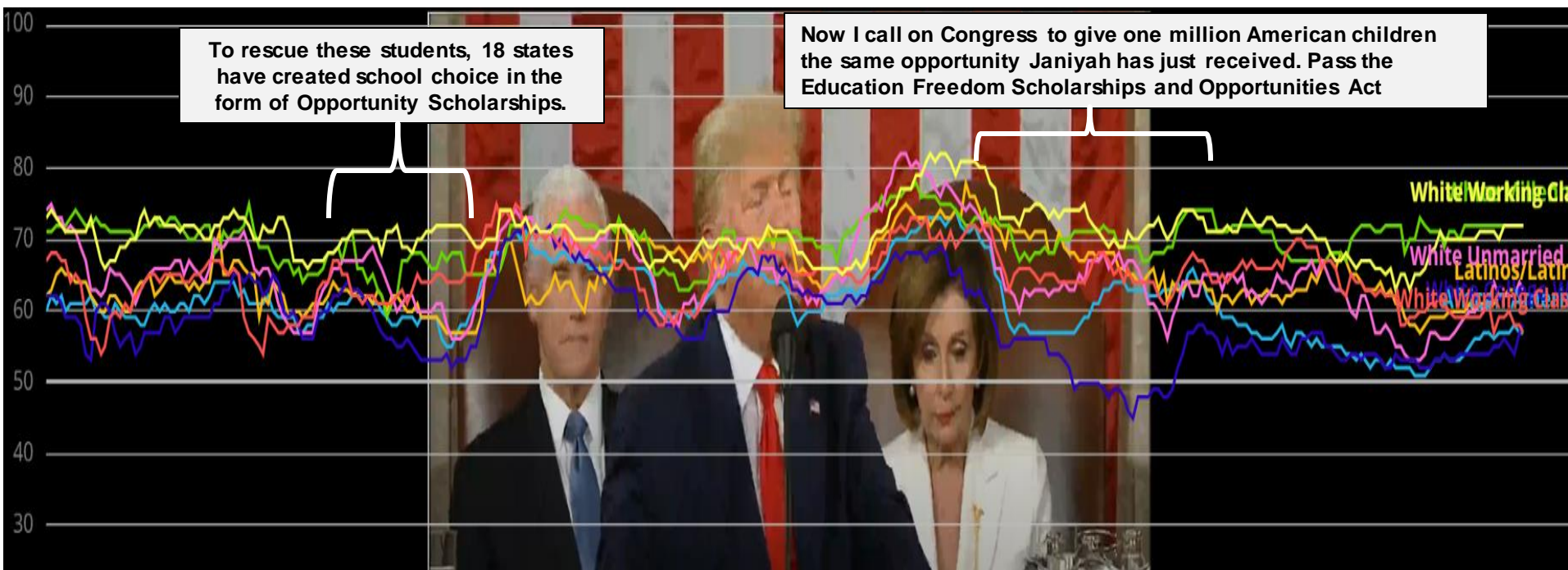
A better tomorrow for all Americans also requires us to keep America safe. That means supporting the men and women of **law enforcement at every level, including our nation's heroic ICE officers...**[...] Tragically, there are many cities in America where radical politicians have chosen to provide sanctuary for these criminal illegal aliens [...] In sanctuary cities, local officials order police to release dangerous criminal aliens to prey upon the public, instead of handing them over to ICE to be safely removed.[...] Senator Thom Tillis has introduced legislation to allow Americans like Jody to sue sanctuary cities and states when a loved one is hurt or killed as a result of these deadly practices. ask Congress to pass the Justice for Victims of Sanctuary Cities Act immediately. **The United States of America should be a sanctuary for law-abiding Americans, not criminal aliens.**

President vulnerable with hyped support for health care reform; Democrats vulnerable on socialized and illegal immigrant health care



I've also made an ironclad pledge to American families: **We will always protect patients with pre-existing conditions.** And we will always protect your Medicare and we will always protect your Social Security. Always. The American patient should never be blindsided by medical bills. **That is why I signed an executive order requiring price transparency.** Many experts believe that transparency, which will go into full effect at the beginning of next year, will be even bigger than health care reform. It will save families massive amounts of money for substantially better care. But as we work to improve Americans' health care, **there are those who want to take away your health care, take away your doctor, and abolish private insurance entirely.** One hundred thirty-two lawmakers in this room have endorsed legislation to impose a socialist takeover of our health care system, wiping out the private health insurance plans of 180 million very happy Americans. To those watching at home tonight, I want you to know: **We will never let socialism destroy American health care.** Over 130 legislators in this chamber have endorsed legislation that would bankrupt our nation by providing **free taxpayer-funded health care to millions of illegal aliens**, forcing taxpayers to subsidize free care for anyone in the world who unlawfully crosses our borders.

Intense negative reaction to school choice among college and unmarried women, African Americans and white working-class women



Yet, for too long, countless American children have been trapped in failing government schools. **To rescue these students, 18 states have created school choice in the form of Opportunity Scholarships.** The programs are so popular that tens of thousands of students remain on a waiting list. One of those students is Janiyah Davis, a fourth grader from Philadelphia. Janiyah. (Applause.) Janiyah's mom, Stephanie, is a single parent. She would do anything to give her daughter a better future. But last year, that future was put further out of reach when Pennsylvania's governor vetoed legislation to expand school choice to 50,000 children. [...] But, Janiyah, I have some good news for you, because I am pleased to inform you that your long wait is over. I can proudly announce tonight that an Opportunity Scholarship has become available, it's going to you, and you will soon be heading to the school of your choice. **Now I call on Congress to give one million American children the same opportunity Janiyah has just received. Pass the Education Freedom Scholarships and Opportunities Act — because no parent should be forced to send their child to a failing government school.**

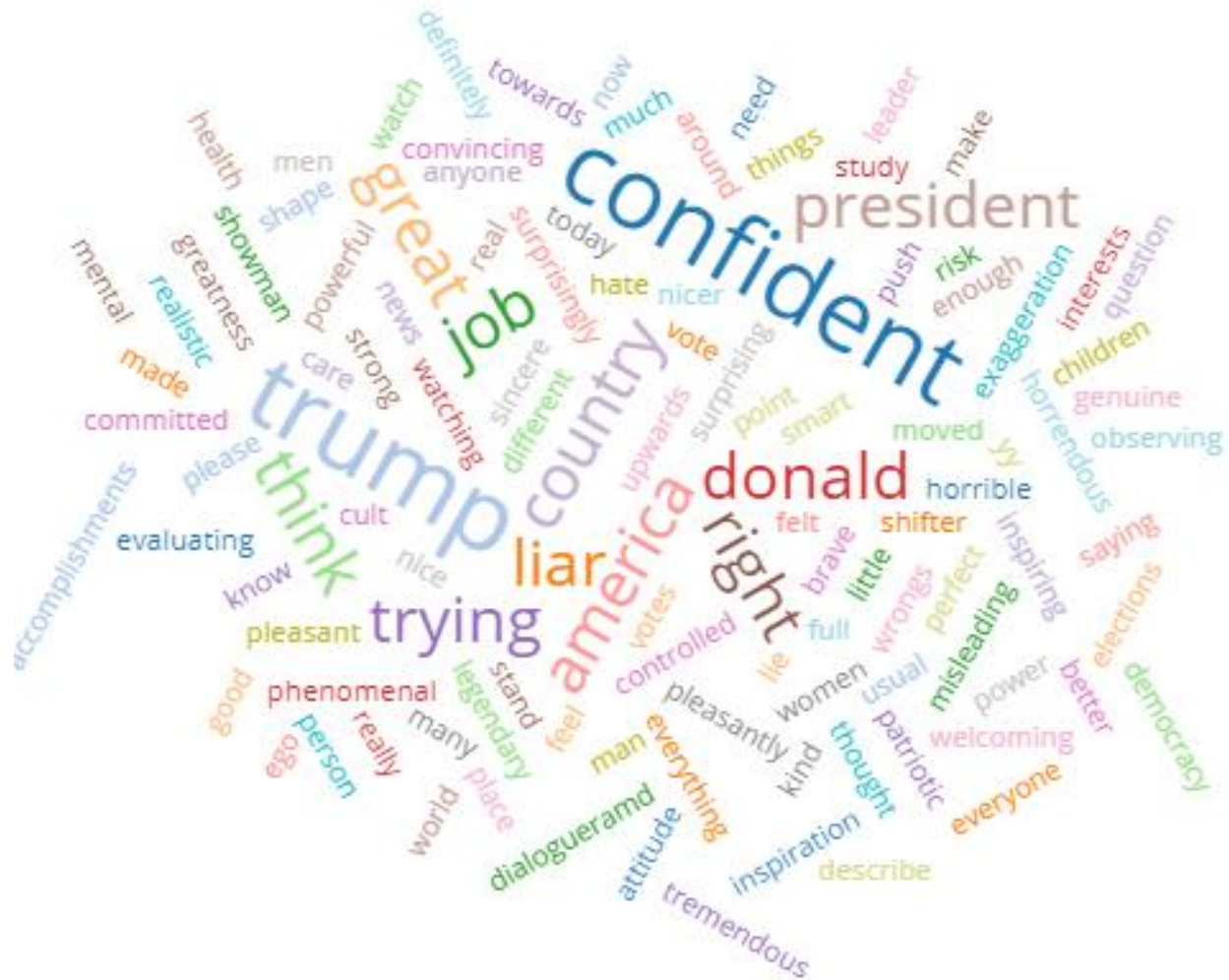
Banning late-term abortions produces steep loss, but regained with paid family leave



That is why I'm also calling upon members of Congress here tonight to pass legislation finally banning the late-term abortion of babies. Whether we are Republican, Democrat, or independent, surely we must all agree that every human life is a sacred gift from God. As we support America's moms and dads, I was recently proud to sign the law providing new parents in the federal work force paid family leave, serving as a model for the rest of the country. Now I call on the Congress to pass the bipartisan Advancing Support for Working Families Act, extending family leave to mothers and fathers all across our nation.

Post-SOTU impressions: White millennials

What word or phrase would you use to describe your impression of Donald Trump's this evening?



Economic challenges for white unmarried. You guessed it.

What is the biggest economic challenges facing you and our family?

White unmarried women



Healthcare costs are single greatest economic challenge for working people

What is the biggest economic challenges facing you and our family?

WORDCLOUD VISUALIZATIONS

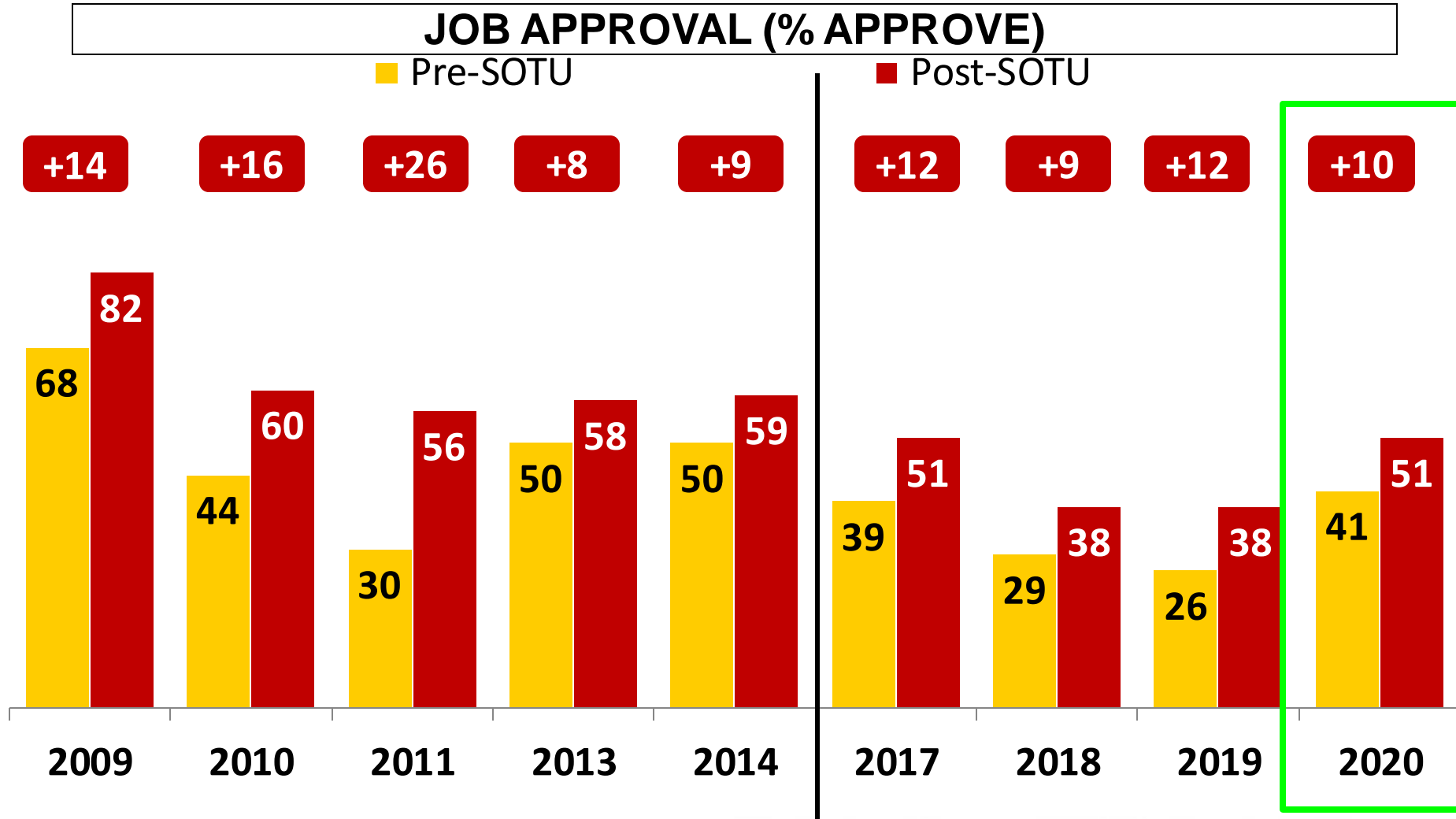


White working-class men

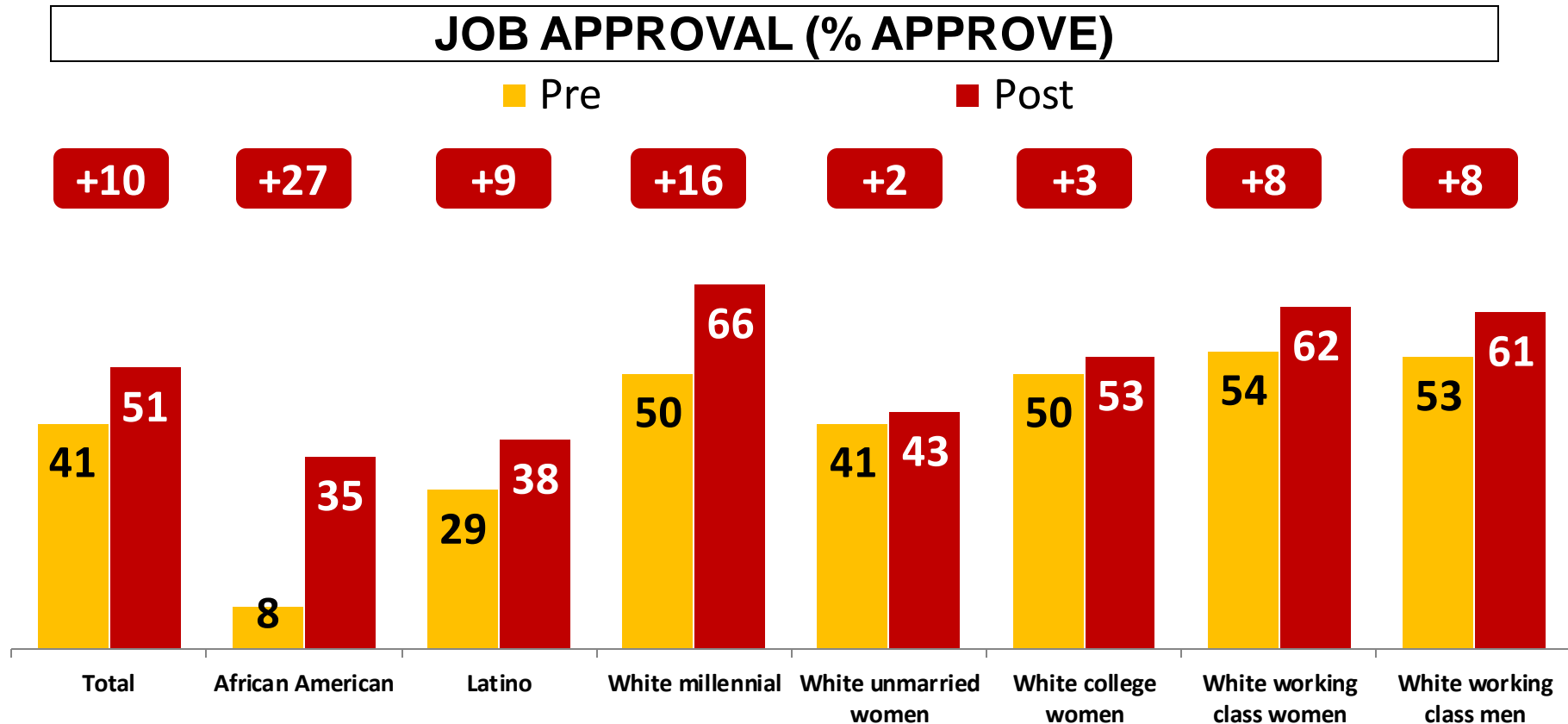


White working-class women

Trump's SOTU approval shift the same every year, but way below Obama's first term



Trump improves most among African-Americans and white millennials, both driven by men



Trump's favorability shift is comparable to previous years

TRUMP FAVORABILITY (% FAVORABLE)

■ Pre-SOTU

■ Post-SOTU

+12

+6

+19

+16

46

58

30

36

35

54

41

57

2017

2018

2019

2020



The address creates biggest shifts on trade issues and Trump's personal favorability

Please rate your feelings toward some people, proposals, 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
Donald Trump	41	57	16
The tariffs on aluminum and steel	41	56	15
The tariffs on trade with China	46	61	15
The new US Mexico Canada trade agreement	61	75	14
The 2017 tax cut for corporations and individuals	44	58	14

Trump's speech resulted in only modest changes on the big issues, Affordable Care Act and Trump's border wall

Please rate your feelings toward some people, proposals, 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
The impeachment of President Trump	55	51	-4
Climate change activists	68	67	-1
Nancy Pelosi, the Speaker of the House	54	54	0
Democrats in Congress	55	56	1
Affordable Care Act or Obamacare	58	61	3
Medicaid	71	77	6
Labor unions	61	69	8
President Trump's wall on the southern border	42	51	9
Government action to address climate change	48	58	10

After impeachment verdict, base worried about Trump above the law and foreign interference; white working class say, time to move on

President Trump was just declared innocent in the Senate impeachment trial that was triggered after a whistleblower complaint about President Trump's conversation with the Ukrainian president. Which ONE or TWO of the following captures your own feelings now?

Impeachment Feelings								
	Total	African Americans	Latinos/ Latinas	White Millennials	White Un-married Women	White College Women	White Working - Class Women	White Working-Class Men
It is now time to put this to rest and move on	44	35	41	53	30	32	56	58
Now the President is truly above the law	35	46	41	26	46	41	26	21
This opens the door to more foreign interference in the next election	33	43	29	24	41	44	23	32
This proves the investigation was all a witch hunt	26	11	15	29	24	29	36	39
This has created even deeper partisan divisions	24	27	41	24	22	15	23	16

Divisive speech – only confirms Trump still governs for the richest

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

TRUMP ATTRIBUTES			
Pre and Post Shift	% Describes well		
	Pre	Post	Diff
Self-dealing	63	65	2
Governing for billionaires and big money elites	63	63	0
Dividing the country	61	60	-1
Out of touch with working people	54	52	-2