



**Swing State
Suburban Voter Survey**

Conducted
October 18 - October 23, 2020



David Binder Research

Methodology

Sample	• 1,200 likely November 2020 voters • AZ, FL, MI, PA, NC, and WI suburbs • Results include 486 respondents who have already voted
Fielding dates	• October 18 - October 23, 2020
Methodology	• Interviews conducted online using a survey panel • Only suburban zip codes contacted • Quotas and weights based on voter file and US Census data were used to create a sample representative of likely voters in the targeted areas
Margin of error	• $\pm 2.8\%$ for full sample and larger for subgroups

Summary

- Opinion has been very stable in each round of our suburban swing state voter survey. Biden's margin over Trump has narrowed slightly (53% to 43% today, and 55% to 40% in early October). But opinions on protests, the suburbs, and ratings of the candidates have been very stable. Attacks on Biden also get similar ratings as before.
- Voters rate Biden higher than Trump on many issues and positive characteristics. He has large margins on race relations, health care, free and fair elections, and the coronavirus—which voters rate as their top issue in this race. Trump leads slightly on job creation and the economy, which is the second-rated issue.
- Attacks on Biden saying he is a trojan horse for the left, is weak on crime, and will hurt the economy raise concerns for around half of voters. Responses are effective with nearly as many. Overall, reactions to these messages are largely partisan, with independent voters closely divided. A new attack tested this round about Hunter Biden is about as effective as other attacks, with a similar pattern of partisanship in voter responses.

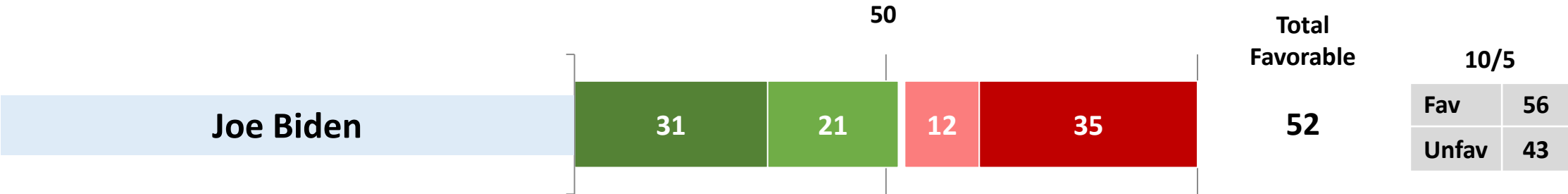
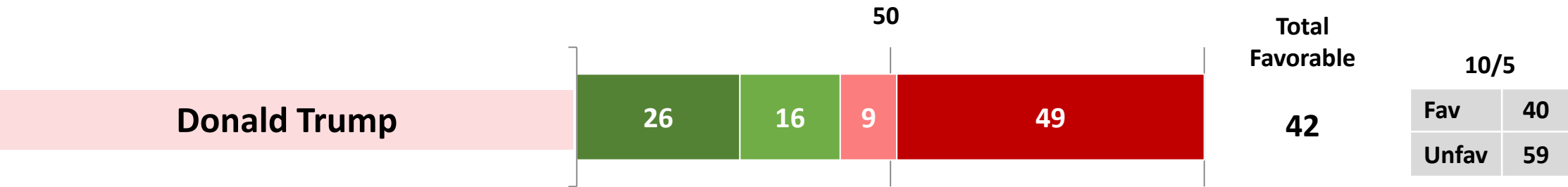


Outlook

Favorability of the candidates has been stable: half have a strongly unfavorable opinion of Trump, and a majority are favorable toward Biden

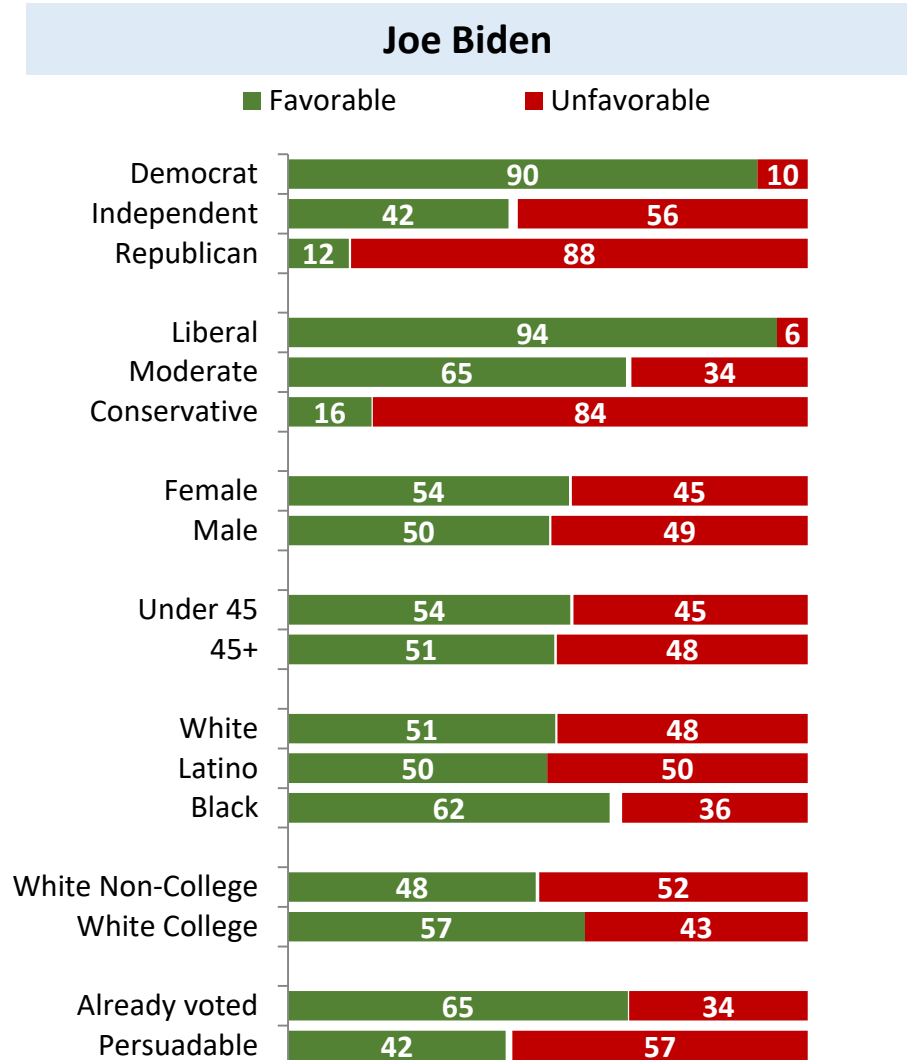
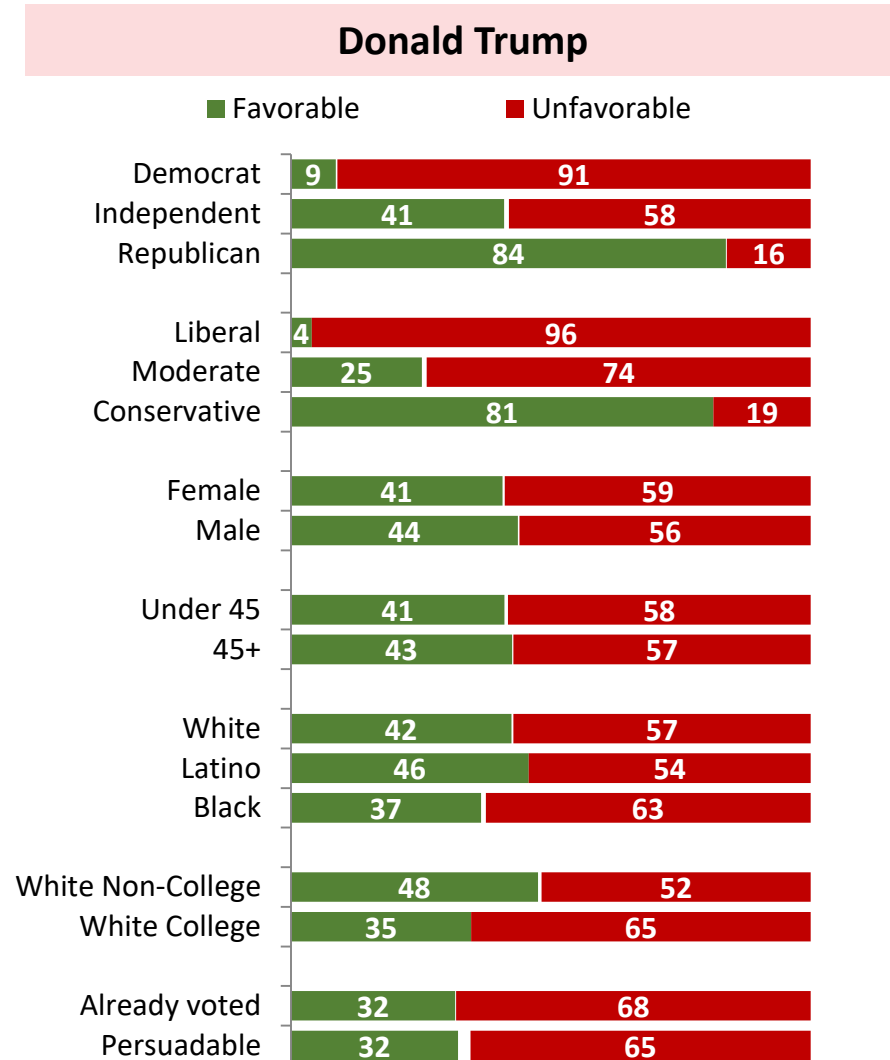
Favorability

Strongly favorable Somewhat favorable Somewhat unfavorable Strongly unfavorable

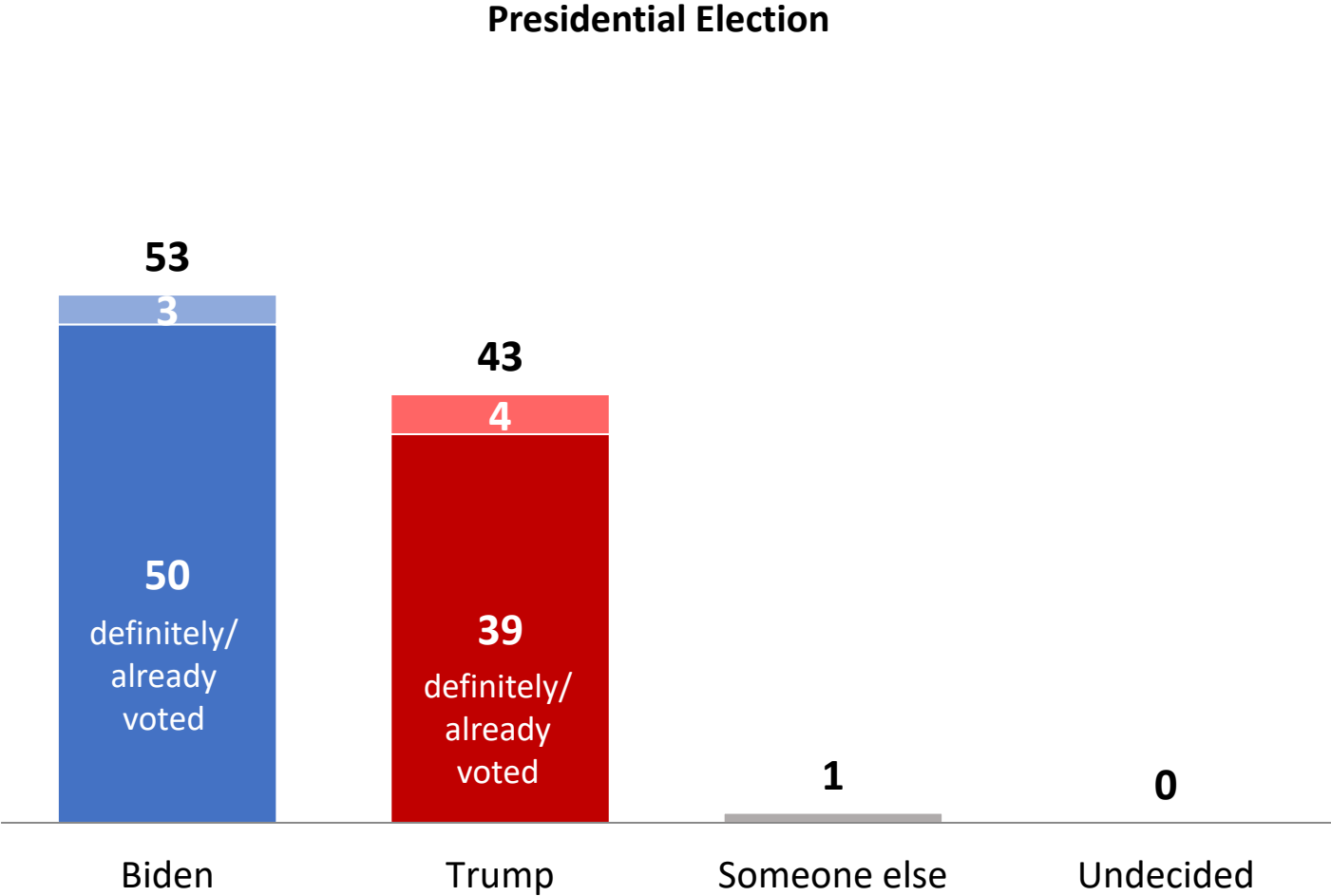


Trump's favorability is under water with persuadable voters by 2 to 1

Presidential Favorability



Biden leads Trump by 10 points: 53% to 43%,
down from a 15% lead in early October

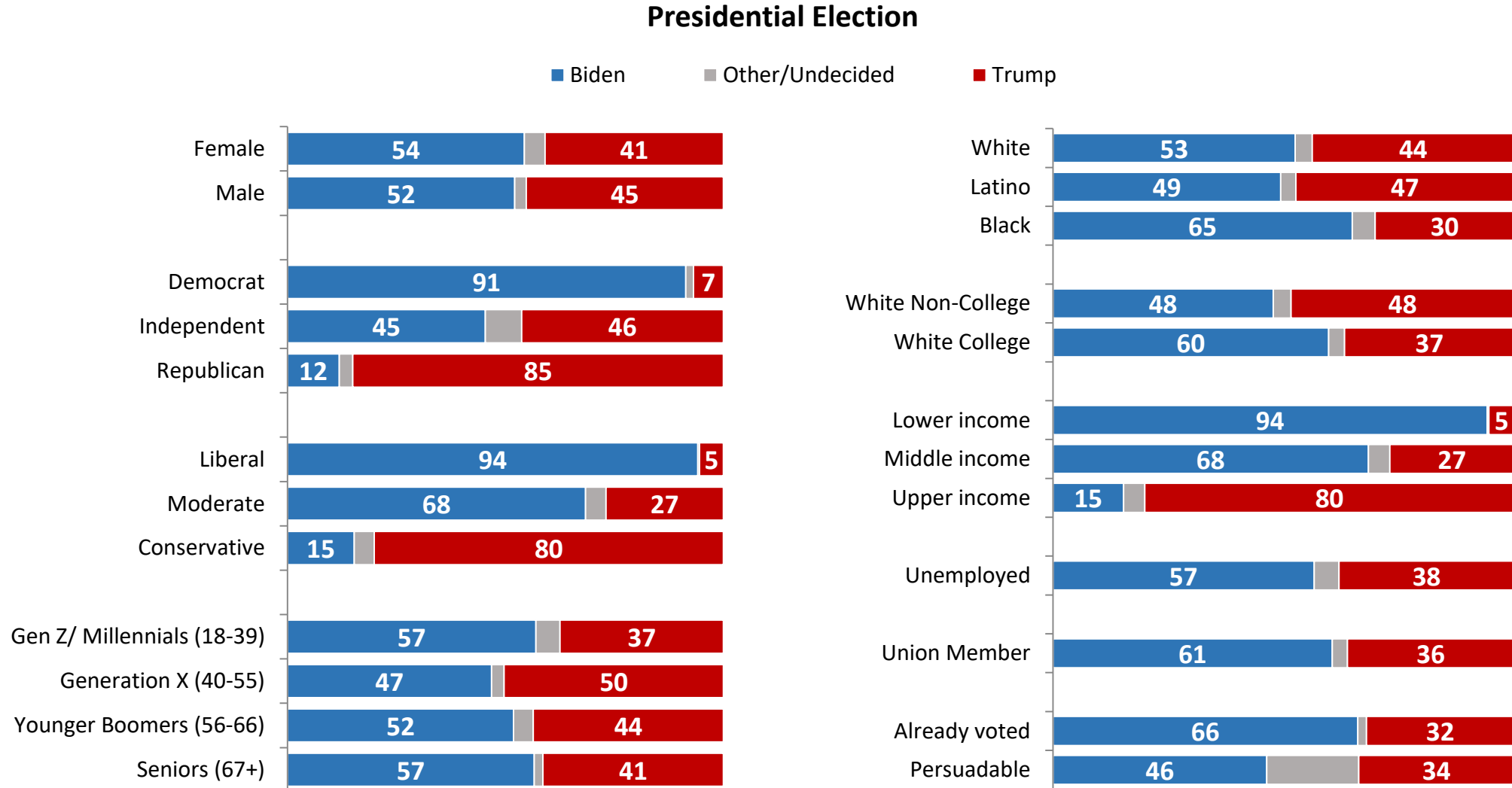


	9/14	10/5	10/23
TRUMP	43	40	43
BIDEN	52	55	53
Net Biden	+9	+15	+10

1,200 likely voters were interviewed and 486 said they already voted. Early voters voted Biden 66% and Trump 32%.

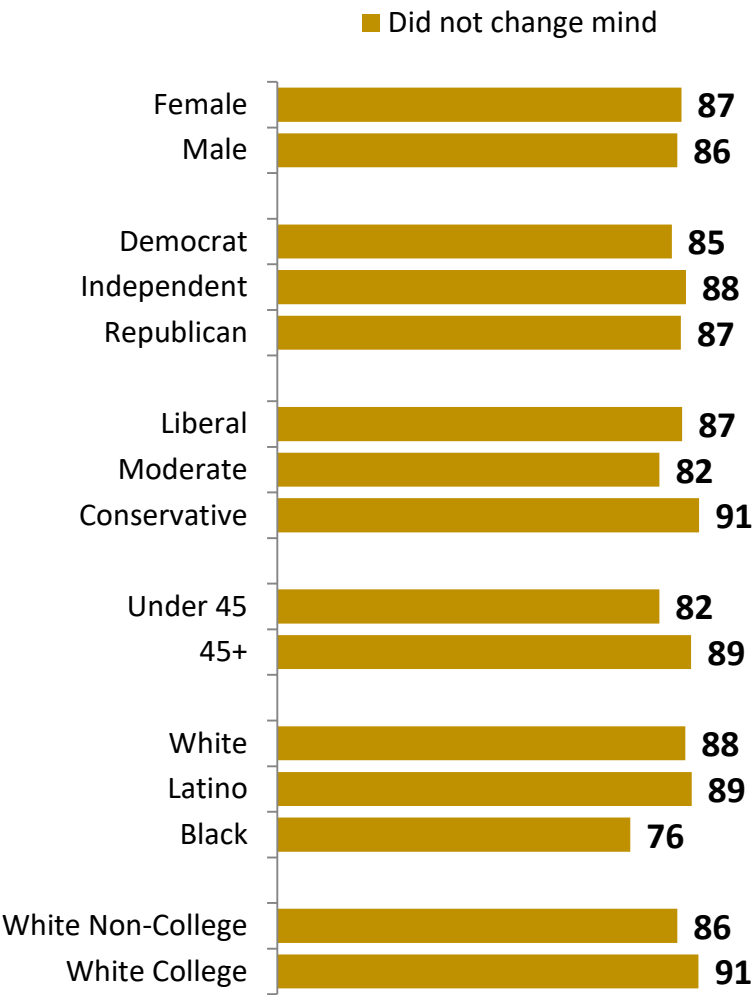
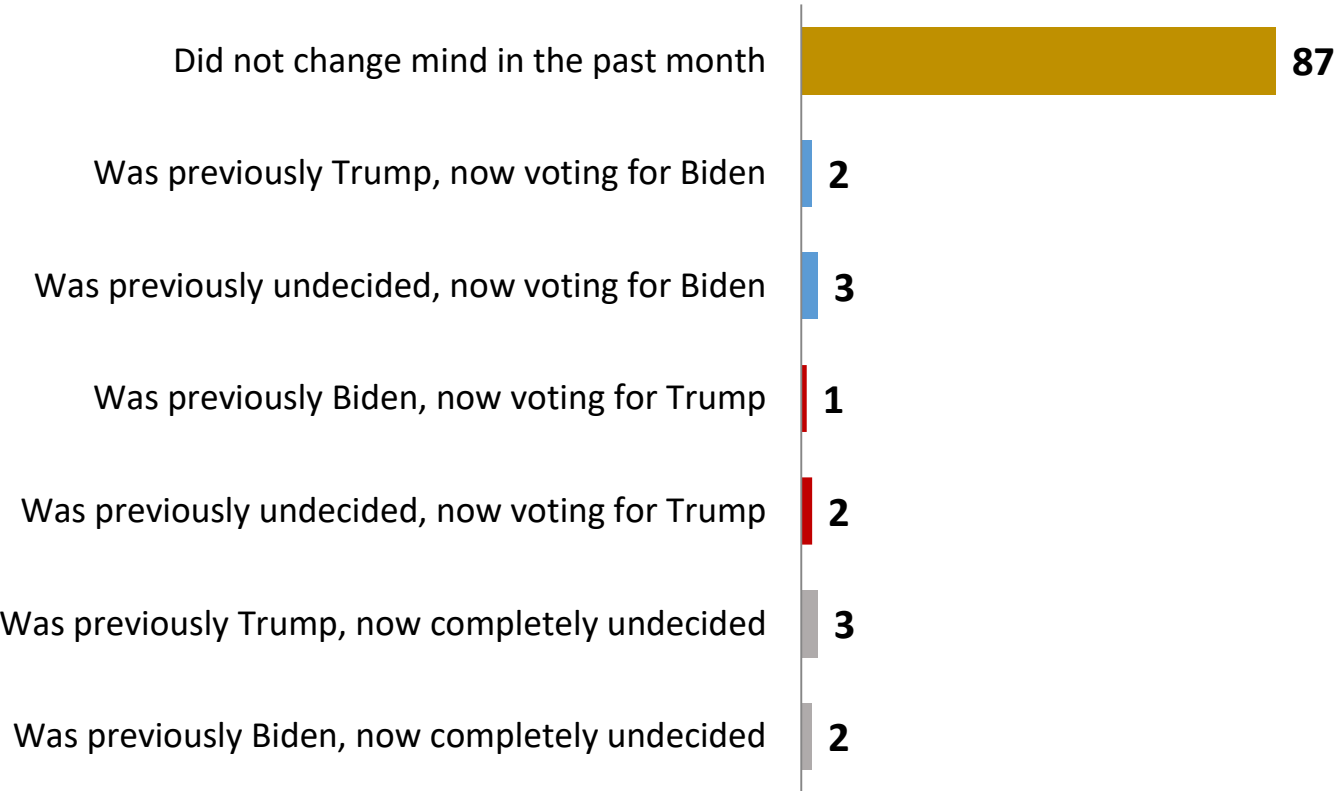


Biden has a wide lead among moderates; independents and white non-college voters are evenly divided



Nearly 9 in 10 have not changed their mind about the race in the last month

In the last month, have you changed your mind about how you may vote for President?



Black voters and voters under 45 are most likely to have changed their mind



Compared to definite Biden voters, persuadable voters are more likely to be men, under 55, independent, moderate, or conservative

Persuadables are defined as

- Not definite for Biden or Trump
- Undecided
- Or changed mind to either Biden or undecided in the past month

**Composition of Definite Supporters
and Persuadable Voters
(among those who have not voted)**

	Non- Persuadable Biden (34%)	Persuadable (23%)	Non- Persuadable Trump (43%)
Female	57	45	51
Male	43	55	49
Democrat	75	35	6
Independent	17	34	19
Republican	7	31	75
Liberal	38	9	2
Moderate	50	59	25
Conservative	12	31	73
White	76	76	83
Latino	10	8	9
Black	12	14	6
Gen Z/ Mill (18-39)	26	31	24
Gen X (40-55)	24	30	27
Boomers (56-66)	30	27	26
Seniors (67+)	21	11	23

Coronavirus, jobs and the economy remain the top issues when considering choice for president

		Persuadable Voters	10/5	9/14
Coronavirus	26	28	23	23
Jobs and the economy	22	26	18	18
Health care	12	11	12	10
Cleaning up corruption in Washington	10	5	10	11
Civil unrest and public safety	5	3	8	9
Immigration	3	2	2	3
Climate change	3	1	5	4
Racial justice	3	4	3	4
Supreme Court	3	2	4	--
National security	2	3	4	5
Gun laws	1	1	1	1
Criminal justice reform	1	2	1	1
Education	1	1	1	2
Infrastructure	1	1	0	1
Something else	5	5	5	4
Don't know	2	5	2	2



Racial Justice and Suburban Quality of Life

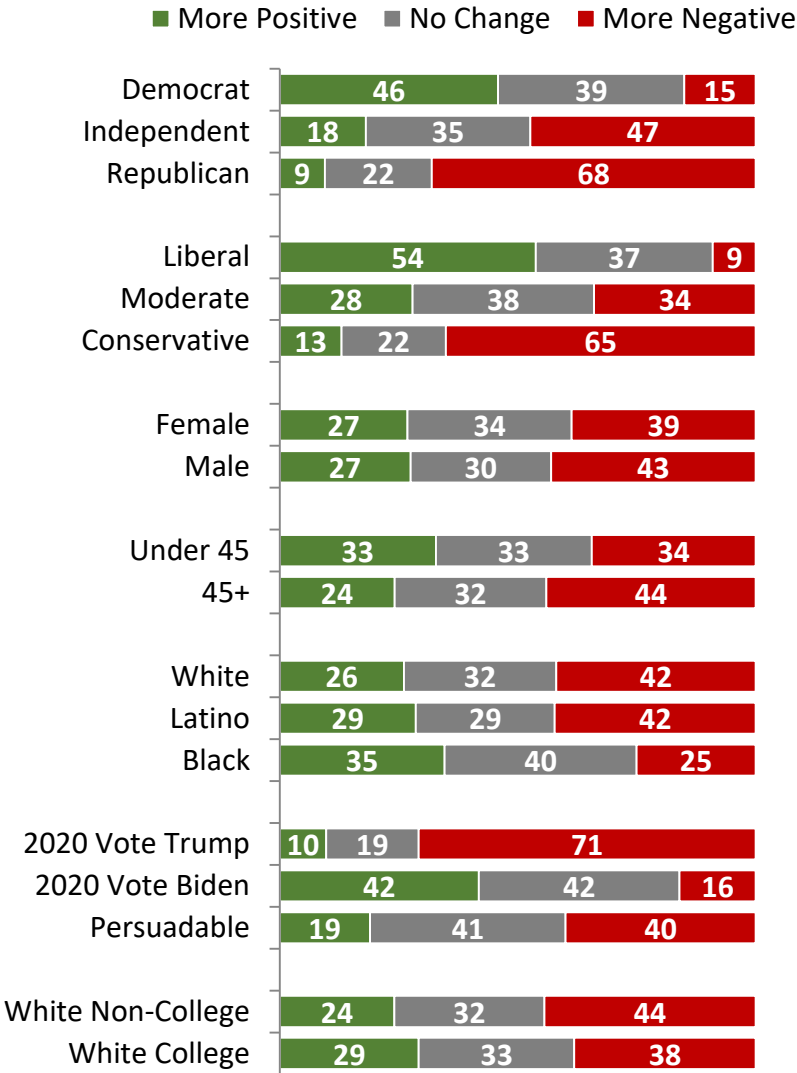
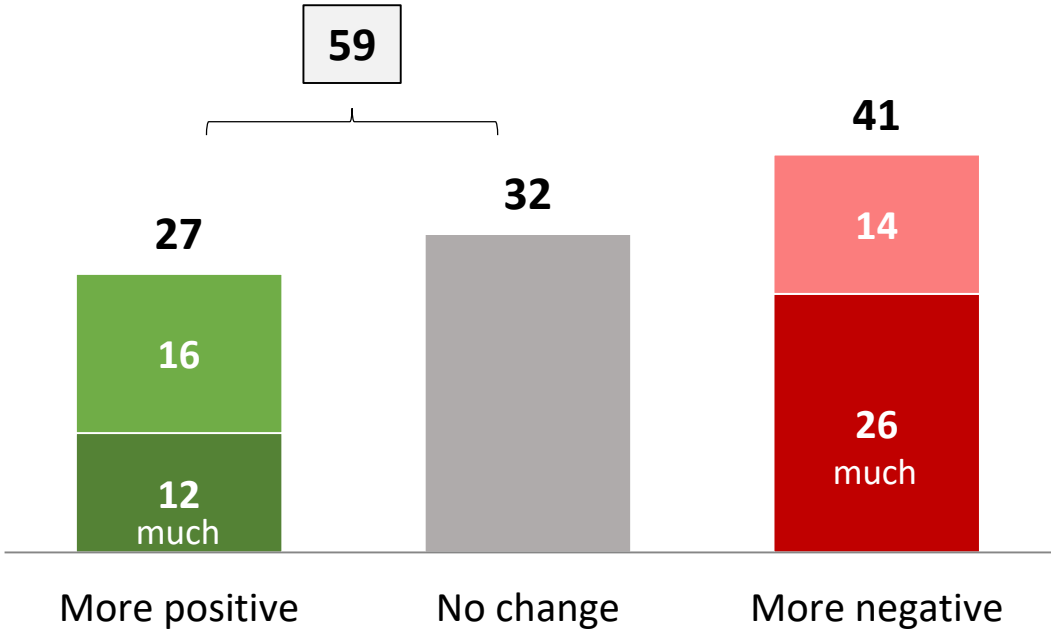


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6 in 10 say their opinion of protests is unchanged or has improved

Over the past three months, have your views toward racial justice protests and the Black Lives Matter movement gotten more positive or more negative?

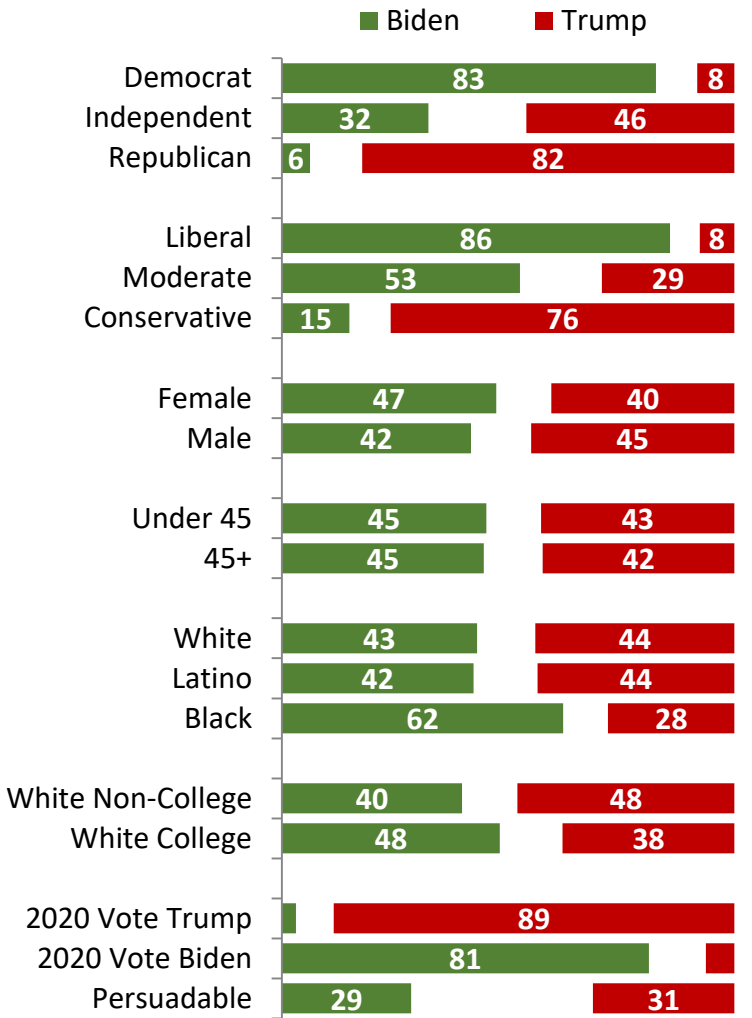
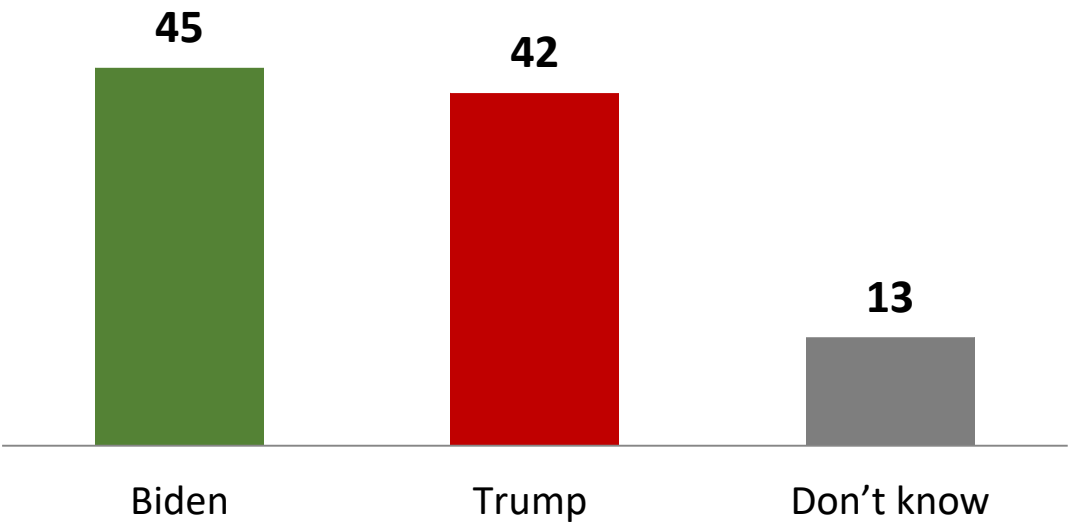
	9/14	10/5	10/23
Positive/No Change	58	59	59
Negative	41	42	41



A plurality say quality of life in the suburbs will be better under Biden

Do you think the quality of life for people living in the suburbs will be better under a Joe Biden Presidency or a second term of Donald Trump’s Presidency?

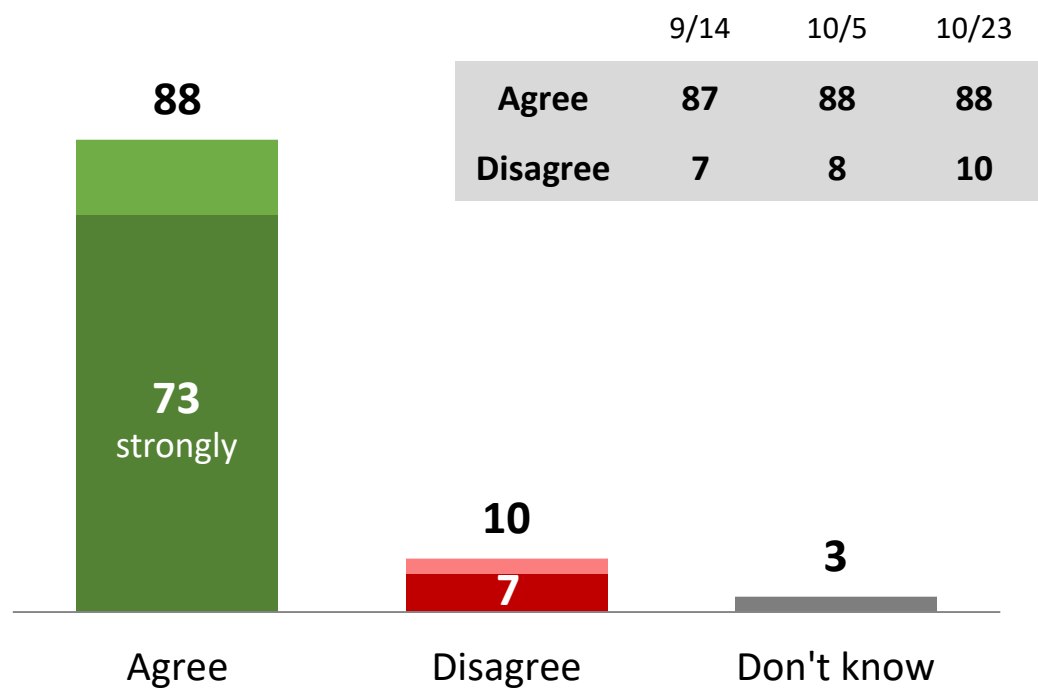
	9/14	10/5	10/23
Biden	47	47	45
Trump	42	41	42



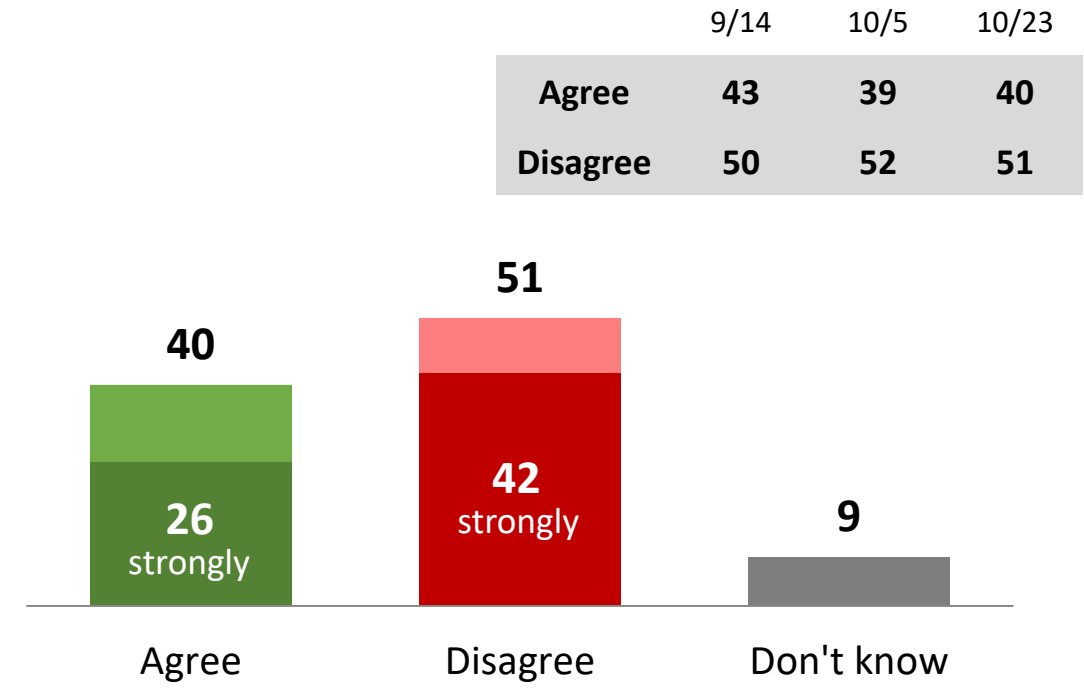
Fewer than 1 in 3 moderates or persuadables say quality of life would be better under Trump

Overwhelming majority agree with Biden’s statement criticizing rioting; only 40% agree with Trump that a Biden presidency will bring problems to the suburbs

Joe Biden criticized some protestors by saying “Rioting is not protesting. Looting is not protesting. Setting fires is not protesting. None of this is protesting. It’s lawlessness, plain and simple. And those who do it should be prosecuted.” Do you agree with what Joe Biden said or not?

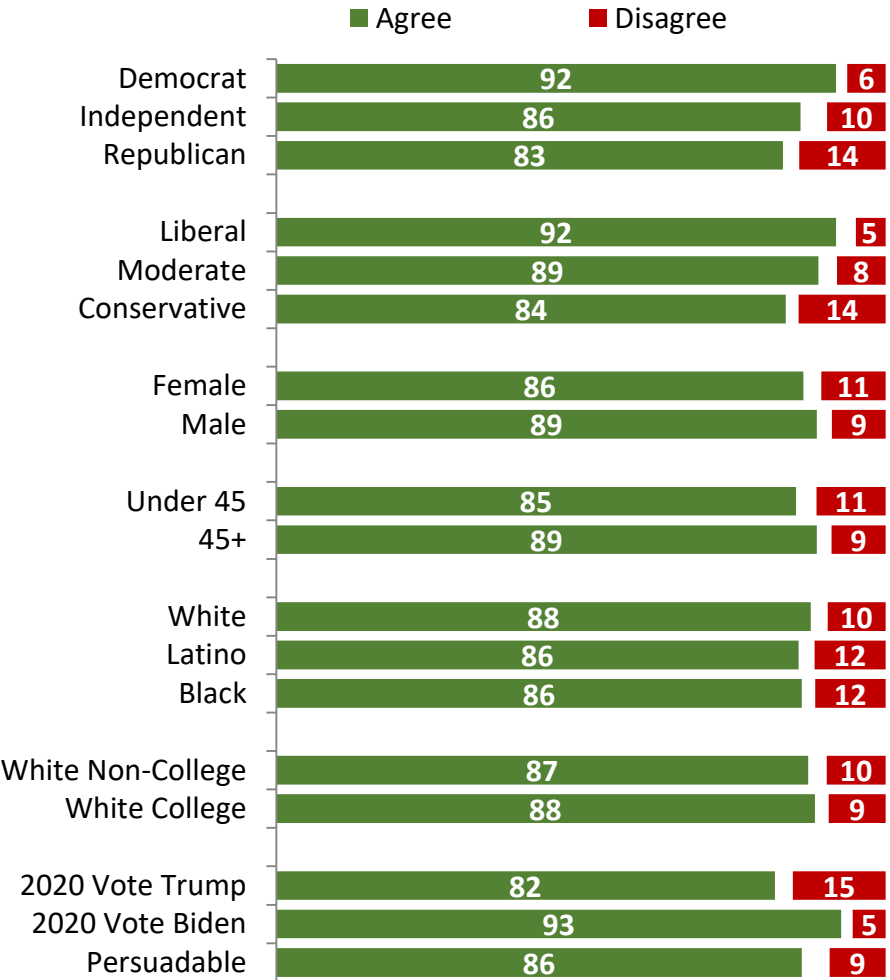


President Trump recently said that a Joe Biden Presidency will bring low-income housing and “a lot of other problems, including crime” to the suburbs. Do you agree or disagree that a Biden Presidency will result in more crime and other problems in suburbs around the country?

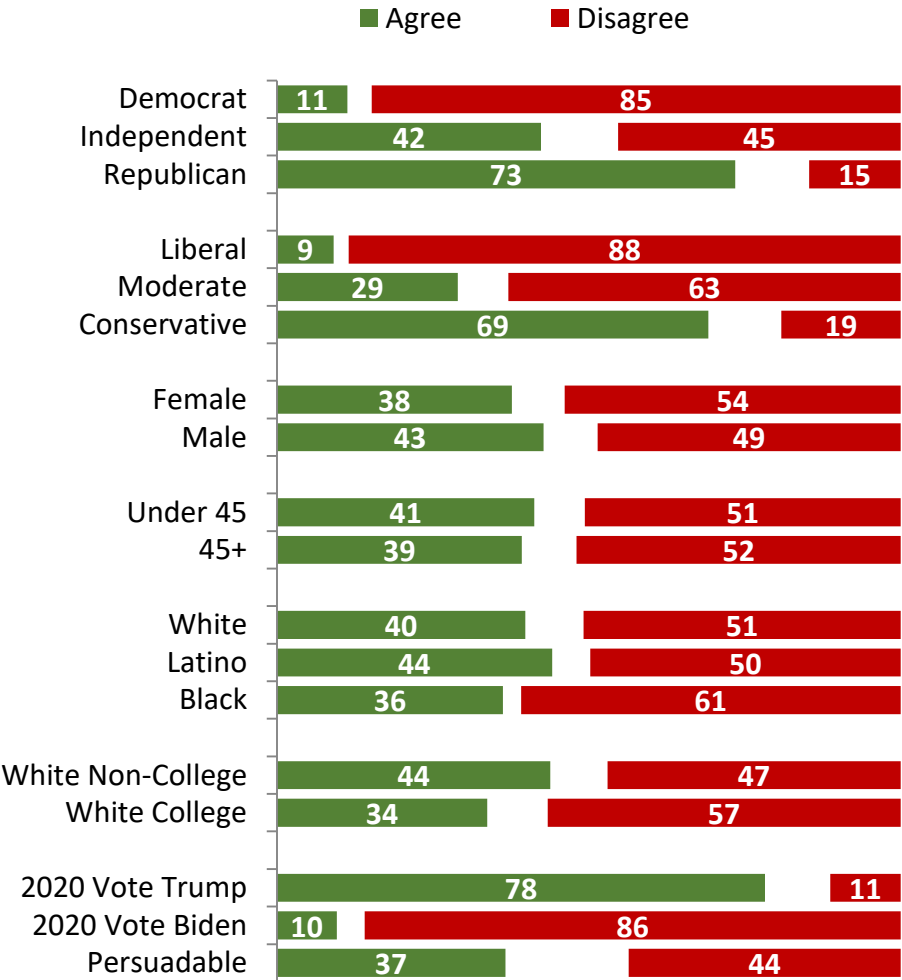


At least half of moderate, White, Latino, and Black voters disagree with Trump, along with a plurality of persuadable voters

BIDEN ON RIOTS



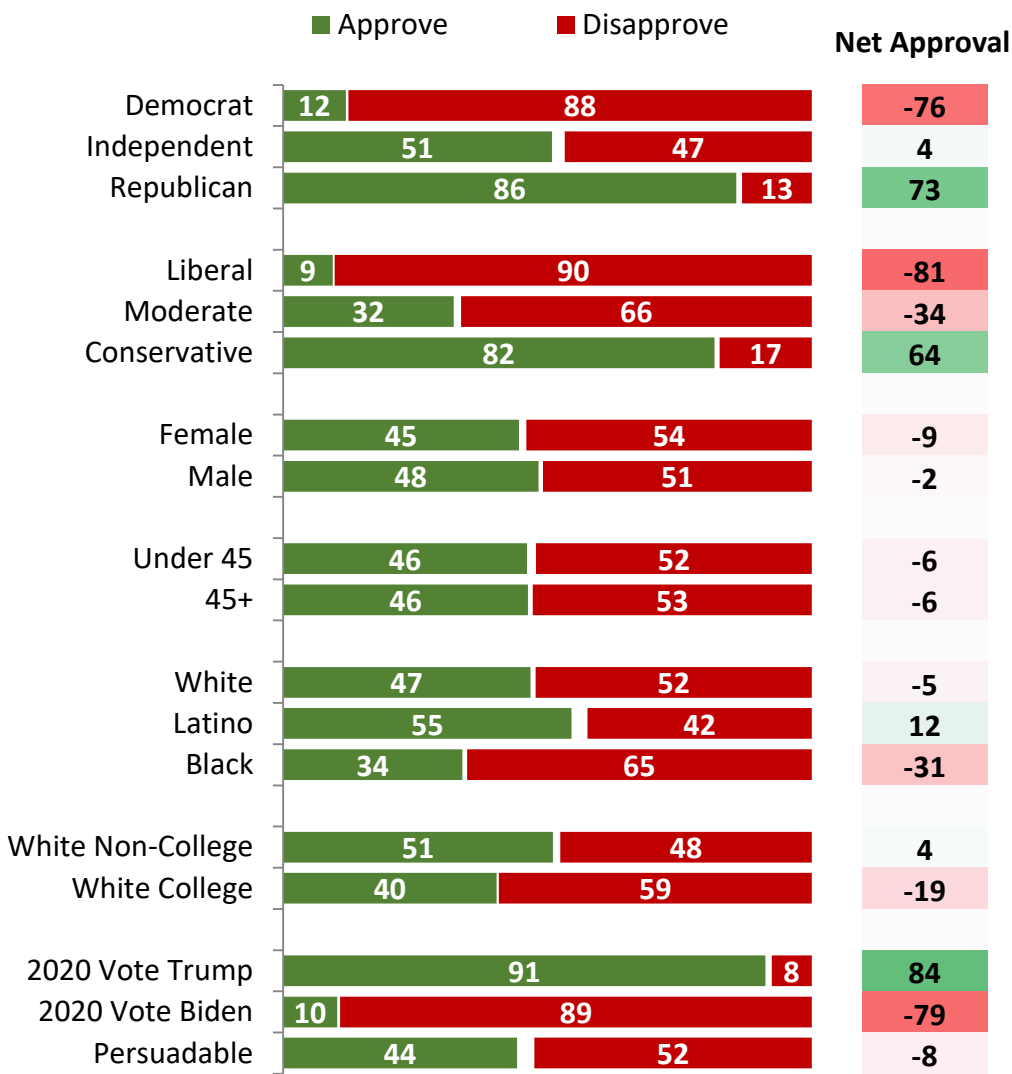
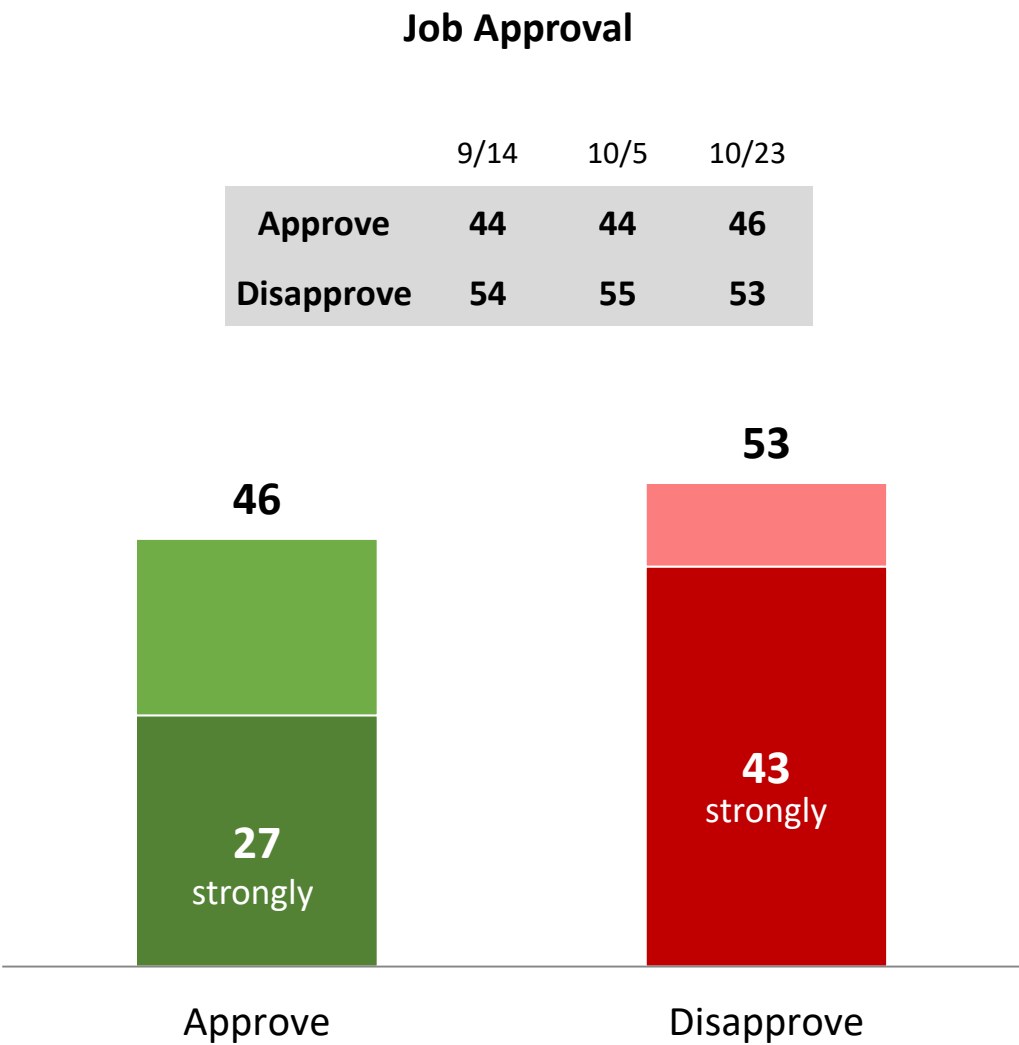
TRUMP ON SUBURBS UNDER BIDEN





**Candidate
Comparison**

53% disapprove of Trump's job performance

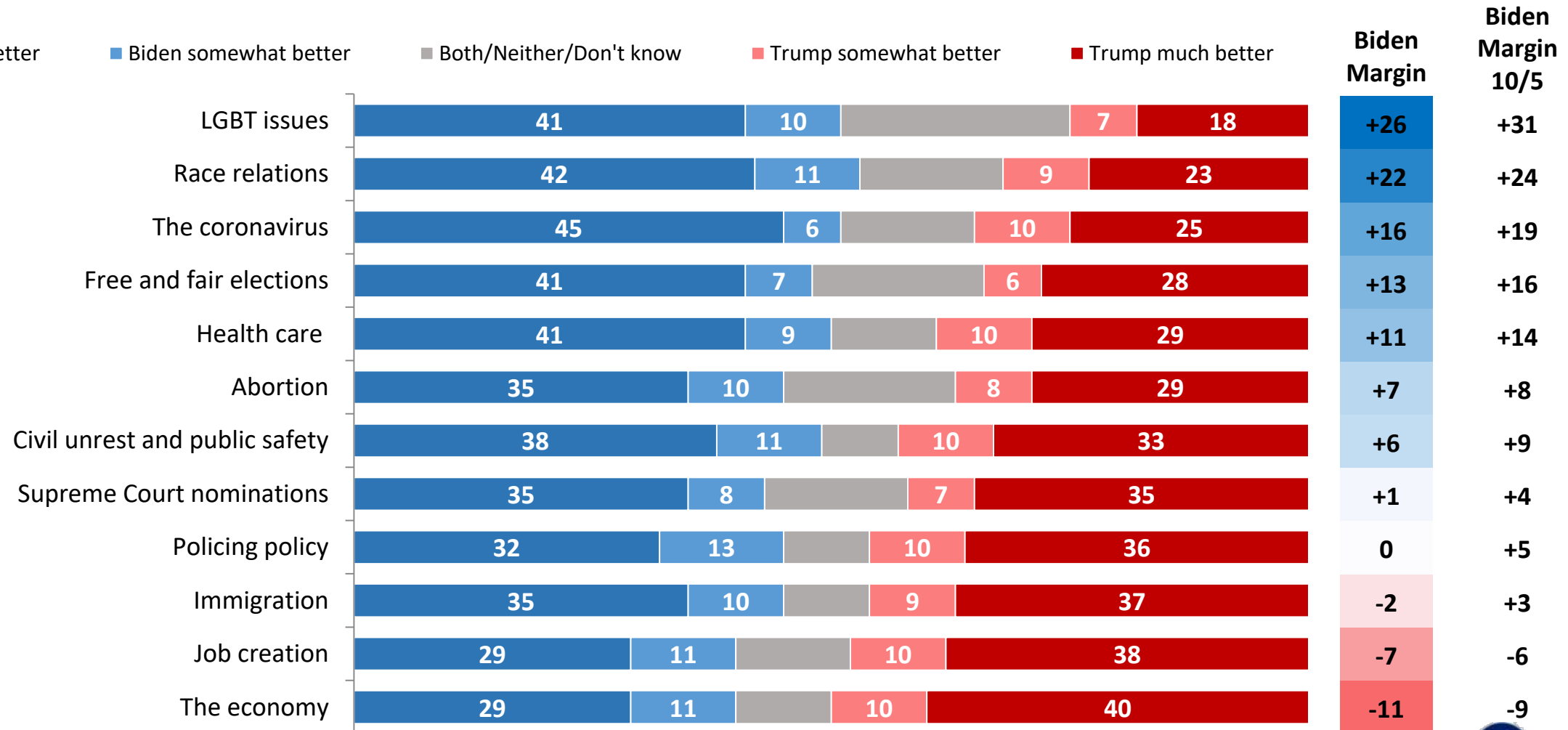


Majorities of moderate and persuadable voters disapprove



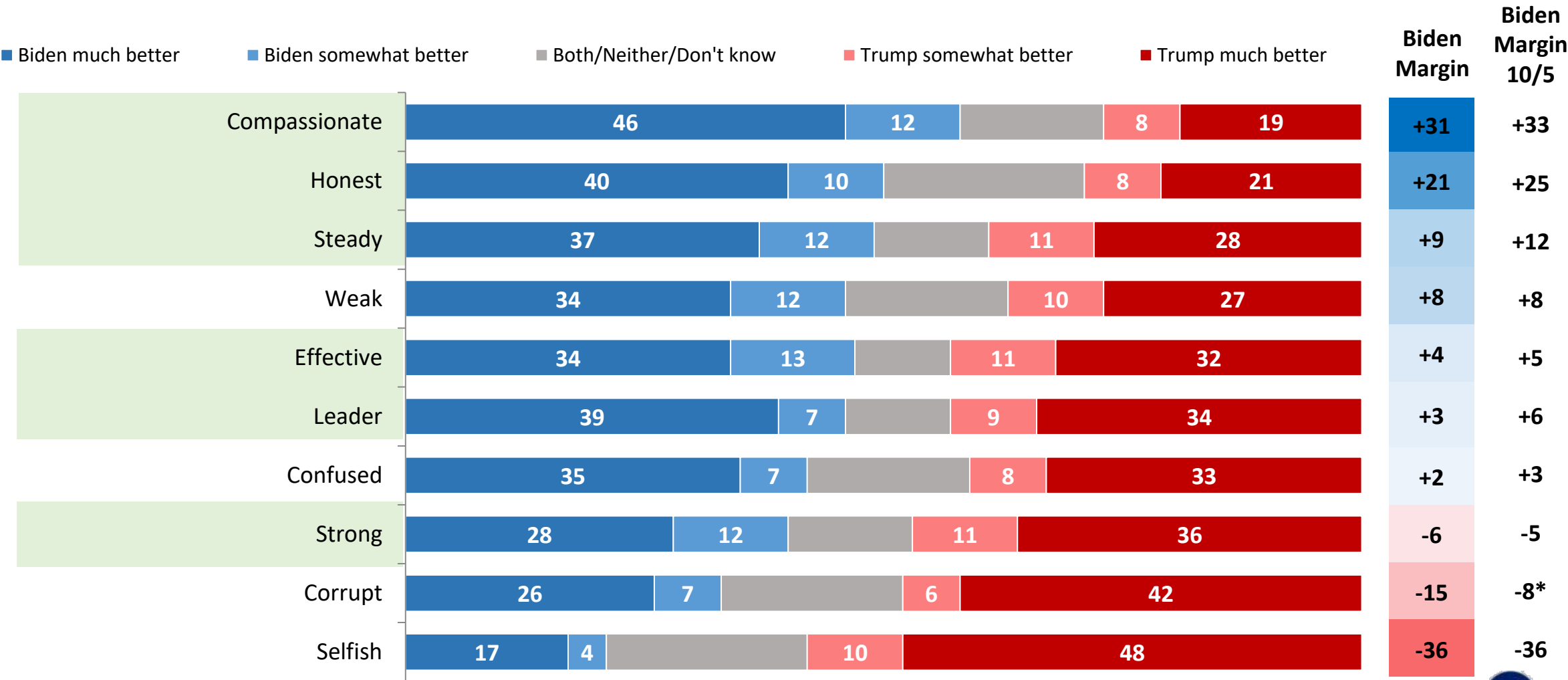
Biden continues to be favored on LGBT and race issues, Covid, elections, and health care; Trump maintains advantages on the economy and job creation

Please indicate whether you think Donald Trump or Joe Biden would do a better job handling each of the following issues.



Biden has wide lead over Trump on compassion and honesty, and is ahead on leadership and effectiveness, but is less likely to be seen as strong

Please indicate whether you think the following qualities describe Donald Trump or Joe Biden better.

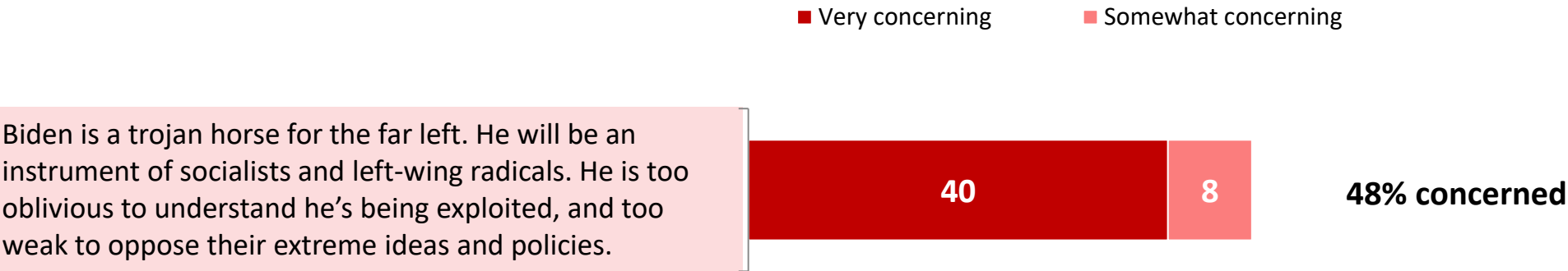




GOP Attacks

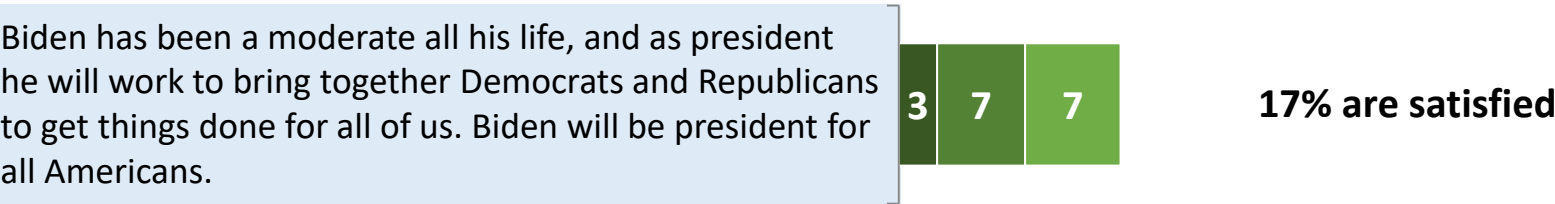
**48% say attack about Biden being a trojan horse for the left is concerning;
17% of these voters are put at ease by a response about being a moderate**

Attack and Response: Trojan Horse



■ Never had this concern ■ Eliminates all concern ■ Eliminates most concern

OF THOSE 48% WHO ARE CONCERNED:

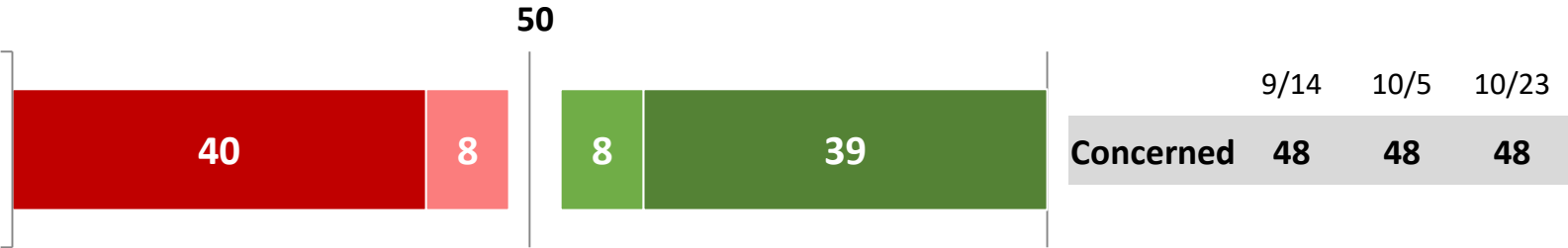


48% say attack about Biden being a trojan horse for the left is concerning; as many are not concerned or say a response about being a moderate is effective

Attack and Response: Trojan Horse

Very concerning Somewhat concerning A little concerning Not concerning at all

Biden is a trojan horse for the far left. He will be an instrument of socialists and left-wing radicals. He is too oblivious to understand he's being exploited, and too weak to oppose their extreme ideas and policies.



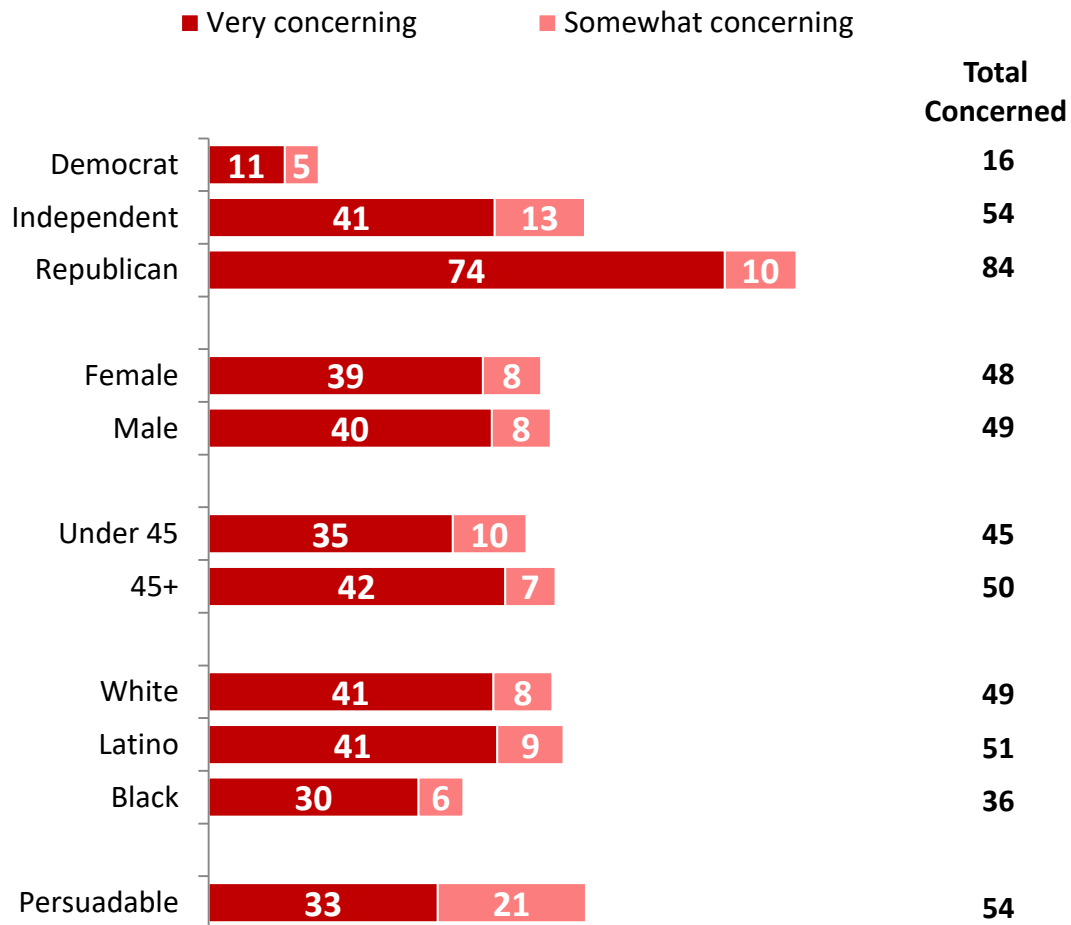
Never had this concern Eliminates all concern Eliminates most concern
Eliminates some concern Does not eliminate any concern

Biden has been a moderate all his life, and as president he will work to bring together Democrats and Republicans to get things done for all of us. Biden will be president for all Americans.

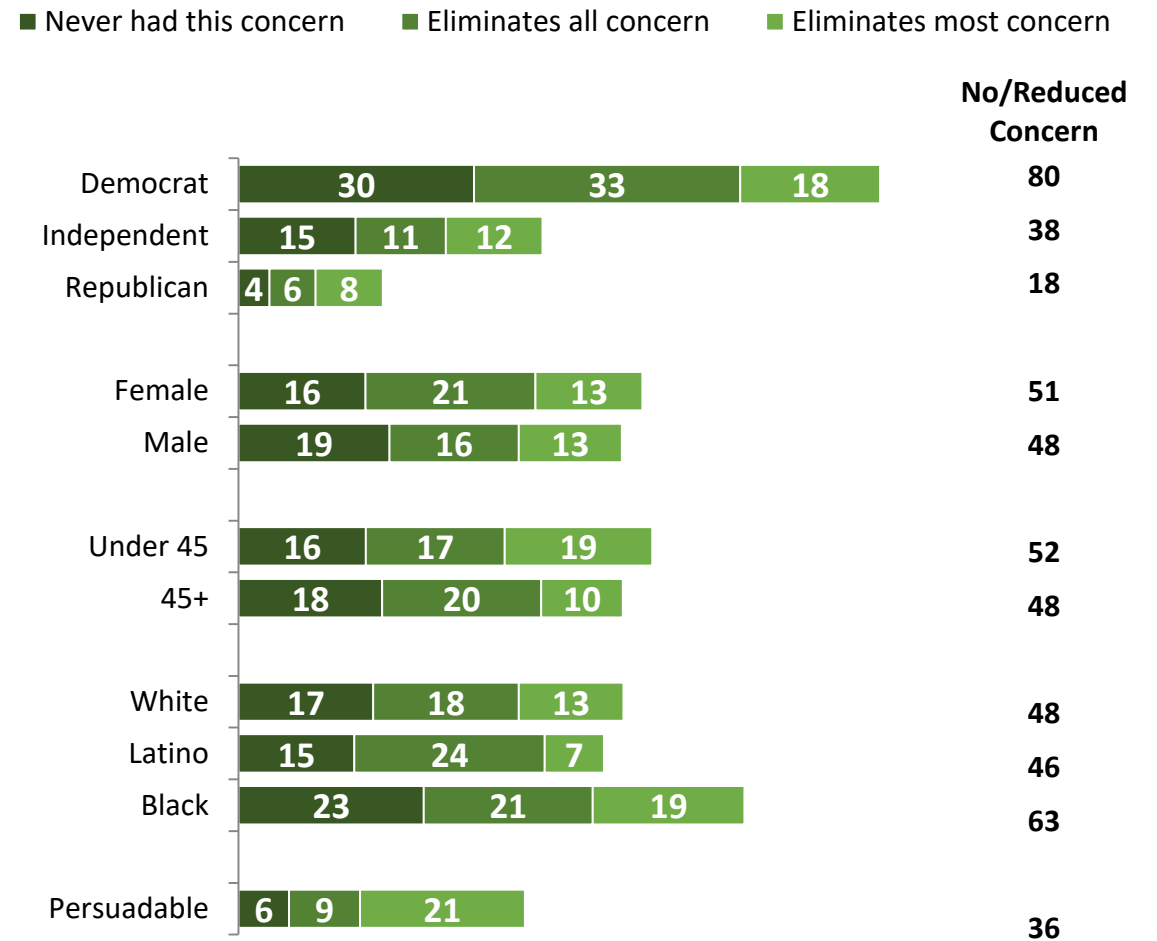


54% of persuadables are concerned about Biden as a trojan horse

ATTACK: TROJAN HORSE



RESPONSE: MODERATE



Half say attack about Biden being weak on crime is concerning; 17% of these voters are satisfied by a Biden safety response

Attack and Response: Weak on Crime

Biden is weak on crime and public safety. He took too long to denounce the violence, looting, and vandalism sweeping over American cities and only spoke out when his poll numbers started to fall. Biden has not defended the residents and business owners who have had their lives destroyed by protests, rioting, and looting.

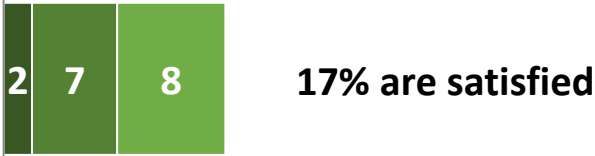
■ Very concerning ■ Somewhat concerning



Biden will make America safe — safe from the coronavirus, safe from crime and looting, safe from racially motivated violence, safe from police officers who break the law. Biden not only opposes defunding police but wants to spend more on law enforcement to make sure we have well trained officers taking care of our communities.

■ Never had this concern ■ Eliminates all concern ■ Eliminates most concern

OF THOSE 50% WHO ARE CONCERNED:

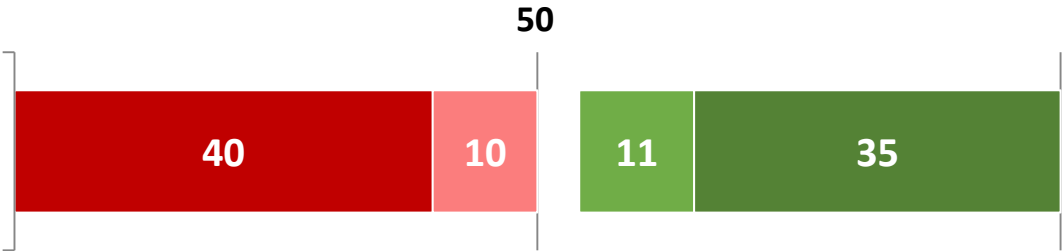


Half say attack about Biden being weak on crime is concerning; 46% are not concerned or say a response about safety is effective

Attack and Response: Weak on Crime

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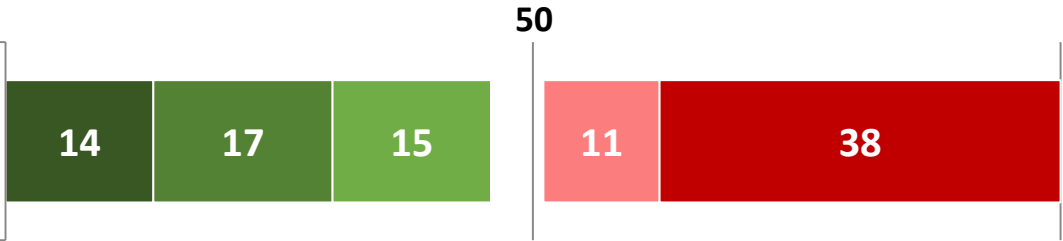
■ Very concerning ■ Somewhat concerning ■ A little concerning ■ Not concerning at all



	9/14	10/5	10/23
Concerned	50	49	50

Biden will make America safe — safe from the coronavirus, safe from crime and looting, safe from racially motivated violence, safe from police officers who break the law. Biden not only opposes defunding police but wants to spend more on law enforcement to make sure we have well trained officers taking care of our communities.

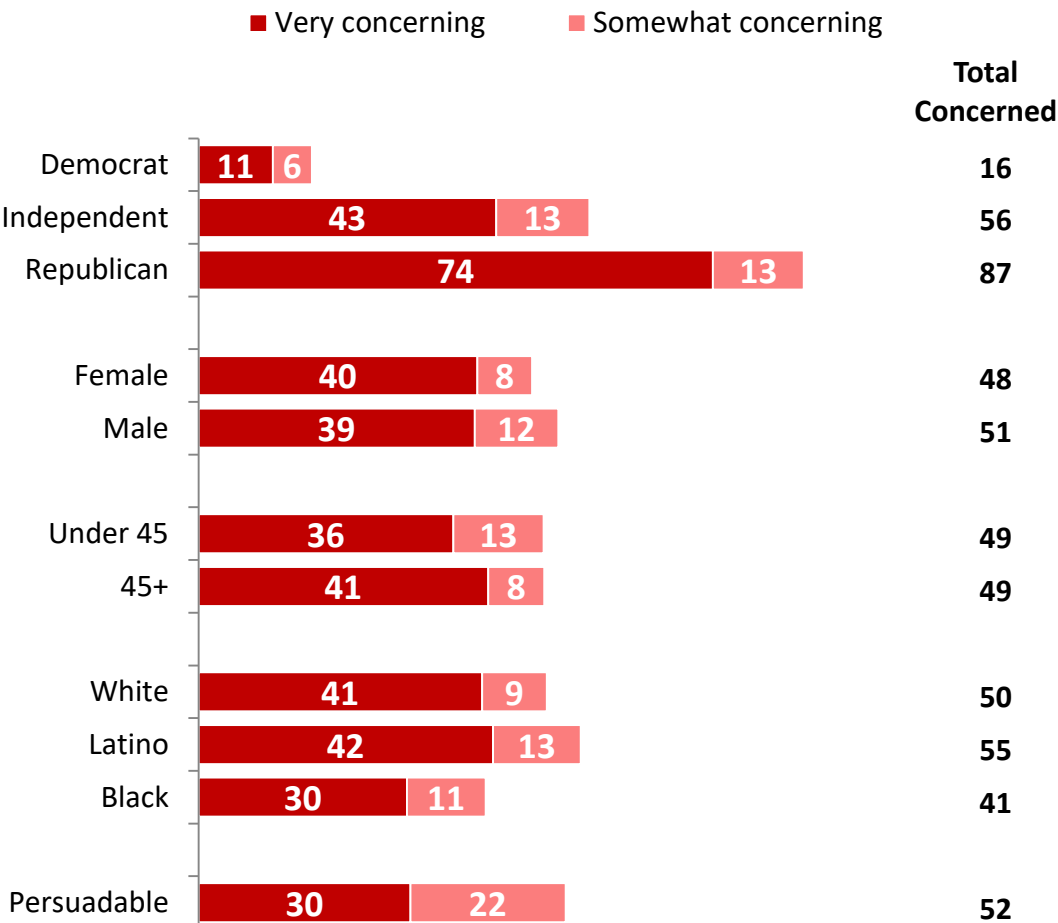
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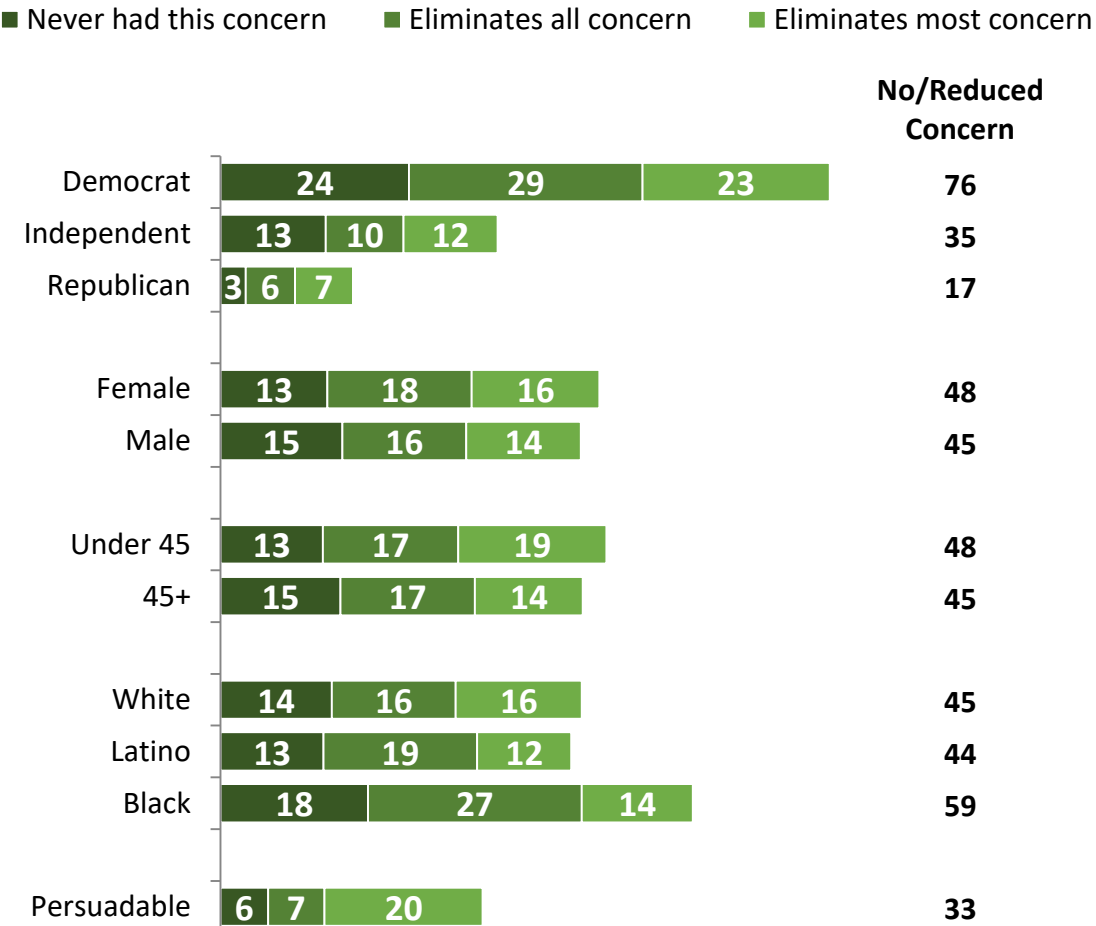
	9/14	10/5	10/23
Not Concerned	45	48	46

52% of persuadables are concerned about Biden as weak on crime

ATTACK: WEAK ON CRIME



RESPONSE: SAFE



55% say attack about Biden’s economic agenda is concerning; 22% of these voters are satisfied by a response

Attack and Response: Raise taxes

■ Very concerning ■ Somewhat concerning

Biden’s economic agenda would raise taxes by \$4 trillion and do nothing but hurt small business. This would destroy our rapidly improving economy and record stock market gains, which would cost Americans their jobs, 401(k)s, and economic future.



54% concerned

OF THOSE 54% WHO ARE CONCERNED:

Biden’s “Build Back Better” economic agenda will help us rebuild from the coronavirus crisis and support the middle class. Biden will end Trump’s tax cuts for the wealthy without raising them on anyone making less than \$400,000 a year, and he will invest trillions to grow American manufacturing and create millions of new jobs.



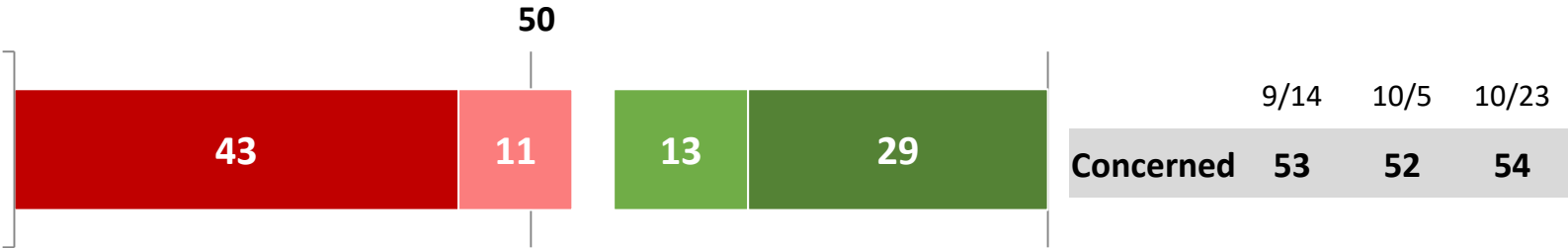
22% are satisfied

53% say attack about Biden’s economic agenda is concerning; 49% are not concerned, or say a response is effective

Attack and Response: Raise taxes

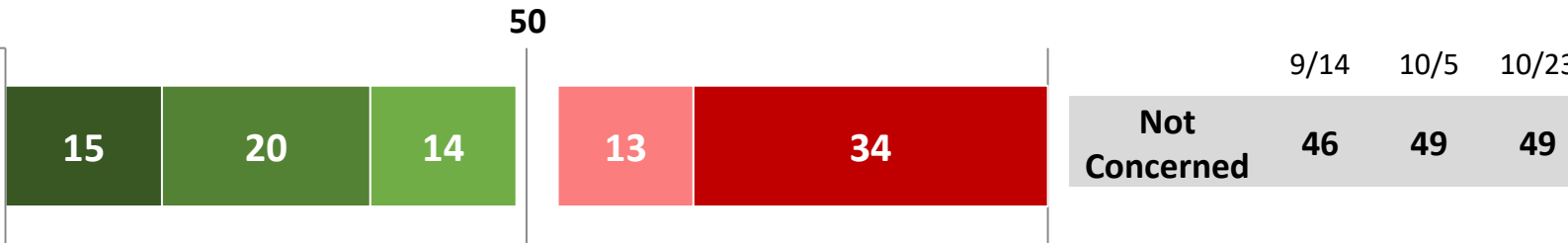
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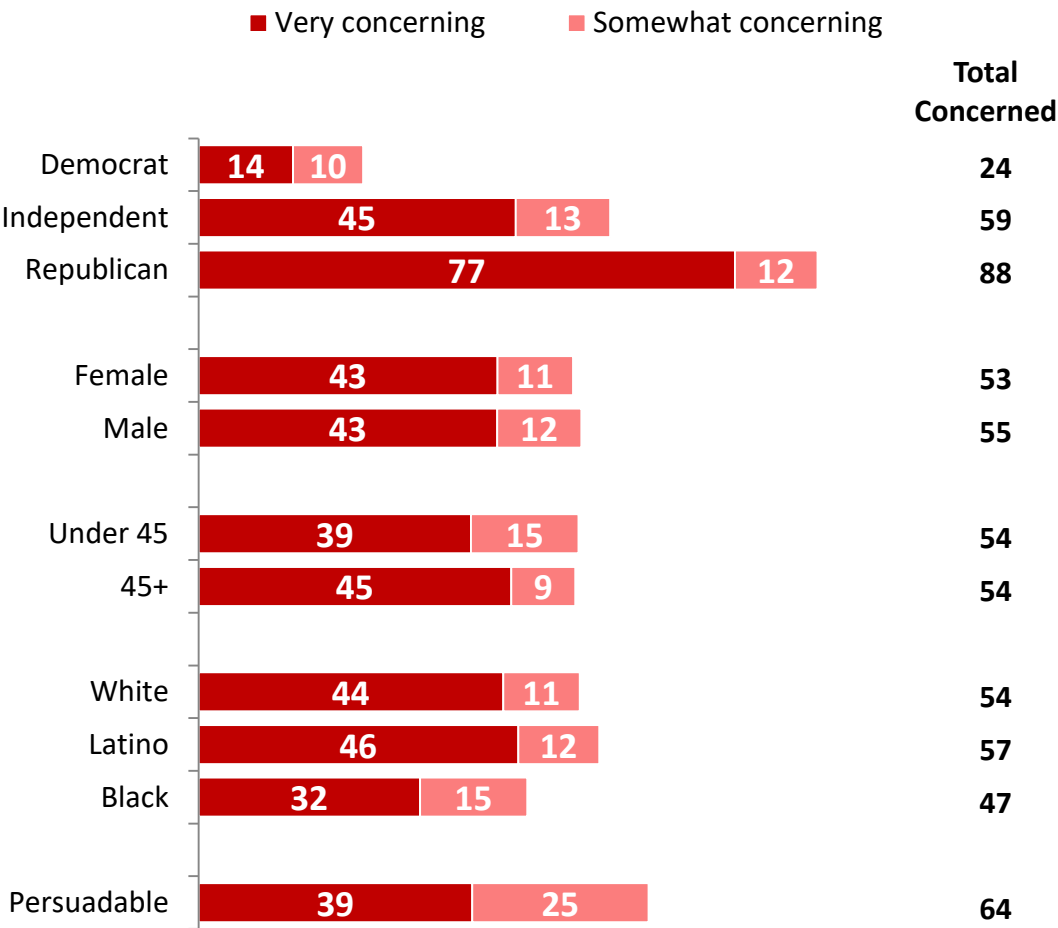
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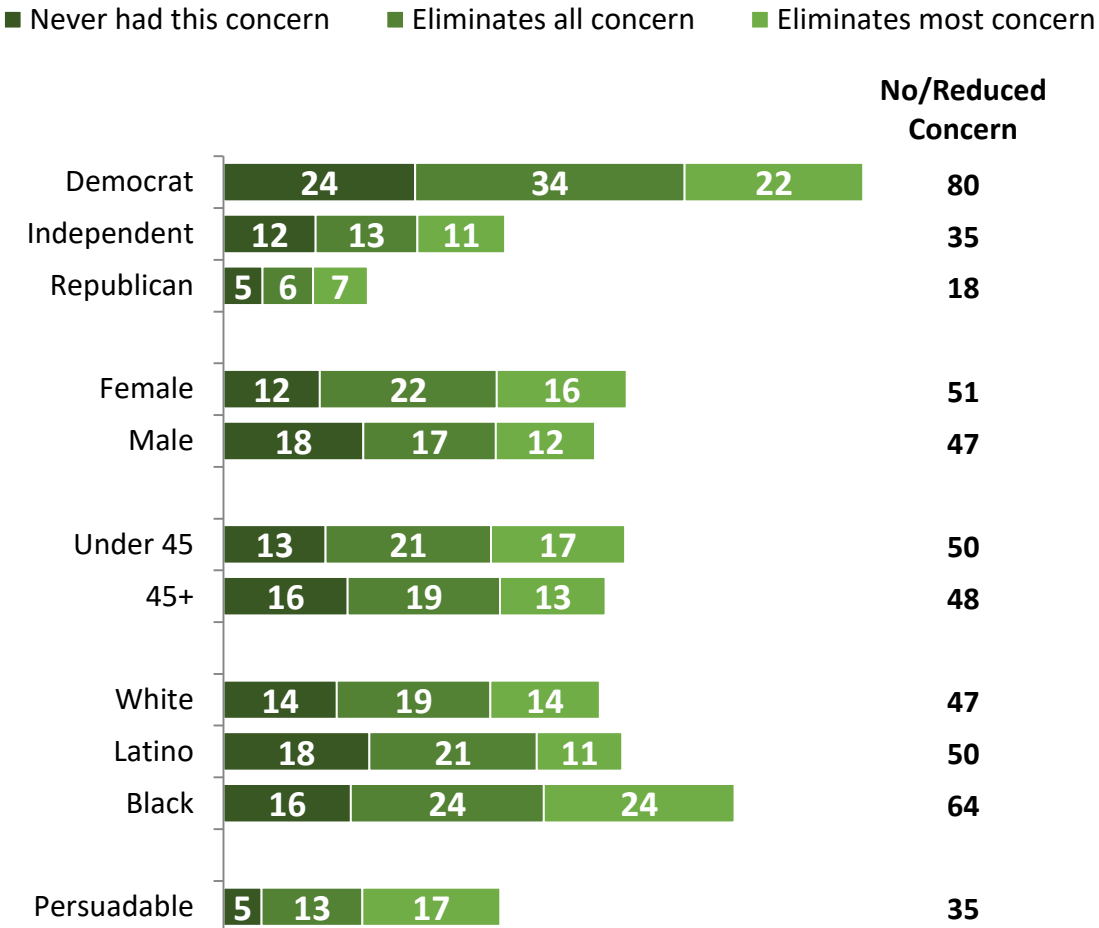


64% of persuadables are concerned about Biden’s economic agenda

ATTACK: RAISE TAXES



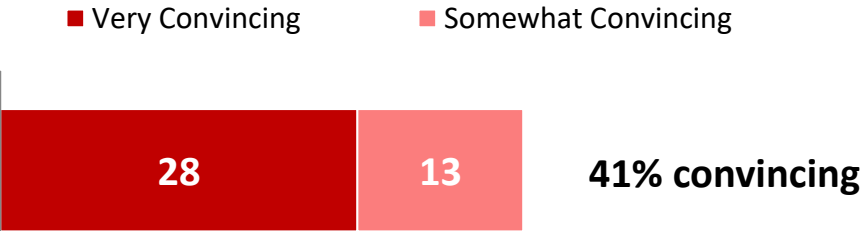
RESPONSE: ECONOMIC AGENDA



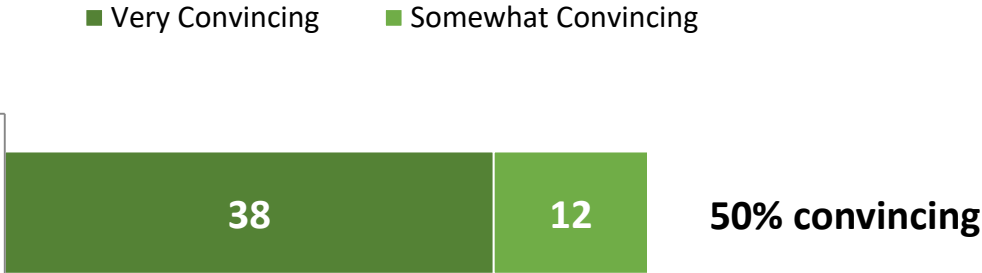
41% say a positive message about Trump’s handling of the coronavirus is convincing;
50% say a positive message about Biden is convincing

Coronavirus

President Trump acted decisively on the coronavirus by banning travel from China and launching the largest national mobilization since World War II. Now we are marshaling America’s scientific genius to crush the virus. Because of President Trump, we will defeat it and emerge stronger than ever before.



Biden will make America safe from the coronavirus because he follows the science, not just his gut. Donald Trump waited months to take any action and now nearly 200,000 Americans are dead and our economy is in trouble. If Biden had been president when the virus struck, America would be in better shape.

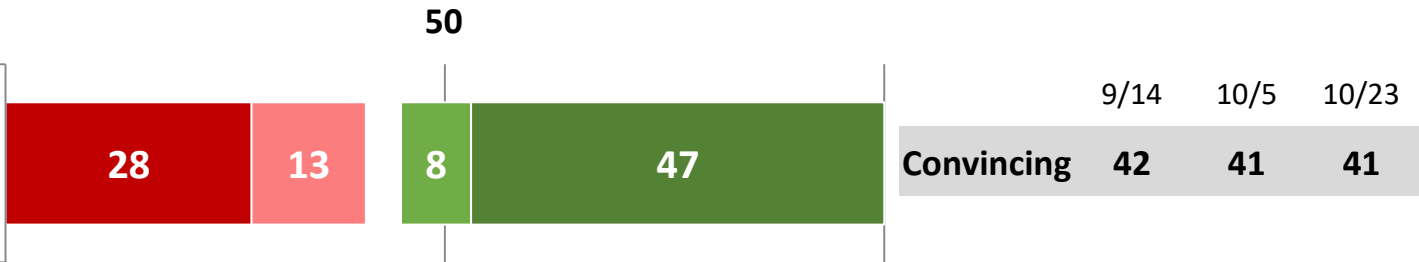


41% say a positive message about Trump’s handling of the coronavirus is convincing; 50% say a positive message about Biden is convincing

Coronavirus

■ Very Convincing ■ Somewhat Convincing ■ Just a little Convincing ■ Not Convincing at all

President Trump acted decisively on the coronavirus by banning travel from China and launching the largest national mobilization since World War II. Now we are marshaling America’s scientific genius to crush the virus. Because of President Trump, we will defeat it and emerge stronger than ever before.

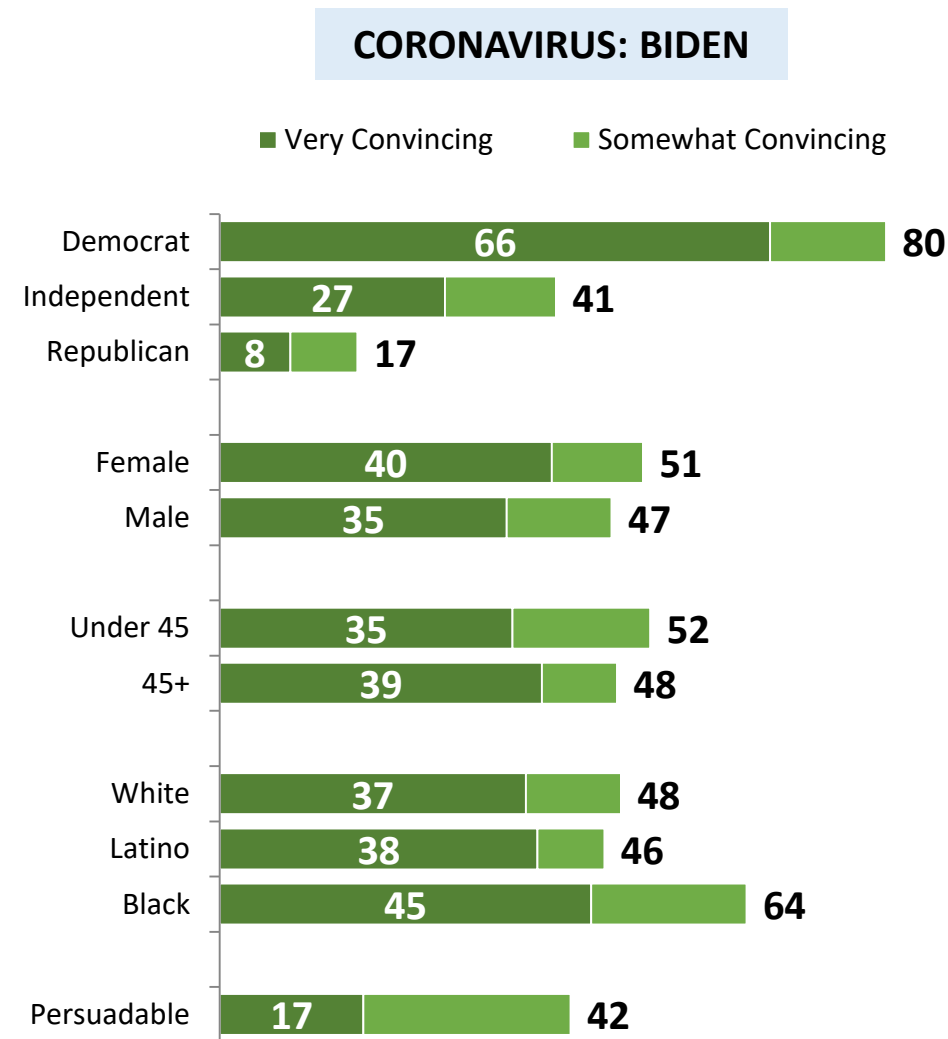
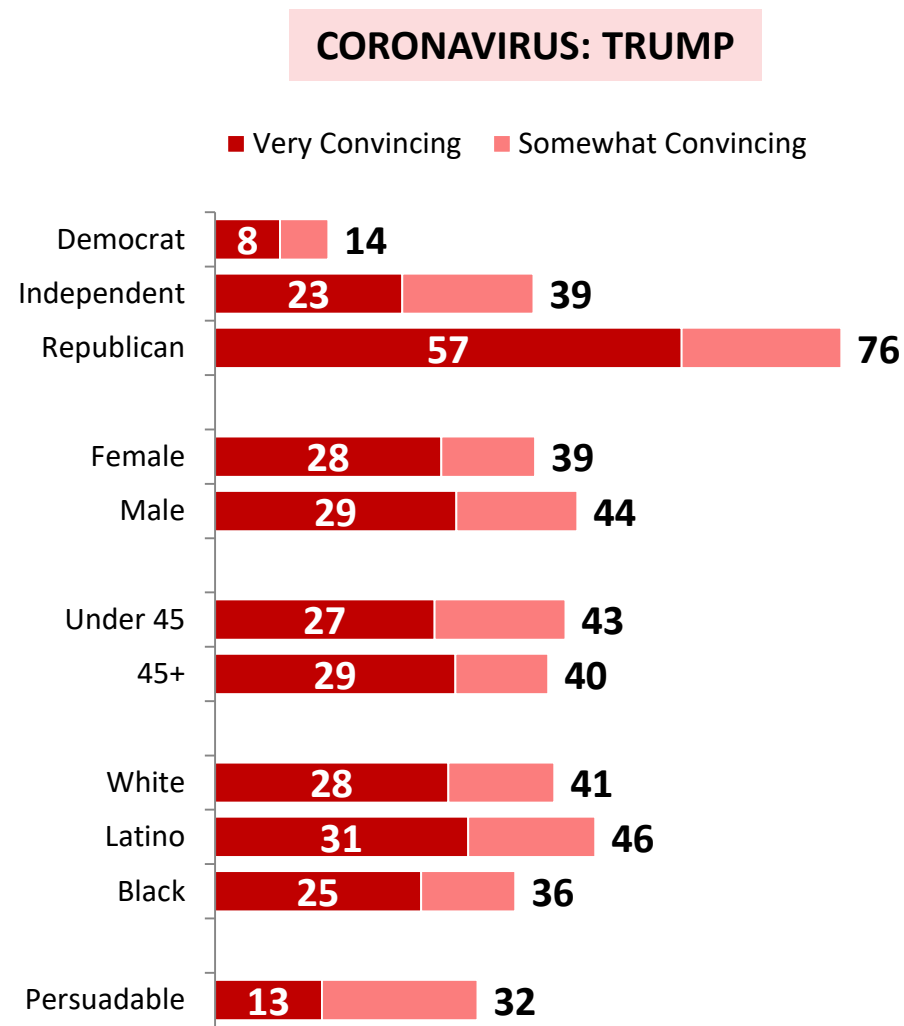


■ Very Convincing ■ Somewhat Convincing ■ Just a Little Convincing ■ Not Convincing at all

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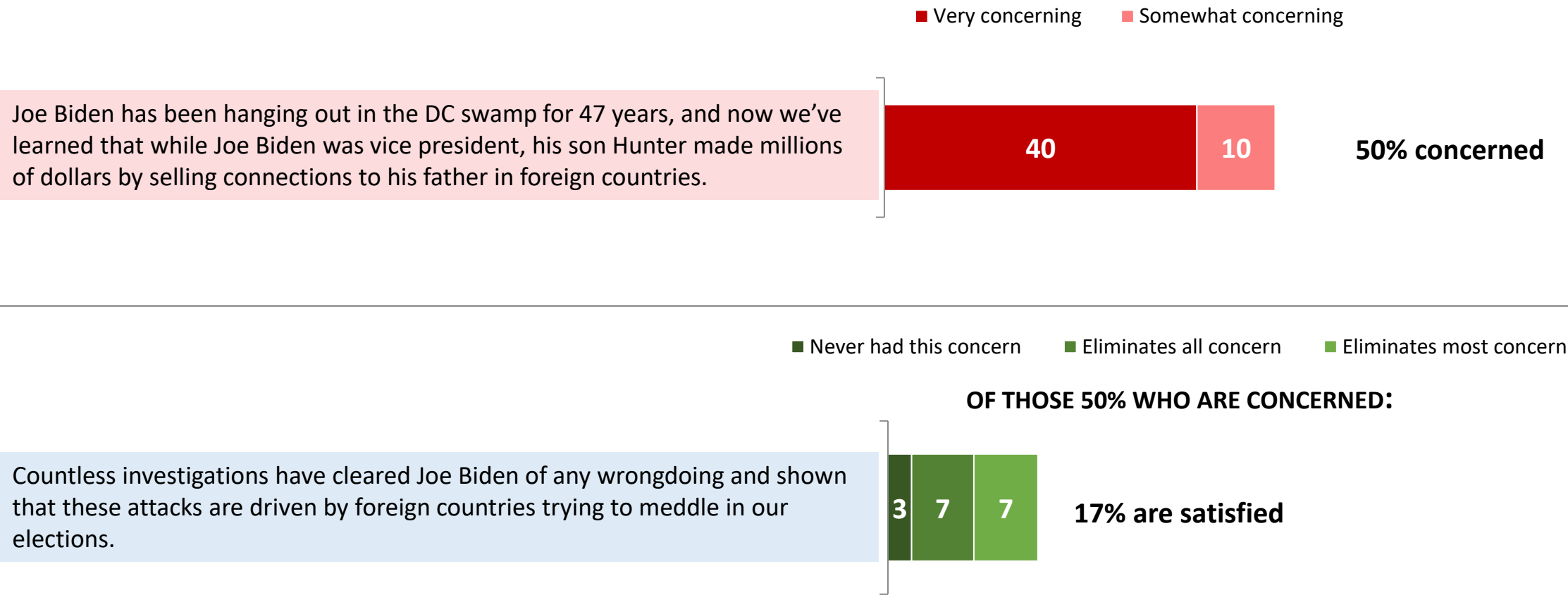


Across groups—excluding Republicans— more voters find the Biden coronavirus message convincing



Half say a message about Biden being corrupt is concerning; 17% of these voters are satisfied by a response

Attack and Response: Corruption

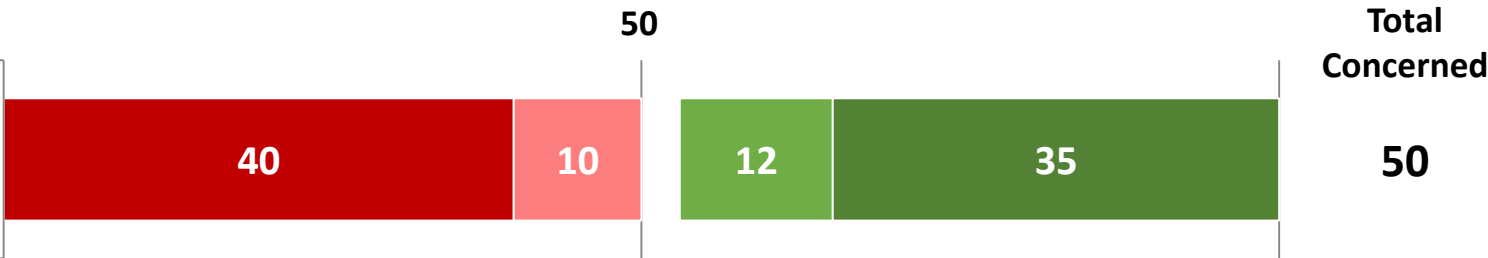


Half say a message about Biden being corrupt is concerning; nearly as many are not concerned or are satisfied by a response

Attack and Response: Corruption

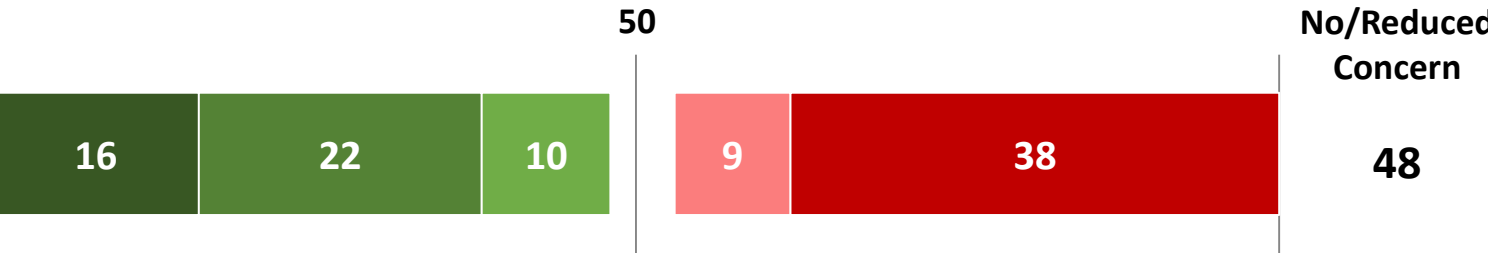
■ Very concerning ■ Somewhat concerning ■ A little concerning ■ Not concerning at all

Joe Biden has been hanging out in the DC swamp for 47 years, and now we've learned that while Joe Biden was vice president, his son Hunter made millions of dollars by selling connections to his father in foreign countries.



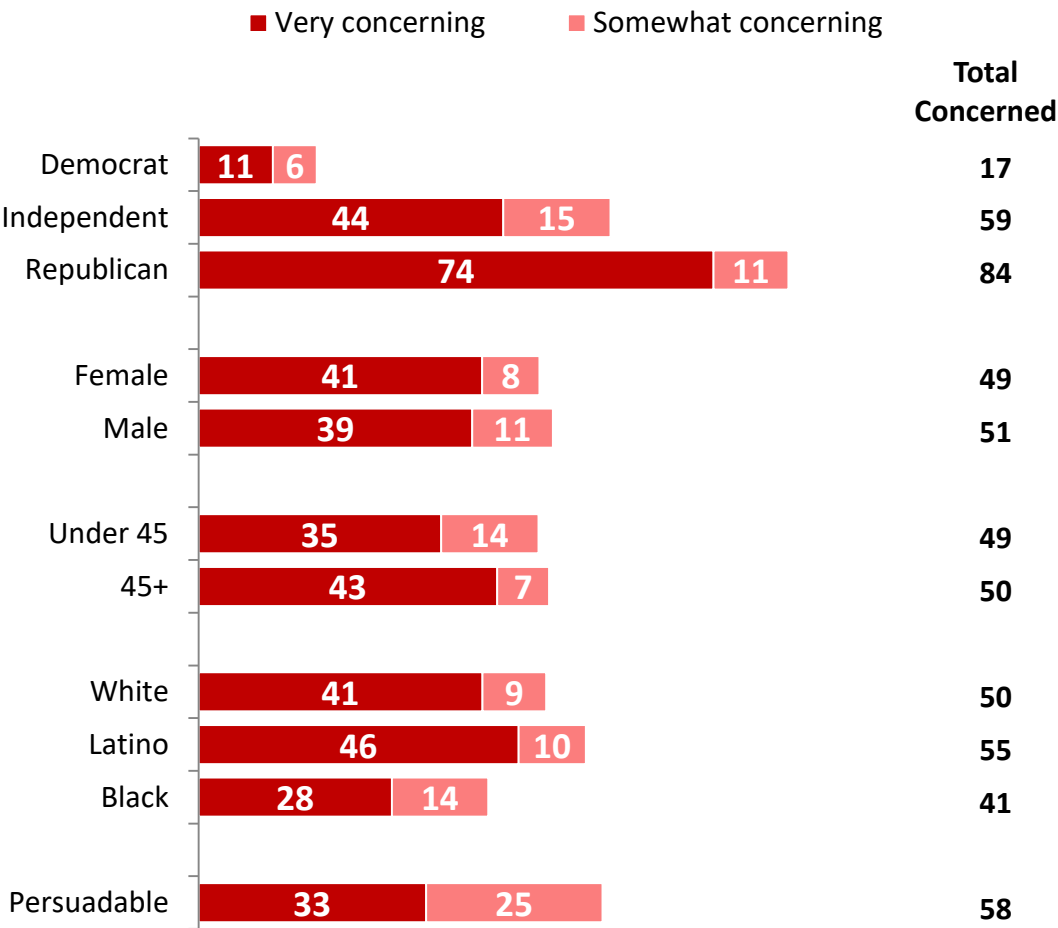
■ Never had this concern ■ Eliminates all concern ■ Eliminates most concern
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Countless investigations have cleared Joe Biden of any wrongdoing and shown that these attacks are driven by foreign countries trying to meddle in our elections.

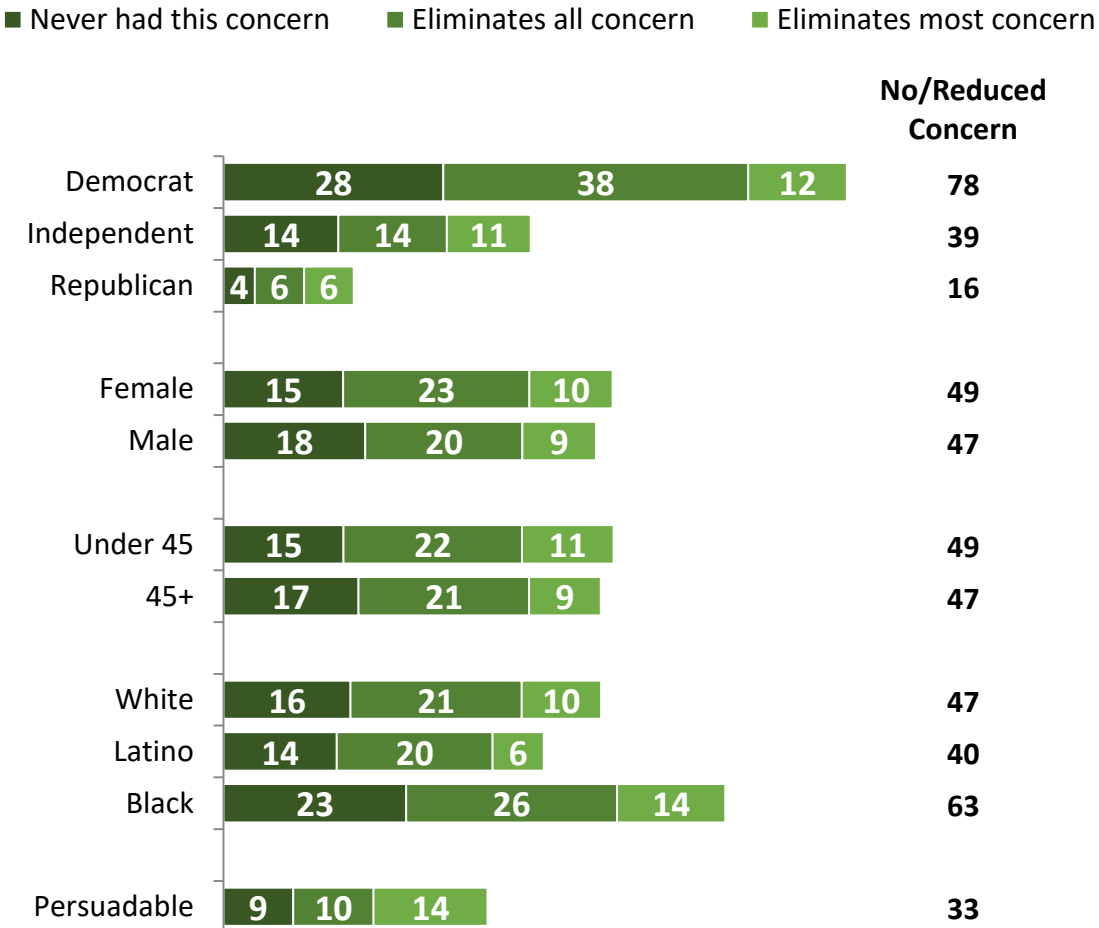


58% of persuadables are concerned about Biden and corruption

ATTACK: 47 YEARS



RESPONSE: INVESTIGATIONS



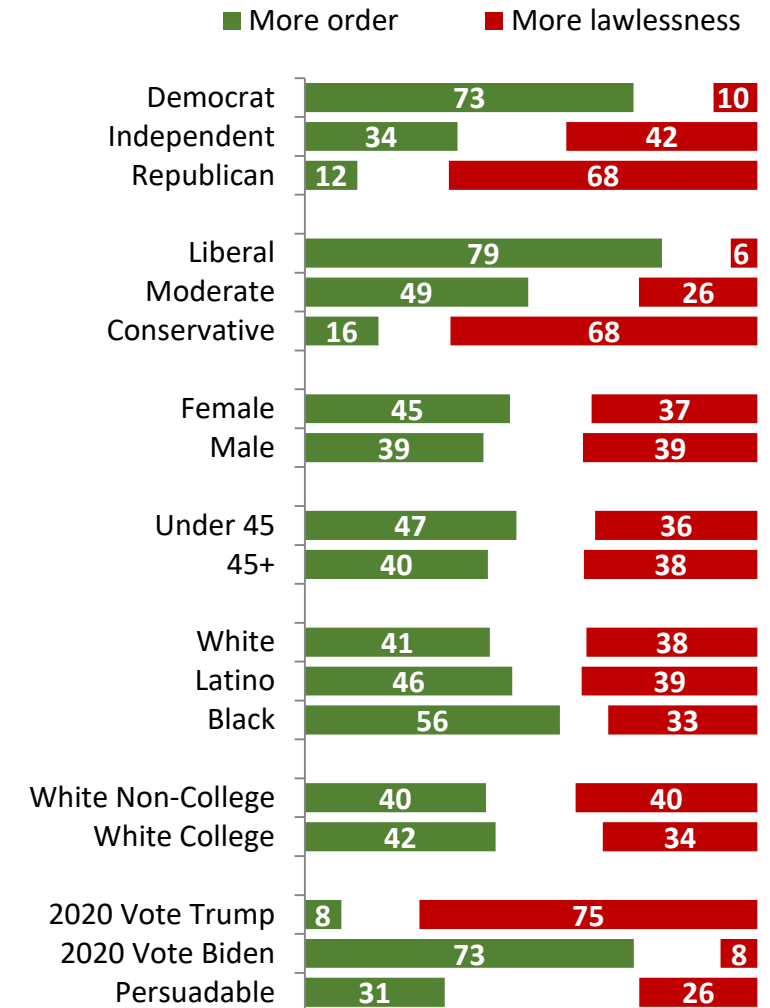
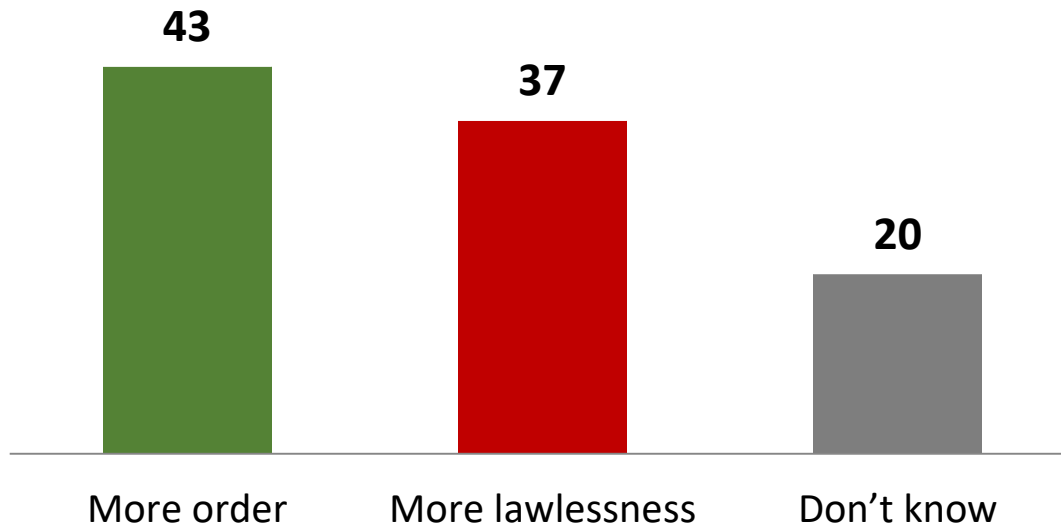


Expectations

A plurality of voters think there will be more order with Biden, rather than more lawlessness

If Biden becomes President as opposed to Trump being reelected, will there be...

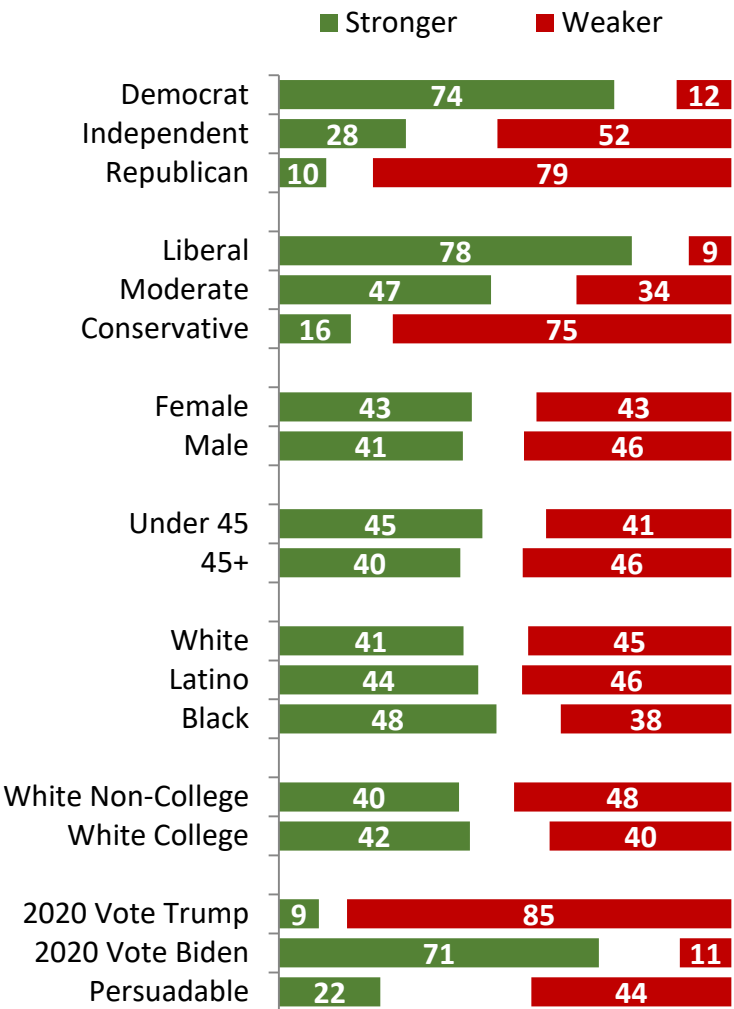
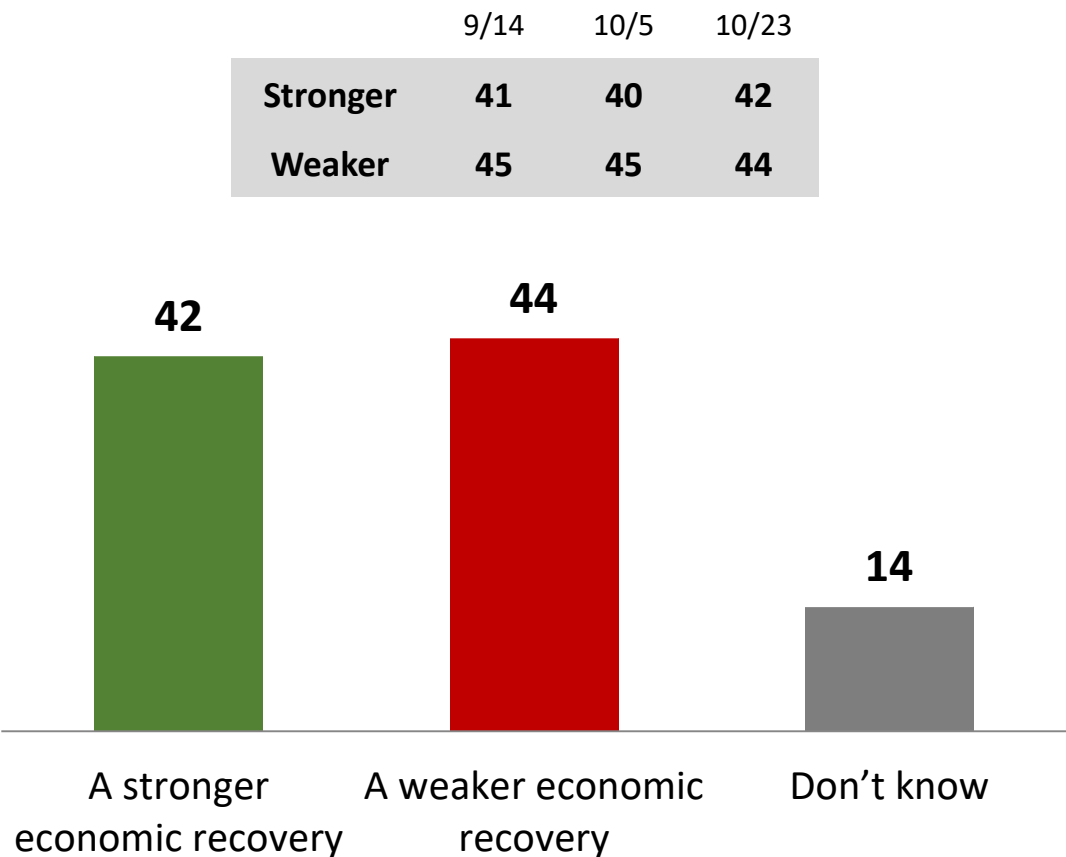
	9/14	10/5	10/23
Order	45	44	43
Lawlessness	39	37	37



Persuadable voters are closely divided, with many unsure

Expectations for economic recovery under Biden are split

If Biden becomes President as opposed to Trump being reelected, will there be...

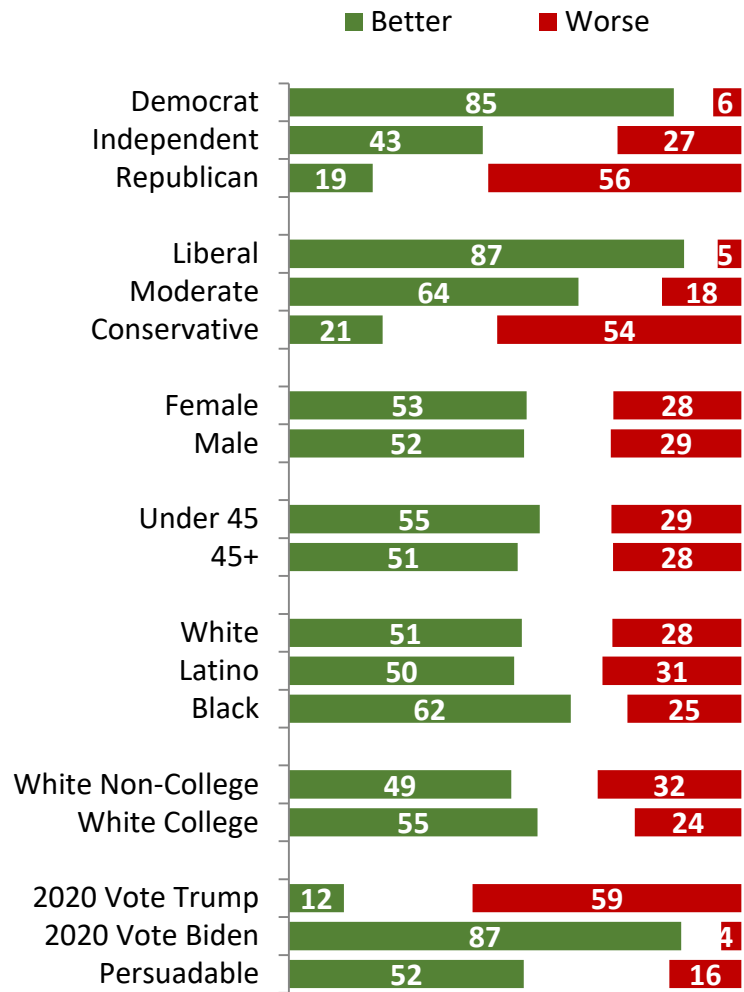
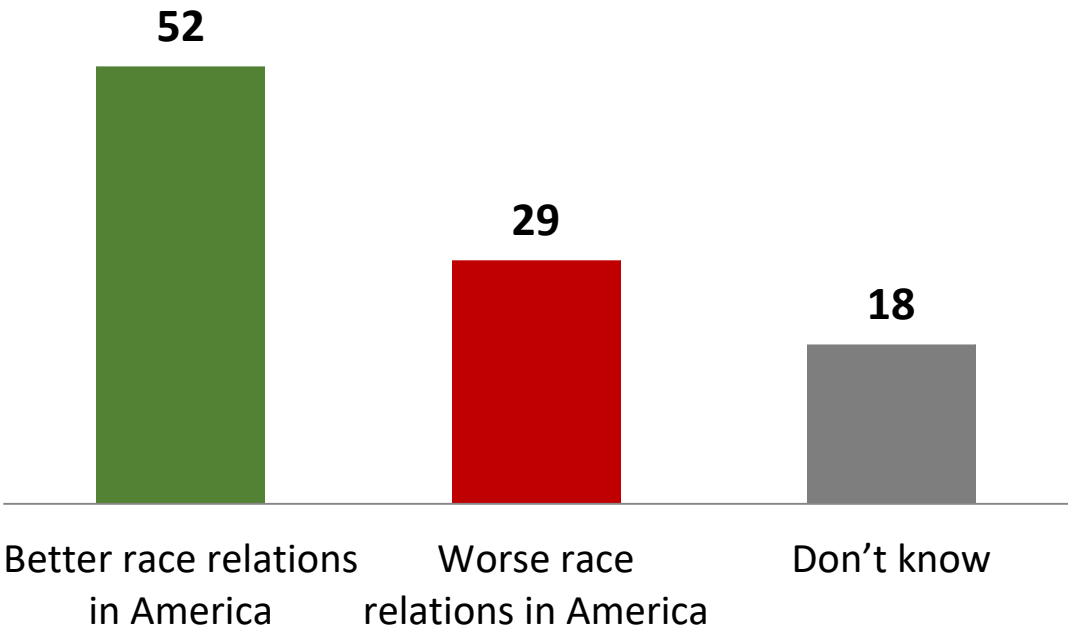


Independent and persuadable voters are more likely to say more weaker

52% say race relations will be better under Biden

If Biden becomes President as opposed to Trump being reelected, will there be...

	9/14	10/5	10/23
Better	52	53	52
Worse	31	29	29



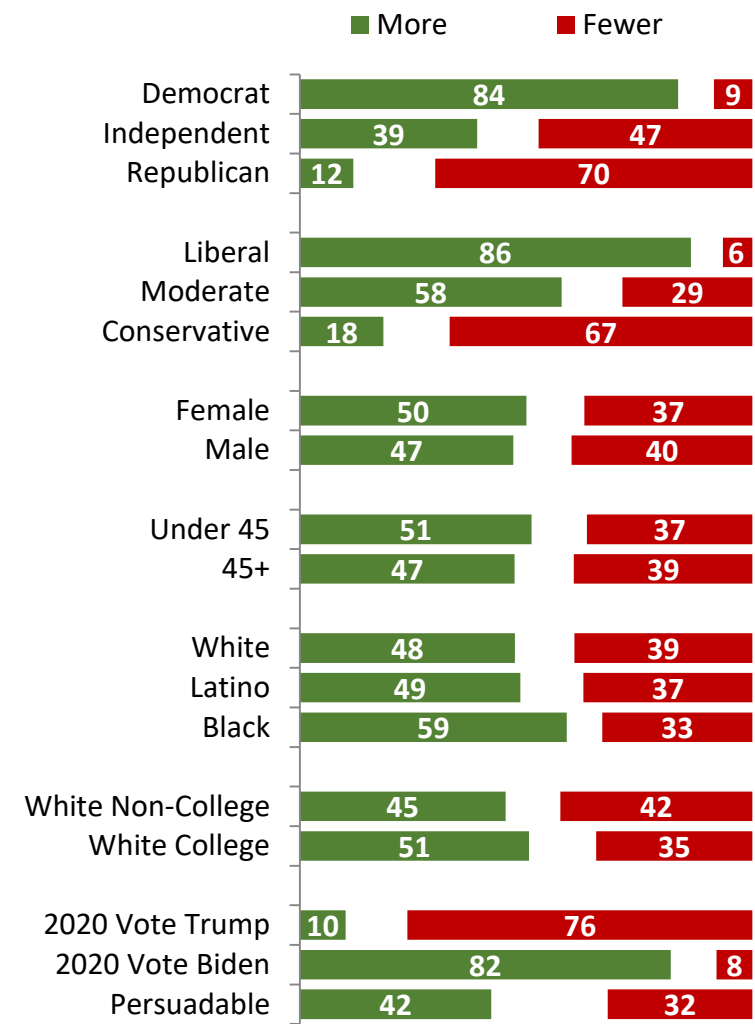
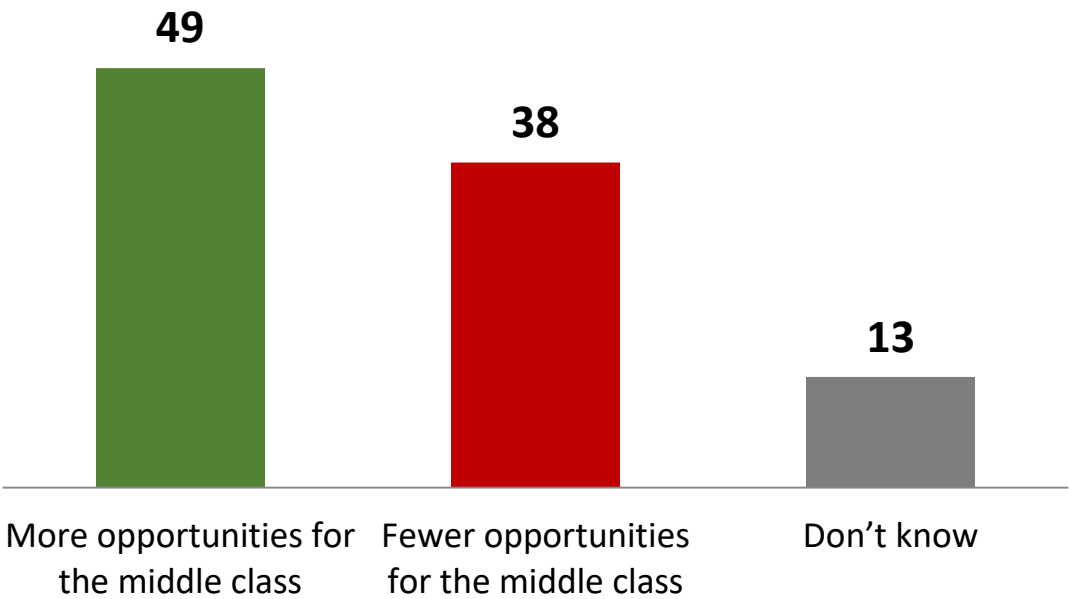
Most persuadable voters say race relations will get better



Half expect more opportunities for the middle class with Biden

If Biden becomes President as opposed to Trump being reelected, will there be...

	9/14	10/5	10/23
More	48	49	49
Fewer	39	38	38

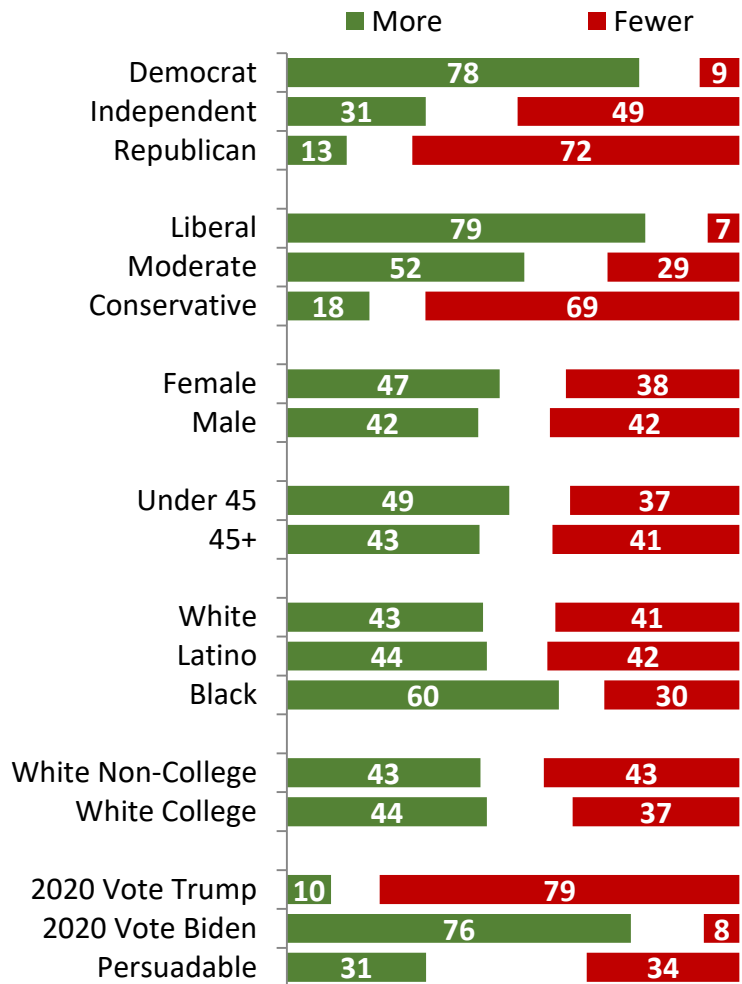
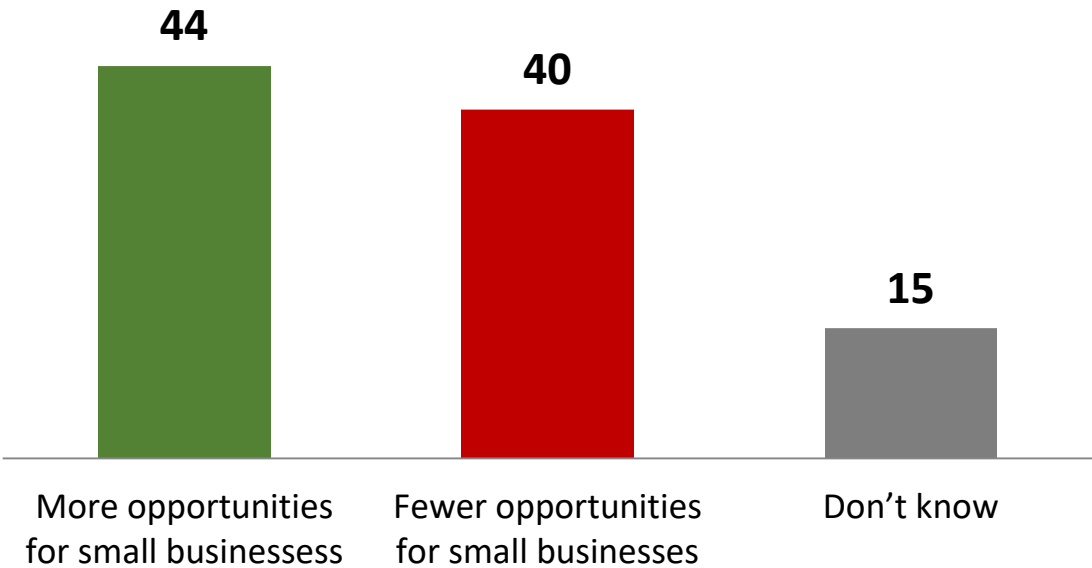


Moderates and persuadables are more likely to say more opportunities than fewer

Slightly more expect more opportunities for small business under Biden than expect fewer opportunities

If Biden becomes President as opposed to Trump being reelected, will there be...

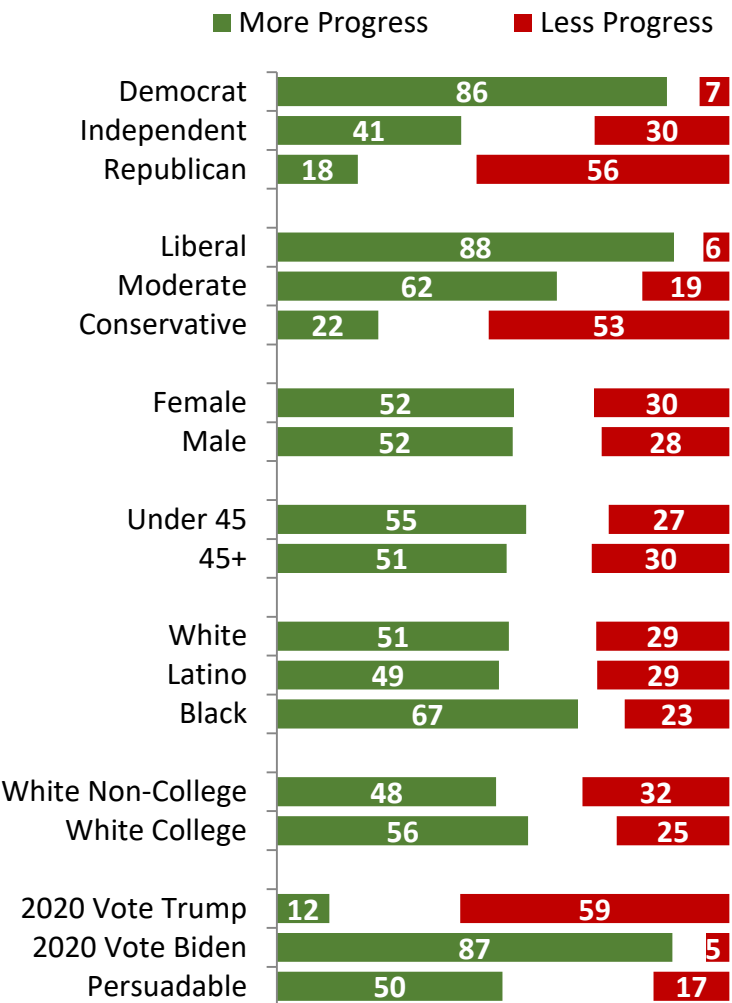
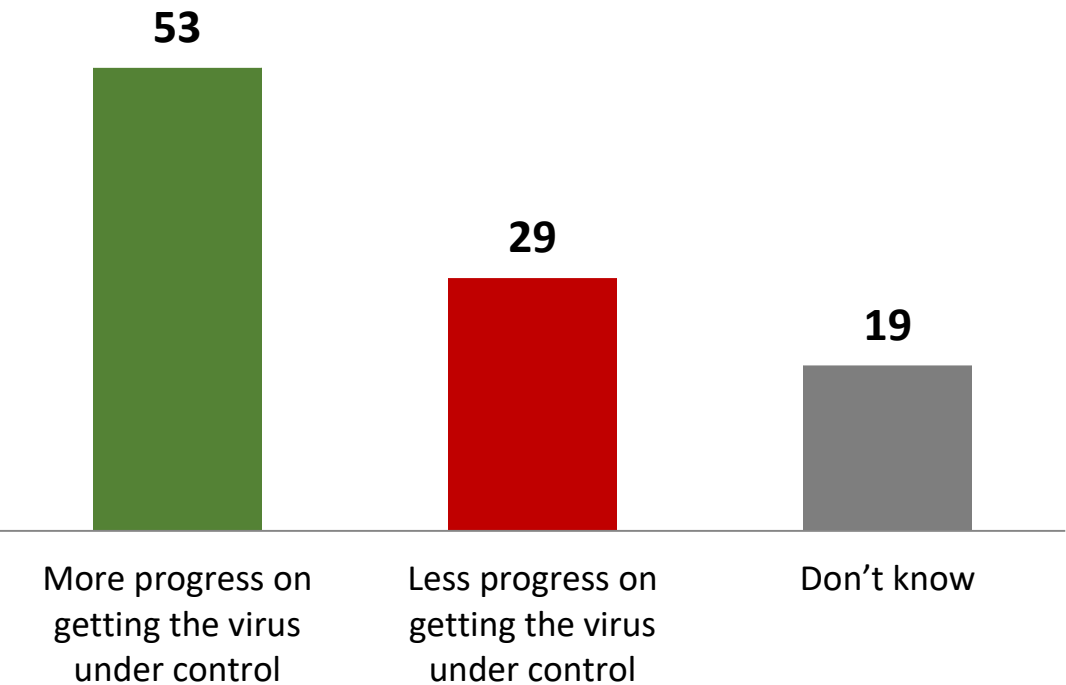
	9/14	10/5	10/23
More	44	44	45
Fewer	41	40	40



Persuadable voters are closely divided

53% expect more progress on COVID under Biden

If Biden becomes President as opposed to Trump being reelected, will there be...



Half of persuadables expect more progress under Biden