Biden/Trump Messaging & Voting Motivation

Motivating Infrequent Voters of Color in Eight Battleground States

Service Employees International Union + Precision Strategies

Updated: July 2020
Survey Methodology - Who and Where?

2,013

English-speaking
Infrequent Registered
Voters of Color

8

/+/- 2.2%

Battleground States
Margin of Error

Other key notes:
● Does not include Trump Supporters
● Survey conducted online
● Survey date: June 22 – July 1, 2020
Who’s in this Survey

Income Level
- >$25K: 25%
- $25-50K: 26%
- $50-75K: 16%
- $75-100K: 10%
- $100K+: 17%
- Don't know: 6%

Marital Status
- Married: 35%
- Single: 51%
- Divorced: 12%
- Don't know: 2%

Kids Under 18 in the Home
- Kids: 36%
- No Kids: 62%
- Don't know: 2%
Who’s in this Survey

20% of infrequent voters of color are unemployed, while nearly half are employed.
Strong Correlation Between Intensity of Biden Support and Likelihood to Vote

Biden support is soft in this audience. We need to grow the intensity of support to grow likelihood/enthusiasm to vote.

“How likely is it that you will vote in the November 2020 election for president and other offices?”
Goals
Goals of the Survey

1. Identify top most motivating Biden messaging.

2. Develop a better understanding of infrequent voters' top issues of concern, with a deeper exploration of systemic racism and police violence.

3. Test trustworthiness on the issues among Biden and Trump.

4. Measure Trump disapproval against key messages.

5. Test Biden and Trump favorables as it relates to potential messengers or surrogates in advertising.

6. Identify increase in likelihood to vote after the recent police brutality uprisings.
Pro-Biden & Anti-Donald Trump Messaging
Measuring Biden Support | Messaging

1. **Healthcare Cost:** No one should have to choose between paying the bills and seeing a doctor. Joe Biden knows what it is like to face a mountain of debt because of hospital bills. When his son passed away from cancer, the former Vice President nearly had to sell his house to help pay his son’s medical bills. As our next President, Joe Biden will continue his work to make sure everyone can see a doctor and get the high quality care they need - not just those who can afford it.
   a. **Key Point:** This was the most effective message among Black voters, Latinx, men, age 45+, definite voters, definite and likely Biden supporters.

2. **Coronavirus:** Everyone should have access to quality care, especially in the middle of a pandemic. However, the coronavirus is hitting Black and brown communities especially hard, both in terms of our health and our economic well being. Joe Biden gets it and, as our next president, he'll work hard to stop the spread of coronavirus, ensure everyone can get the care they need and make sure Black and brown people aren’t left behind in the recovery.
   a. **Key Point:** This was the top message among Asian voters, women, under 30, those who are less likely to vote, and those whose vote likelihood increases most after messaging.

3. **Obama:** For more than eight years, Joe Biden served with integrity as Barack Obama’s vice president. He stood shoulder to shoulder with President Obama in the fight for racial justice, economic justice, and the expansion of healthcare coverage to millions. Joe Biden has proven he will get things done for our community and that’s why President Obama is working hard to elect him as our next president.
   a. **Key Point:** This is one of the top 2 messages among Black voters, women, age 30+, definite voters, definite and undecided Biden supporters. It also increased the highest percentage of voters to support Biden.
Healthcare Cost Message: No one should have to choose between paying the bills and seeing a doctor. Joe Biden knows what it is like to face a mountain of debt because of hospital bills. When his son passed away from cancer, the former Vice President nearly had to sell his house to help pay his son’s medical bills. As our next president, Joe Biden will continue his work to make sure everyone can see a doctor and get the high quality care they need - not just those who can afford it.
Coronavirus Healthcare Messaging was an Extremely Close #2

Much More Support / Total Support

<table>
<thead>
<tr>
<th></th>
<th>Support</th>
<th>Total Support</th>
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</thead>
<tbody>
<tr>
<td>All</td>
<td>47%</td>
<td>70%</td>
</tr>
<tr>
<td>18-29</td>
<td>44%</td>
<td>67%</td>
</tr>
<tr>
<td>Vote Likelihood Increase</td>
<td>56%</td>
<td>78%</td>
</tr>
<tr>
<td>Switch to Biden</td>
<td>55%</td>
<td>88%</td>
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<tr>
<td>API</td>
<td>39%</td>
<td>72%</td>
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<tr>
<td>Black Def Biden</td>
<td>78%</td>
<td>92%</td>
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<tr>
<td>Black Likely Biden</td>
<td>43%</td>
<td>79%</td>
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<tr>
<td>Black Biden Undecided</td>
<td>20%</td>
<td>79%</td>
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<tr>
<td>Latinx Def Biden</td>
<td>42%</td>
<td>91%</td>
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<tr>
<td>Latinx Likely Biden</td>
<td>80%</td>
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</tr>
<tr>
<td>Latinx Biden Undecided</td>
<td>38%</td>
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</tbody>
</table>

**Coronavirus Message:** Everyone should have access to quality care, especially in the middle of a pandemic. However, the coronavirus is hitting Black and brown communities especially hard, both in terms of our health and our economic well being. Joe Biden gets it and, as our next president, he'll work hard to stop the spread of coronavirus, ensure everyone can get the care they need and make sure Black and brown people aren't left behind in the recovery.
Driving Biden’s Partnership with Obama is Essential with Soft Supporters

Much More Support / Total Support

Obama Message: For more than eight years, Joe Biden served with integrity as Barack Obama’s vice president. He stood shoulder to shoulder with President Obama in the fight for racial justice, economic justice and the expansion of healthcare coverage to millions. Joe Biden has proven he will get things done for our community and that’s why President Obama is working hard to elect him as our next president.
Bonus: Biden’s Racial Justice Record Strong with Black & Young Voters

Much More Support / Total Support

<table>
<thead>
<tr>
<th>Group</th>
<th>Support</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>45%</td>
<td>66%</td>
</tr>
<tr>
<td>18-29</td>
<td>41%</td>
<td>63%</td>
</tr>
<tr>
<td>Vote Likelihood Increase</td>
<td>49%</td>
<td>69%</td>
</tr>
<tr>
<td>Switch to Biden</td>
<td>53%</td>
<td>81%</td>
</tr>
<tr>
<td>API</td>
<td>31%</td>
<td>58%</td>
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<tr>
<td>Black Def Biden</td>
<td>78%</td>
<td>81%</td>
</tr>
<tr>
<td>Black Likely Biden</td>
<td>78%</td>
<td>81%</td>
</tr>
<tr>
<td>Black Biden Undecided</td>
<td>22%</td>
<td>78%</td>
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<tr>
<td>Latinx Def Biden</td>
<td>39%</td>
<td>78%</td>
</tr>
<tr>
<td>Latinx Likely Biden</td>
<td>76%</td>
<td>81%</td>
</tr>
<tr>
<td>Latinx Biden Undecided</td>
<td>34%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Racial Justice Message: Joe Biden is the right leader to improve racial justice in America. He’s fought his entire life to advance civil rights by protecting Black people’s right to vote, expanding access to affordable housing in communities of color and increasing funding for historically black colleges and universities. Now, at a time when Americans are increasingly recognizing that Black Lives Matter, Joe Biden will be a leader we can count on to fight for our rights and make meaningful investments in our community.
1. **White Supremacy, Racism and Violence:** Our community is in pain, but instead of addressing police violence and fixing systemic racism, Donald Trump is doubling down on white supremacy and racism, and even called on law enforcement officers to shoot non-violent protesters. Donald Trump's calls for violence and racism puts Black and brown lives in danger.
   a. **Key Point:** Strongest among Black, Latinx, men and older voters, and among those whose likelihood of supporting Biden increases after messaging

2. **Dangerous Failure:** Donald Trump has failed as President. Whether it's his refusal to take responsibility for the spread of coronavirus, his attacks on Black and brown Americans or his never-ending series of lies designed to protect his reelection campaign, Donald Trump is a danger to our community, and we must vote him out of office.
   a. **Key Point:** This is one of the top two messages overall and among men, Black voters, Latinx, under 30, age 30+, definite voters, probable voters, definite, likely and undecided Biden supporters
Trump’s White Supremacy & Racism is Damaging with Black & Latinx Voters

White Supremacy, Racism and Violence: Our community is in pain, but instead of addressing police violence and fixing systemic racism, Donald Trump is doubling down on white supremacy and racism, and even called on law enforcement officers to shoot non-violent protesters. Donald Trump’s calls for violence and racism puts Black and brown lives in danger.
Just as Coronavirus is a Strong Positive Message, it’s a Potent Anti-Trump One Too

Dangerous Failure: Donald Trump has failed as President. Whether it’s his refusal to take responsibility for the spread of coronavirus, his attacks on Black and brown Americans or his never-ending series of lies designed to protect his reelection campaign, Donald Trump is a danger to our community and we must vote him out of office.
Issues
Top issues across audiences are Coronavirus, Defeating Trump & Republicans, Systemic Racism and Jobs & the Economy

Coronavirus is #1 among: Overall, Black, Latinx, Asian, Men, Women, age 30+, probable voters, unlikely voters, those who increase their vote likelihood after messaging, likely Biden supporters, Biden undecided, those who increase their Biden support after messaging, Black men, Latinx men, Latinx women, Black likely Biden, Black undecided Biden, Latinx likely Biden, Latinx undecided Biden, Black less likely to vote, Latinx less likely to vote

Defeating Trump is #1 among: Age 45+, definite voters, definite Biden supporters, Black and Latinx definite Biden supporters, Black and Latinx definite voters

Systemic Racism is #1 among: 18-29 (tie), Black women (tie), Black probable voters

Jobs & the Economy is never #1 but is consistently in the top 4 across most groups

Police Violence is the #2 issue after Coronavirus among those whose vote likelihood increases after messaging
Coronavirus and Healthcare are the Top Issues, Systemic Racism Key w/ Black Voters

"What do you think are the most important issues in this election? Please rank your top three." - Only top 1 shown

* COVID + Healthcare were tested separately however this column shows them added together since message testing demonstrated a strong link between these issues
Coronavirus and Healthcare Top Issues for Voters who Increase Biden Support

Systemic Racism Tied in Voters who Increase Vote Likelihood

"What do you think are the most important issues in this election? Please rank your top three." - Only top 1 shown

* COVID + Healthcare were tested separately however this column shows them added together since message testing demonstrated a strong link between these issues
High Intensity and Broad Concern on Coronavirus’ Impact on Health

Highest concern among older and Definitely Biden voters. High concern among undecided voters too.

"How concerned are you about your health and your family's health during the coronavirus pandemic?"

<table>
<thead>
<tr>
<th>Category</th>
<th>Very concerned</th>
<th>Somewhat concerned</th>
<th>Not very concerned</th>
<th>Not at all concerned</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>52</td>
<td>30</td>
<td>9</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Latinx</td>
<td>49</td>
<td>37</td>
<td>9</td>
<td>2</td>
<td>2</td>
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<td>API</td>
<td>42</td>
<td>47</td>
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<td>Def Biden</td>
<td>61</td>
<td>30</td>
<td>6</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Likely Biden</td>
<td>45</td>
<td>35</td>
<td>9</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Undecided</td>
<td>47</td>
<td>35</td>
<td>8</td>
<td>3</td>
<td>6</td>
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<tr>
<td>18-29</td>
<td>43</td>
<td>38</td>
<td>11</td>
<td>5</td>
<td>3</td>
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<tr>
<td>30-44</td>
<td>44</td>
<td>41</td>
<td>9</td>
<td>3</td>
<td>3</td>
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<td>Men</td>
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<tr>
<td>Women</td>
<td>49</td>
<td>38</td>
<td>7</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
Ability to Pay for or Access Coronavirus Care is Driving this Concern

Highest concern among older, Definitely Biden voters, Black and undecided voters.

"If someone in your family developed COVID-19 symptoms, how concerned would you be about your family's ability to access and pay for proper health care?"
Talking About Police Reform to Infrequent Voters of Color

Overall, Black and younger voters favor “police reforms” vs. “defunding the police.” “Police reform” is likened to expanding body/dash cameras, banning chokeholds, making it easier to criminally charge cops who kill people and stopping police unions from protecting bad cops.

*NOTE: We split sampled “Defund the Police / Take a portion of police budgets to re-invest in Black communities. They performed about the same.

*The murder of George Floyd has heightened national attention to the issue of police violence against Black Americans and energized the movement for reform. What do you think are the three best ways to prevent police violence against Black people?* - #1 reasons

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Black Def Biden</th>
<th>Black Likely Biden</th>
<th>Black Biden Undecided</th>
<th>18-29</th>
<th>30-44</th>
<th>45+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19% 11% 23%</td>
<td>22% 14% 21%</td>
<td>19% 9% 27%</td>
<td>23%</td>
<td>16%</td>
<td>18%</td>
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<td></td>
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<td>41% 26% 46%</td>
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<tr>
<td></td>
<td>38% 40% 13%</td>
<td>43% 34% 19%</td>
<td>44% 36% 16%</td>
<td>39%</td>
<td>40%</td>
<td>45%</td>
</tr>
</tbody>
</table>

- (Defund the police OR Take a portion of police budgets to re-invest in Black communities
- Demilitarize the police
- Diversify police departments to ensure that officers resemble the communities they serve
- Require body cameras on all police officers and dashboard cameras in all police vehicles
- Establish independent citizen review boards to investigate instances of police violence against Black people
- Ban chokeholds and other dangerous restraint methods
- Make it easier to criminally charge cops who kill civilians
- Improve police training to prevent the killing of unarmed Black people
- Require police officers to live in the community they serve
- Prevent police unions from protecting officers who take inappropriate or illegal actions

* NOTE: We split sampled “Defund the Police / Take a portion of police budgets to re-invest in Black communities. They performed about the same.
Favs, Unfavs & Trustability
“Knowing Their Vote Can Improve Their Lives and their Communities” + “Voting for a Candidate They Believe In” are Top Reasons to Vote

"What's the most important factor in deciding whether to vote?"

<table>
<thead>
<tr>
<th></th>
<th>Knowing I can vote safely</th>
<th>Having confidence my vote will be counted</th>
<th>Being able to vote for a candidate I believe in</th>
<th>Voting against a candidate I disagree with</th>
<th>Hearing from people I trust</th>
<th>Knowing my vote will improve my life and my community</th>
<th>Other</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>9</td>
<td>15</td>
<td>18</td>
<td>3</td>
<td>26</td>
<td>11</td>
<td>12</td>
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<td>Latinx</td>
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<td>10</td>
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<tr>
<td>Def Biden</td>
<td>12</td>
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<tr>
<td>Likely Biden</td>
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<td>16</td>
<td>22</td>
<td>3</td>
<td>28</td>
<td>14</td>
<td></td>
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<tr>
<td>Undecided</td>
<td>9</td>
<td>14</td>
<td>16</td>
<td>6</td>
<td>3</td>
<td>24</td>
<td>2</td>
<td>26</td>
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<td>18-29</td>
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<tr>
<td>Women</td>
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<td>14</td>
<td>16</td>
<td>20</td>
<td>3</td>
<td>25</td>
<td>0</td>
<td>11</td>
</tr>
</tbody>
</table>

“What will be the most important factor for you in deciding whether to vote in November?”
President and Mrs. Obama have Extremely High Support Intensity that Reaches Soft Biden Supporters and Undecideds
Trump is Deeply Underwater with Infrequent Voters of Color

Trump is extremely unpopular across all infrequent voters of color. While total unfavorables is similar between Definitely Biden and Likely Biden Black and Latinx voters, the intensity is significantly higher among Definitely Biden voters. API voters view Trump negatively but less than Black and Latinx voters. Undecided voters report much more neutral or no opinion views.
Biden More Trusted on COVID, but Has Room to Grow on Economy

“Who do you trust more to handle each of the following?” ...
Biden is Significantly More Trusted on Policing and Healthcare

Reducing police violence against Black people

- Black: 40% Biden Much More, 22% Biden Somewhat More, 20% Equal/Undecided, 12% Neither, 4% Trump Somewhat More, 2% Trump Much More
- Latina: 35% Biden Much More, 25% Biden Somewhat More, 22% Equal/Undecided, 11% Neither, 4% Trump Somewhat More, 4% Trump Much More
- API: 23% Biden Much More, 31% Biden Somewhat More, 28% Equal/Undecided, 12% Neither, 5% Trump Somewhat More, 3% Trump Much More
- Def Biden: 64% Biden Much More, 22% Biden Somewhat More, 7% Equal/Undecided, 4% Neither, 1% Trump Somewhat More, 1% Trump Much More
- Likely Biden: 27% Biden Much More, 41% Biden Somewhat More, 18% Equal/Undecided, 9% Neither, 3% Trump Somewhat More, 3% Trump Much More
- Undecided: 12% Biden Much More, 16% Biden Somewhat More, 48% Equal/Undecided, 13% Neither, 3% Trump Somewhat More, 13% Trump Much More

 Reforming the criminal justice system

- Black: 35% Biden Much More, 24% Biden Somewhat More, 24% Equal/Undecided, 11% Neither, 4% Trump Somewhat More, 2% Trump Much More
- Latina: 27% Biden Much More, 26% Biden Somewhat More, 28% Equal/Undecided, 13% Neither, 3% Trump Somewhat More, 3% Trump Much More
- API: 21% Biden Much More, 32% Biden Somewhat More, 28% Equal/Undecided, 11% Neither, 2% Trump Somewhat More, 2% Trump Much More
- Def Biden: 56% Biden Much More, 29% Biden Somewhat More, 10% Equal/Undecided, 4% Neither, 3% Trump Somewhat More, 3% Trump Much More
- Likely Biden: 19% Biden Much More, 41% Biden Somewhat More, 24% Equal/Undecided, 19% Neither, 1% Trump Somewhat More, 1% Trump Much More
- Undecided: 11% Biden Much More, 14% Biden Somewhat More, 49% Equal/Undecided, 15% Neither, 3% Trump Somewhat More, 5% Trump Much More

Eliminating systemic racism and discrimination

- Black: 37% Biden Much More, 22% Biden Somewhat More, 21% Equal/Undecided, 13% Neither, 3% Trump Somewhat More, 3% Trump Much More
- Latina: 36% Biden Much More, 23% Biden Somewhat More, 22% Equal/Undecided, 13% Neither, 3% Trump Somewhat More, 3% Trump Much More
- API: 24% Biden Much More, 33% Biden Somewhat More, 27% Equal/Undecided, 10% Neither, 4% Trump Somewhat More, 3% Trump Much More
- Def Biden: 63% Biden Much More, 23% Biden Somewhat More, 7% Equal/Undecided, 4% Neither, 1% Trump Somewhat More, 1% Trump Much More
- Likely Biden: 26% Biden Much More, 38% Biden Somewhat More, 19% Equal/Undecided, 12% Neither, 2% Trump Somewhat More, 2% Trump Much More
- Undecided: 11% Biden Much More, 15% Biden Somewhat More, 49% Equal/Undecided, 14% Neither, 7% Trump Somewhat More, 14% Trump Much More

Making healthcare more affordable for Black and brown people

- Black: 39% Biden Much More, 24% Biden Somewhat More, 20% Equal/Undecided, 11% Neither, 4% Trump Somewhat More, 3% Trump Much More
- Latina: 34% Biden Much More, 35% Biden Somewhat More, 24% Equal/Undecided, 12% Neither, 3% Trump Somewhat More, 2% Trump Much More
- API: 24% Biden Much More, 34% Biden Somewhat More, 27% Equal/Undecided, 9% Neither, 3% Trump Somewhat More, 4% Trump Much More
- Def Biden: 61% Biden Much More, 24% Biden Somewhat More, 27% Equal/Undecided, 6% Neither, 3% Trump Somewhat More, 3% Trump Much More
- Likely Biden: 26% Biden Much More, 42% Biden Somewhat More, 27% Equal/Undecided, 10% Neither, 3% Trump Somewhat More, 3% Trump Much More
- Undecided: 12% Biden Much More, 17% Biden Somewhat More, 48% Equal/Undecided, 12% Neither, 6% Trump Somewhat More, 5% Trump Much More

“Who do you trust more to handle each of the following?” ...
Key Takeaways and Findings
Key Takeaways

Biden is well positioned to earn support from our audiences, including those who are undecided, however his support is *soft* right now. We have ground to gain, particularly around jobs and the economy.

President Barack Obama and Michelle Obama remain sky-high popular across our audiences and could be powerful messengers to re-engage voters who showed up in 2008 and 2012, but not 2016.

Coronavirus is the top issue and messaging around how Biden will work to protect healthcare and get the economy back on track are worth pursuing.

Systemic racism and white supremacy anti-Trump messaging is effective at driving support and likelihood to vote for Biden.
Demographic Takeaways

Voters who increase their support for Biden after messaging are:

- Younger (42% under age 30 - 8 points more than among all respondents)
- More likely to be parents (41% - 5 points more than among all respondents)
- Less educated (32% HS grad only - 4 points more than among all respondents)

Voters who increase their vote likelihood after messaging are:

- Younger (19% age 50+ - 5 points less than among all respondents)
- More likely to be in Union HHs (29% union HH - 5 points more than among all respondents)