



**Swing State
Suburban Voter Survey**

Conducted
September 30-October 5, 2020



David Binder Research

Methodology

Sample	• 1,370 likely November 2020 voters • AZ, FL, MI, PA, NC, and WI suburbs • Results shown are among 1,200 who had not yet voted
Fielding dates	• September 30 - October 5, 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 non-voter sample and larger for subgroups

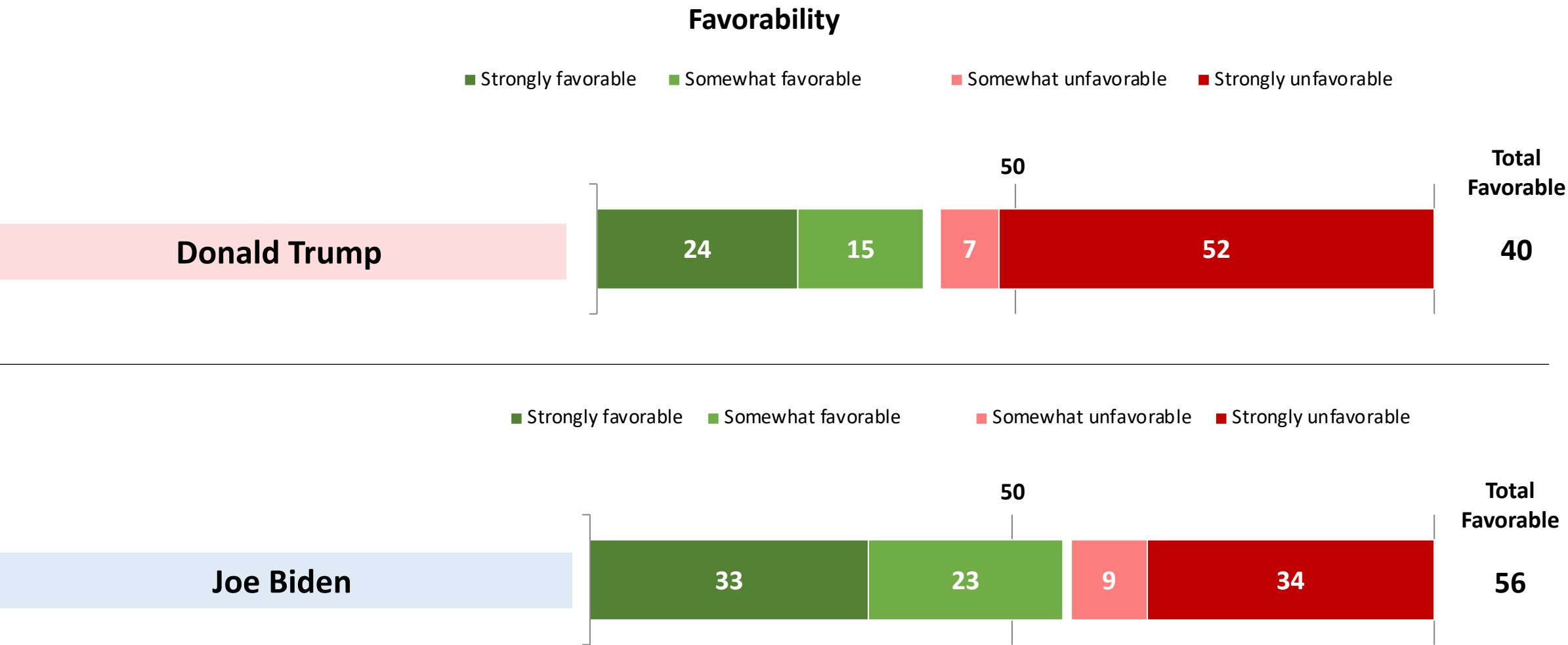
Summary

- Opinion has been very stable since our September survey of suburban swing state voters. Biden's margin over Trump has improved slightly (55% to 40% today, and 52% to 43% in September). But opinions on protests, the suburbs, and ratings of the candidates have been very stable. Attacks on Biden also get similar ratings as before.
- Most paid attention to the Presidential debate on September 29, and persuadable voters are more likely to say it moved them toward Biden than toward Trump. A solid majority disapprove of Trump's comments about a peaceful transition of power.
- Opinion is mixed on recent protests and the causes of violence, with some blaming Trump and others blaming Black Lives Matter and elected Democrats. However there is wide agreement with Biden's statement condemning looting, and that counter-protestors are making things worse. Half say Trump is adding fuel to the fire and disagree with his attack saying that Biden would destroy the suburbs.
- Voters rate Biden higher than Trump on many issues and positive characteristics. He has particularly large margins on race relations 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 about equally as effective. Overall, responses to these messages are largely partisan, with independent voters closely divided and showing the most concern about Biden's economic plans.



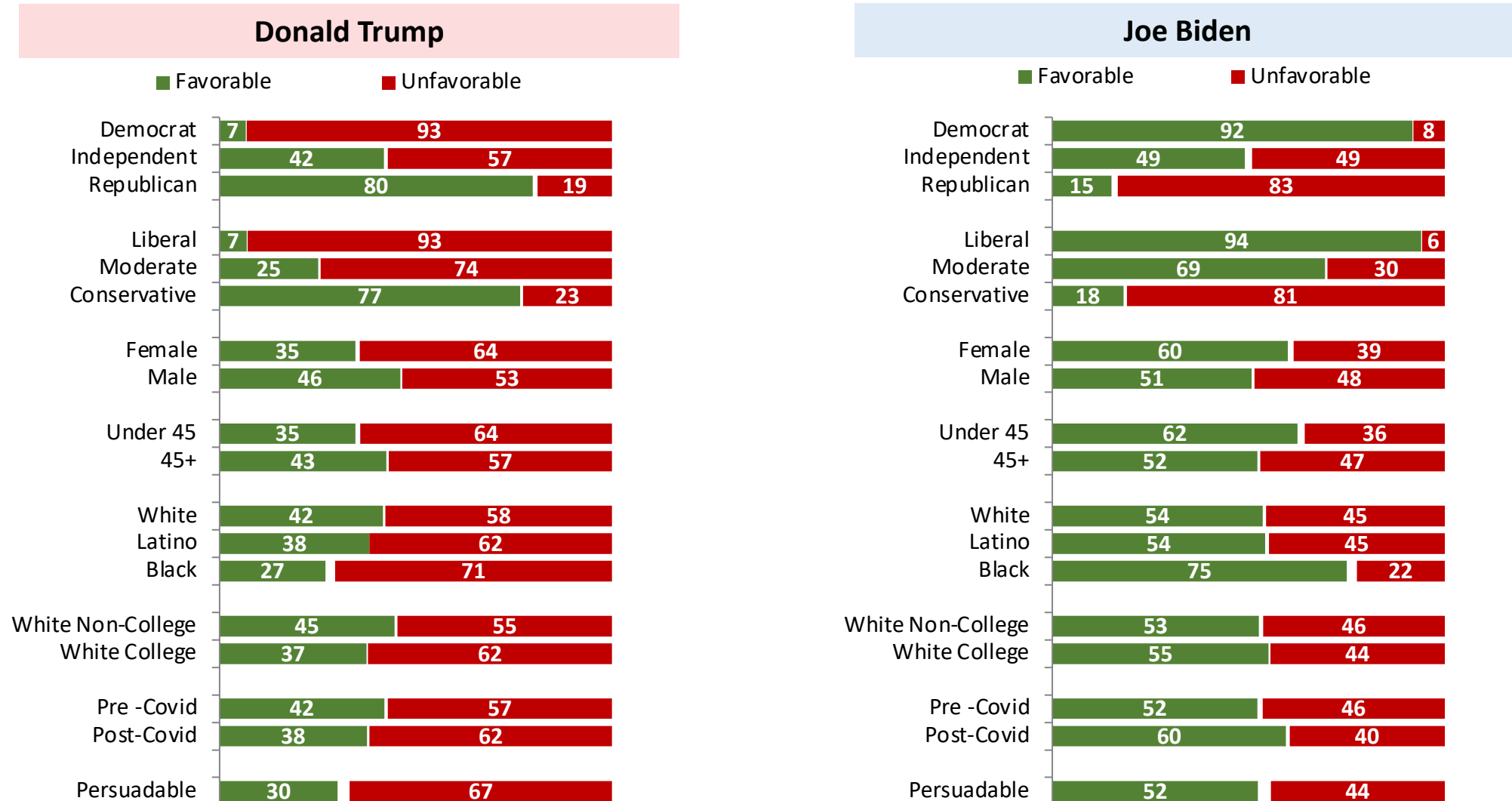
Outlook

More than half have a strongly unfavorable opinion of Trump; a majority are favorable toward Biden



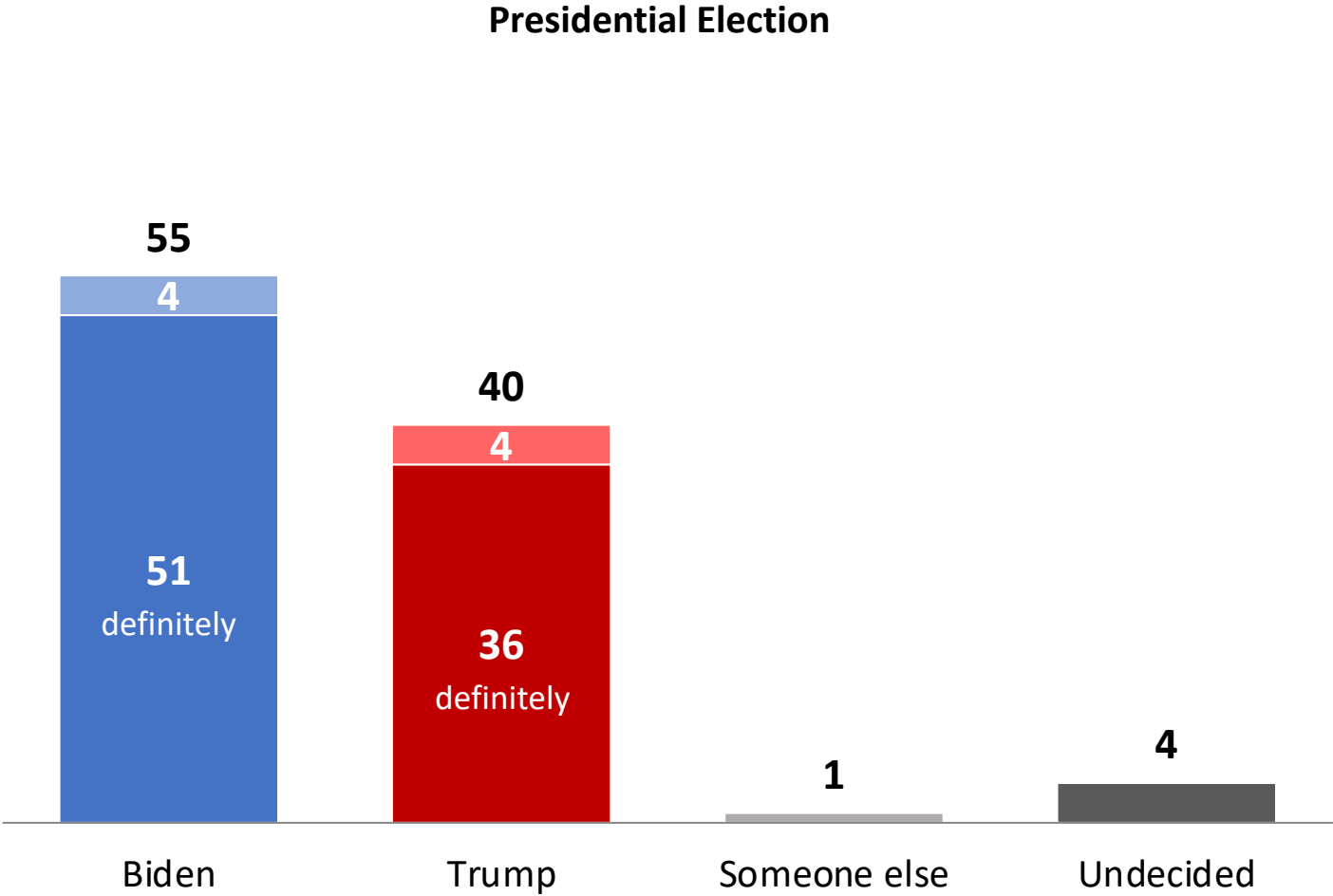
Trump's favorability is under water with persuadable voters by over 2 to 1

Presidential Favorability

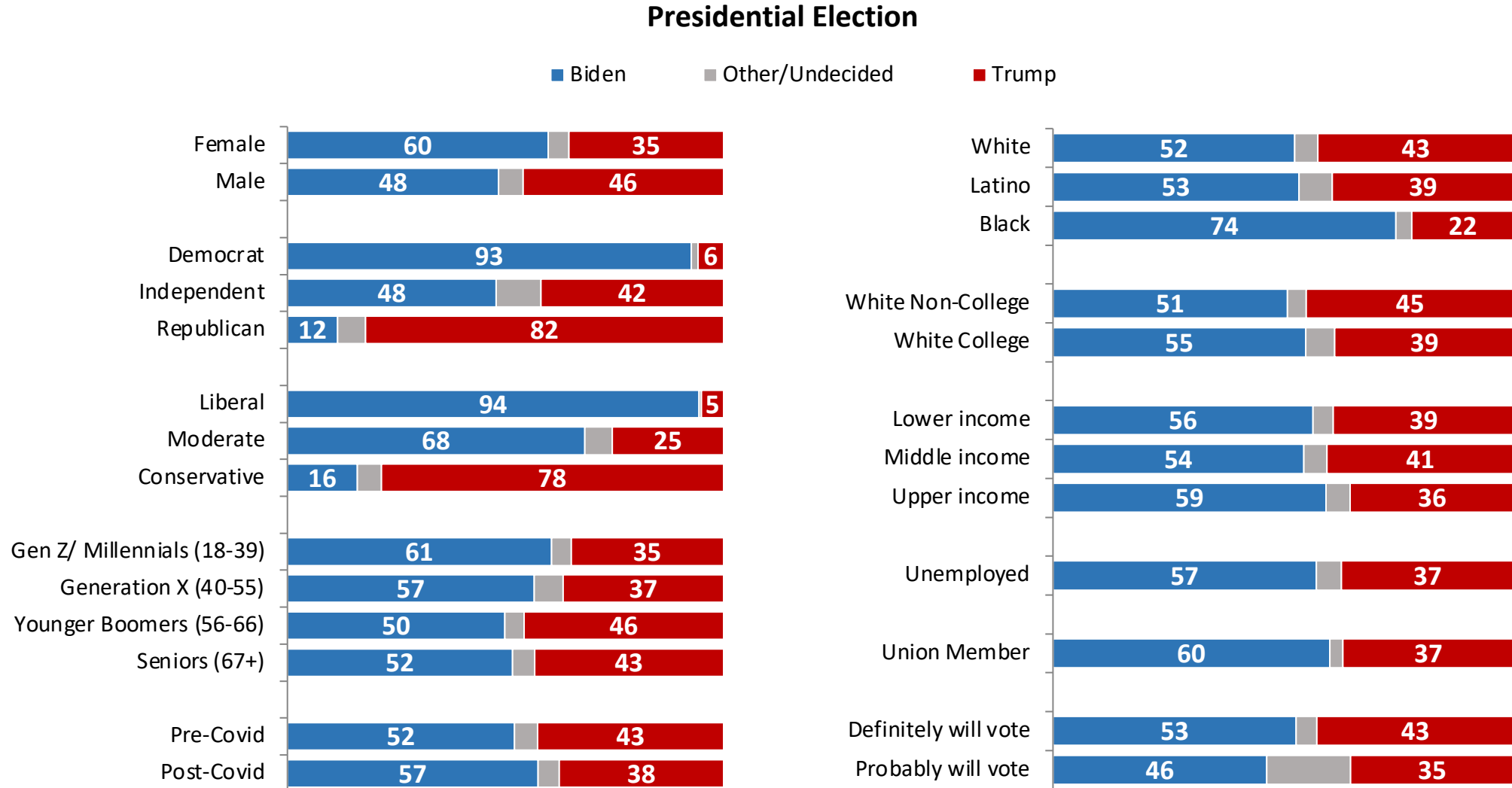


Biden leads Trump by 15 points: 55% to 40%
5% say they could change their mind or are undecided

1,370 likely voters were interviewed and 170 said they already voted. This group voted Biden 73% and Trump 26%.

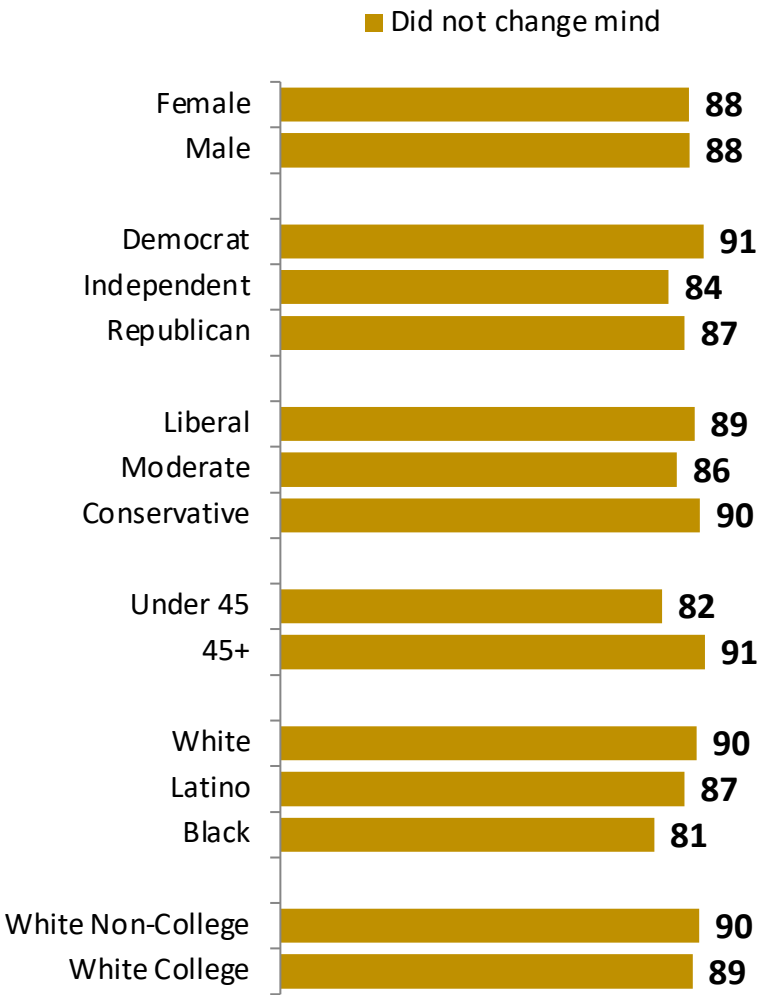
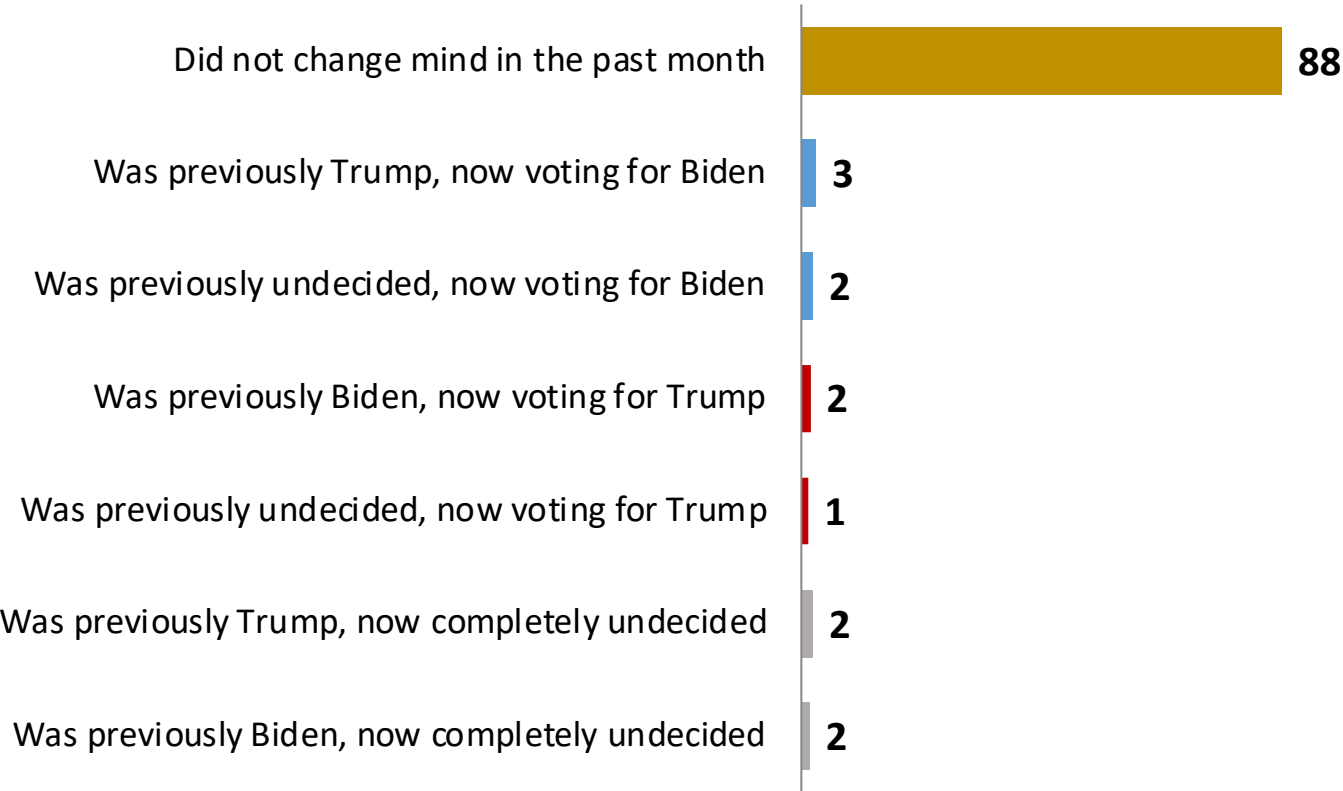


Biden has a wide lead among moderates, and narrower leads among independents and white non-college voters



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?



Voters under 45 are most likely to have changed their mind

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

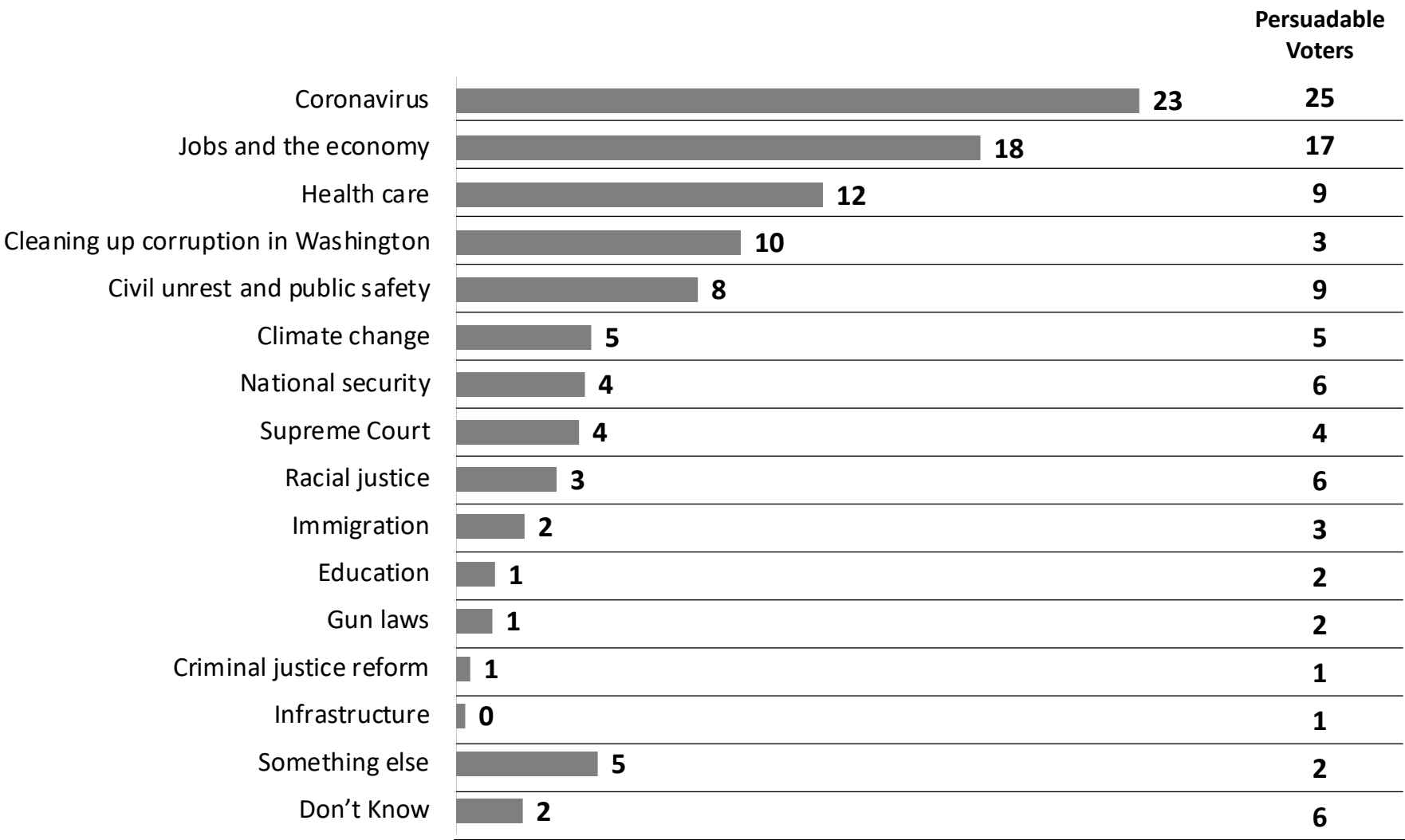
Persuadables are defined as

- 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

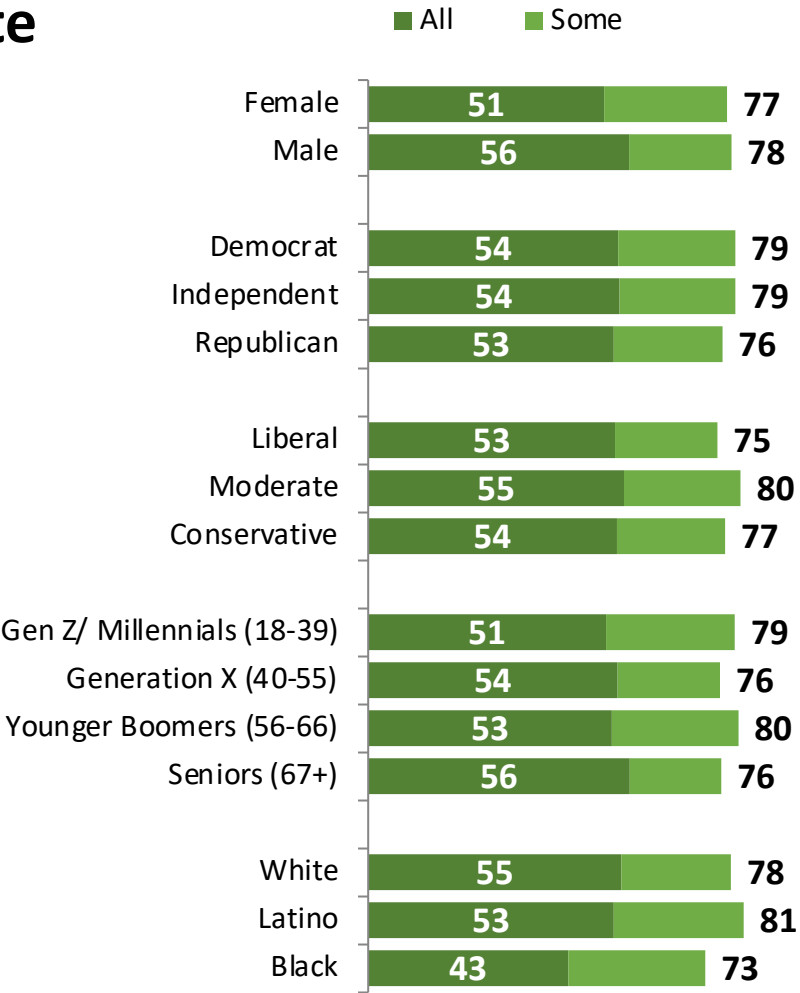
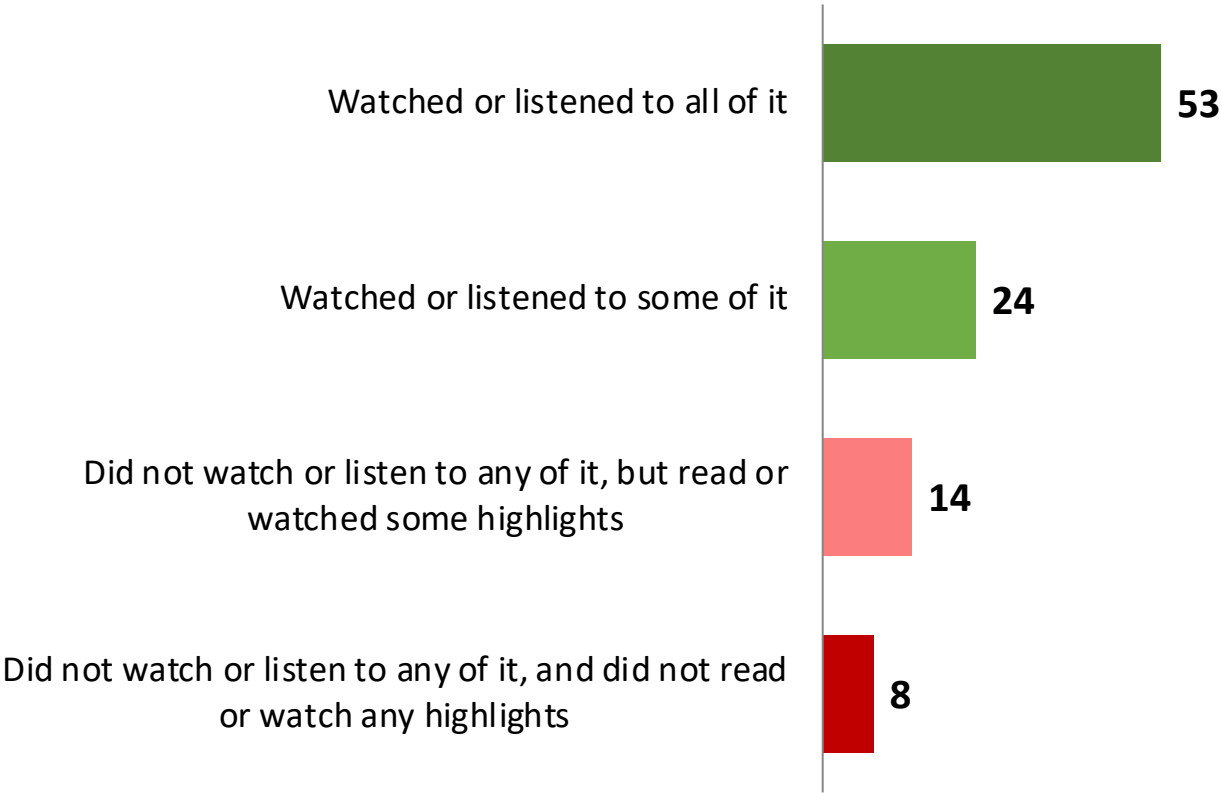
	Non-Persuadable Biden (45%)	Persuadable (18%)	Non-Persuadable Trump (37%)
Female	60	50	48
Male	40	50	52
Democrat	79	27	7
Independent	16	33	18
Republican	4	40	74
Liberal	40	13	2
Moderate	52	53	24
Conservative	8	34	74
White	77	72	86
Latino	8	11	8
Black	12	11	4
Gen Z/ Mill (18-39)	29	39	22
Gen X (40-55)	25	24	21
Boomers (56-66)	25	19	28
Seniors (67+)	21	18	30

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



Nearly 9 in 10 saw or heard some of the Presidential debate

Did you happen to watch or listen to any of the Presidential debate, which was held last Tuesday evening?

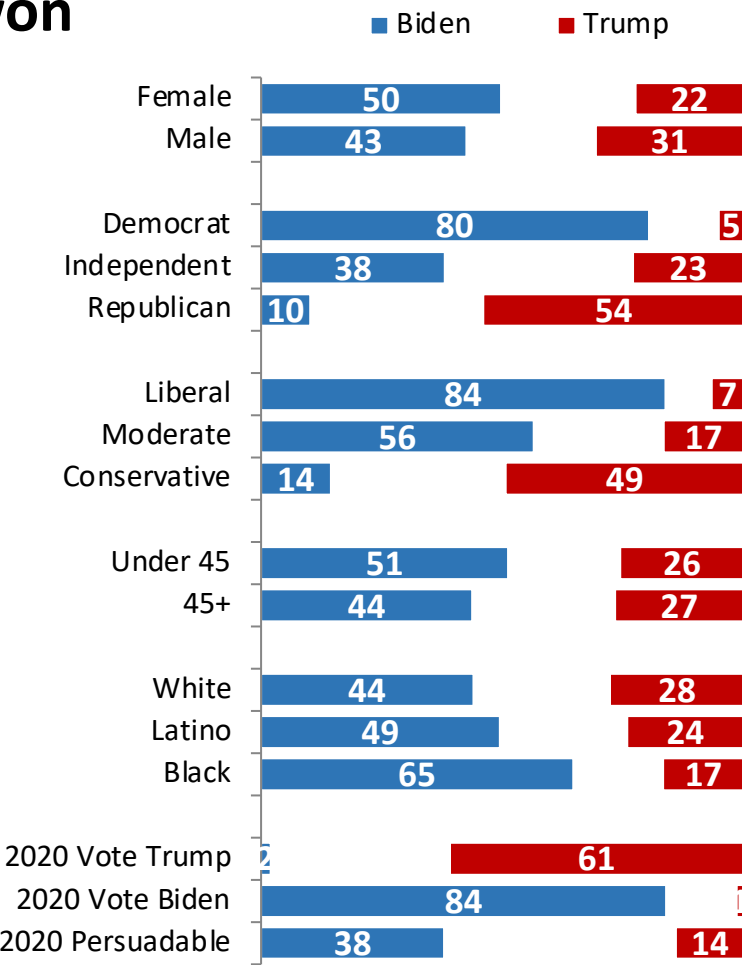
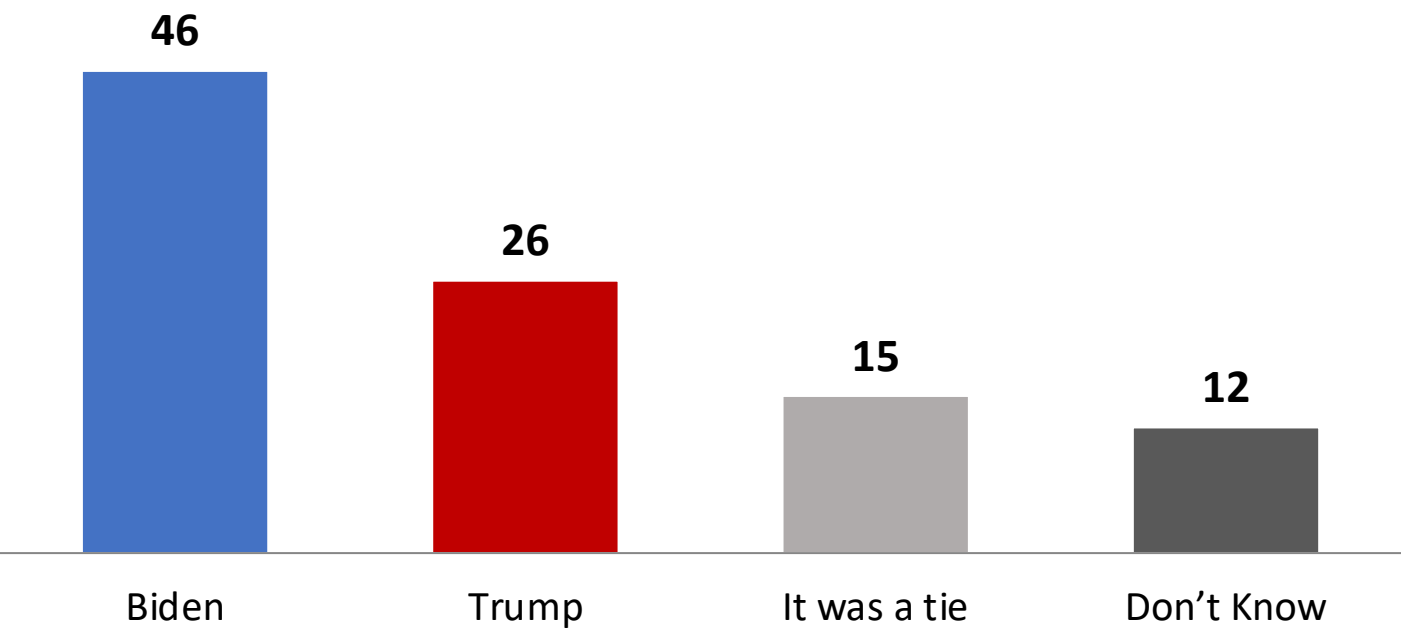


The proportion seeing or hearing at least some of the debate is similar across most groups



A plurality say Biden won the debate, and 1 in 4 say Trump won

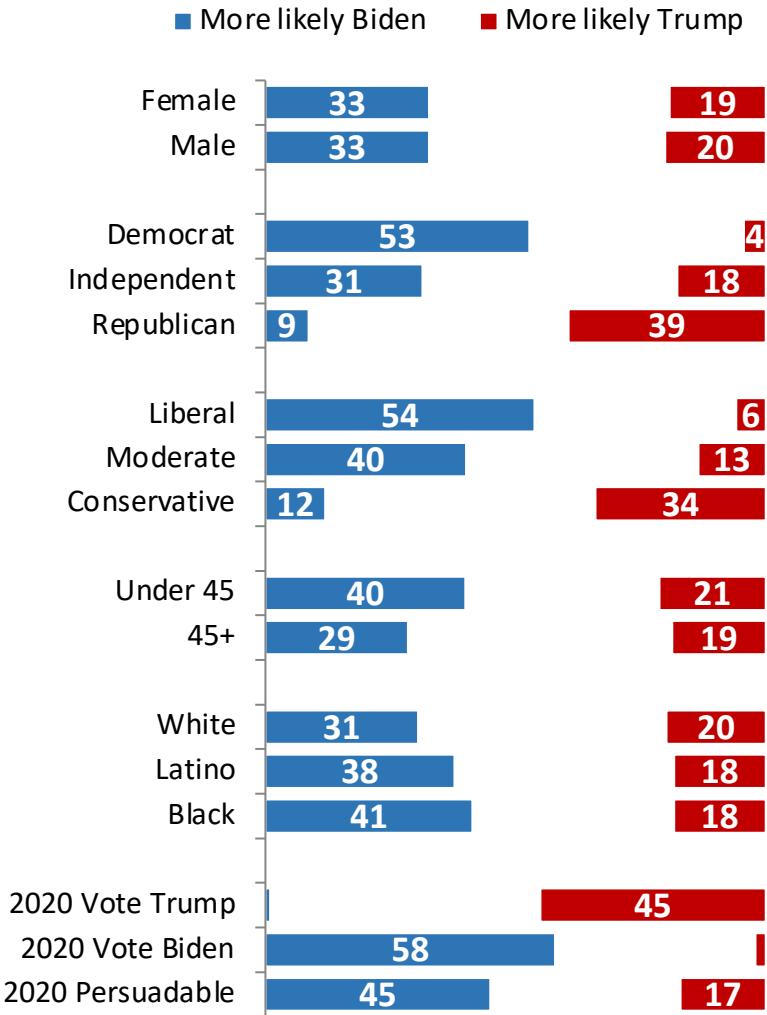
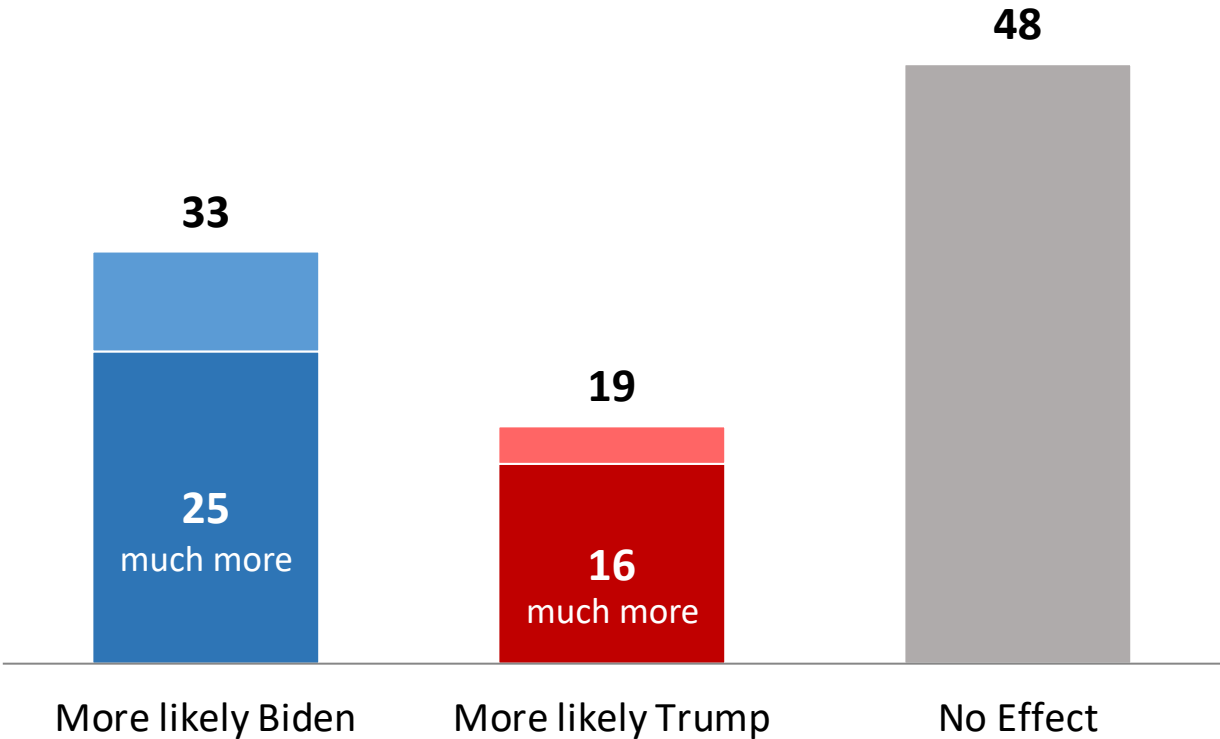
Which candidate do you feel won the debate?
(n=1102)



Persuadable voters are more likely to say Biden than Trump

Nearly half say the debate had no effect on their vote for president

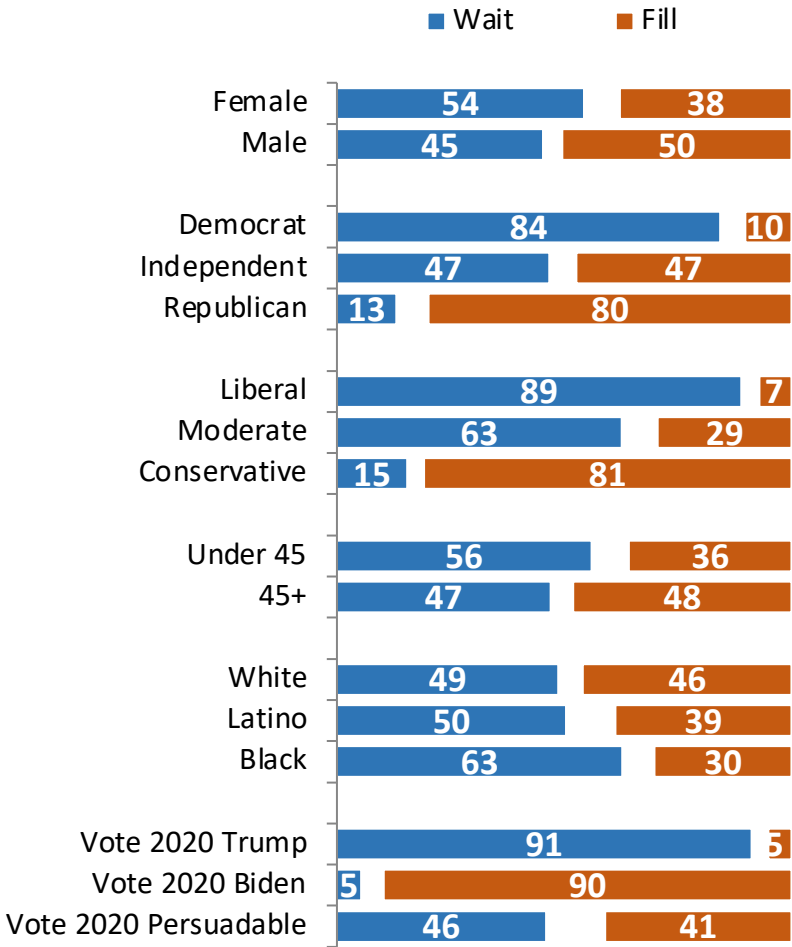
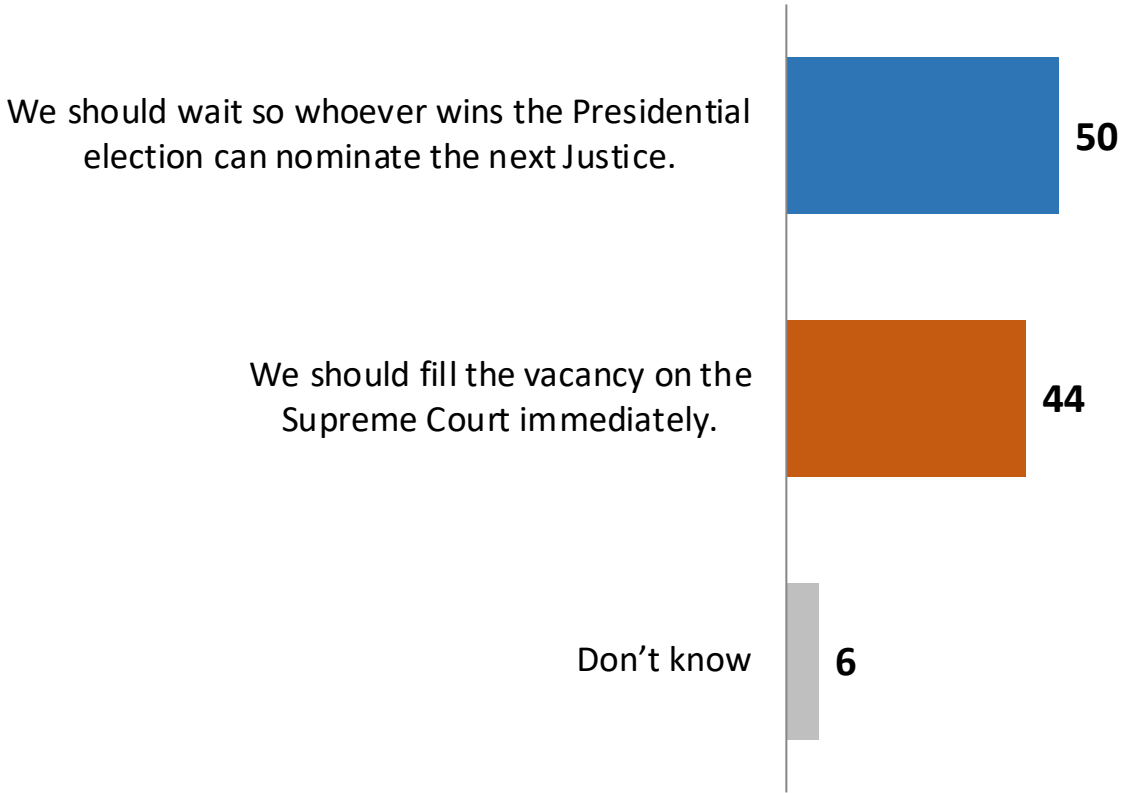
How did the debate affect your thinking on your vote for president?
(n=1102)



Persuadables are much more likely to be moved toward Biden than toward Trump

Half think we should wait to nominate the next Supreme Court Justice

Which is closer to your view regarding filling the vacancy on the U.S. Supreme Court following the death of Justice Ruth Bader Ginsburg?



Independent and persuadable voters are closely divided

Among those saying wait, nearly 6 in 10 cite Republican precedent or say voters should decide; others talk more generally about it being too close to the election

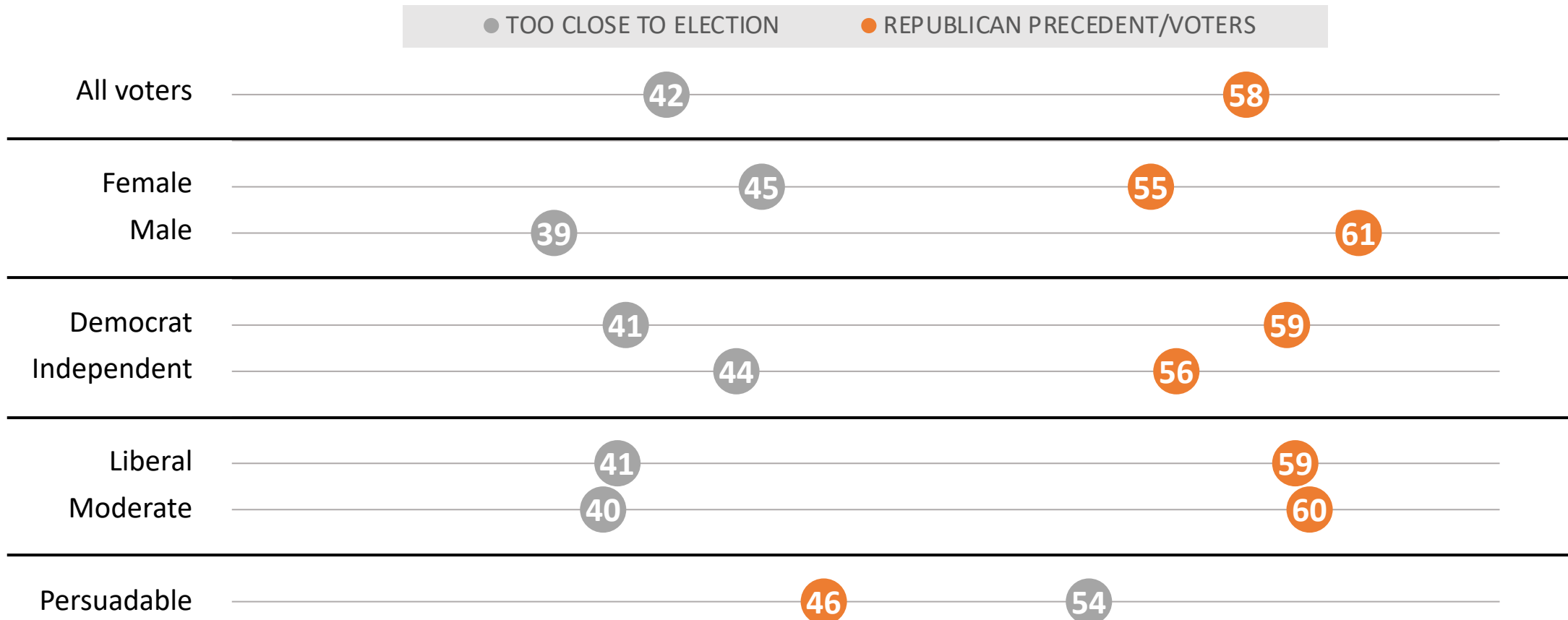
IF SHOULD WAIT: What is the reason or reasons that you feel we should wait so whoever wins the Presidential election can nominate the next Justice?

Category	Respondent quotes
REPUBLICAN PRECEDENT/ VOTERS (58%)	• Republicans would not consider Obama's nomination in 2016, so they set the precedent • The Republicans robbed Obama of a nomination. They should apply the same rules to Trump. Also, I don't think most Americans want a conservative court. We should let voters prove me right or wrong. • Let the people decide by waiting for the election
TOO CLOSE TO ELECTION (42%)	• The judge will be around for a very long time and we should not rush into anything. • The President's term is almost over so the new one should decide who he wants as the next Justice. • Because of timing and the other critical issues that the US is facing, such as the Covid-19, I feel the next president should nominate the next Justice.



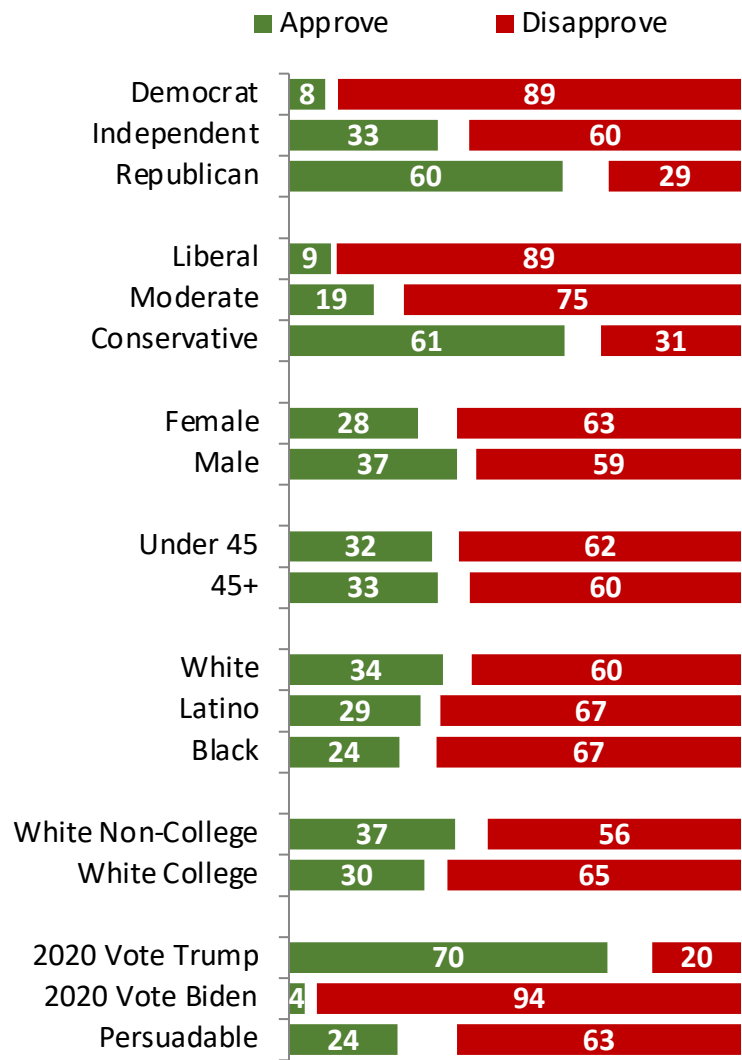
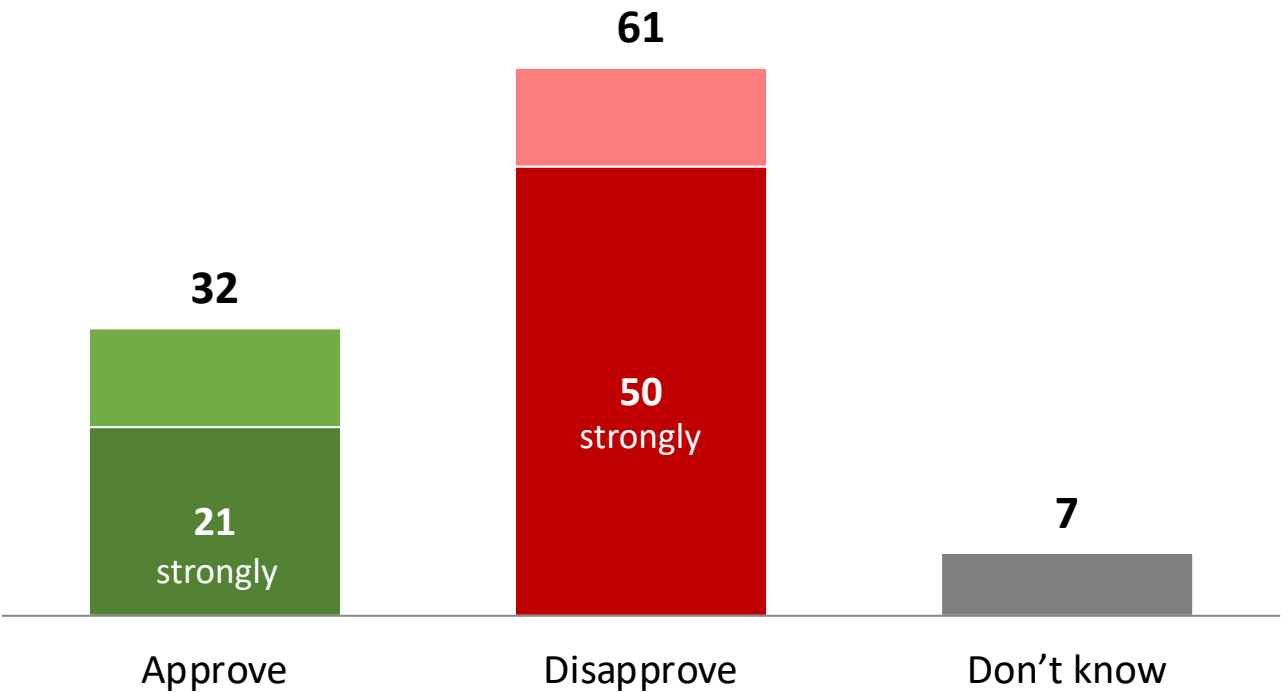
Democrats, independents, liberals, and moderates are all more likely to talk about Republicans and voters, but persuadables are more likely to say it's too close

IF SHOULD WAIT: What is the reason or reasons that you feel we should wait so whoever wins the Presidential election can nominate the next Justice?



6 in 10 disapprove of Trump's comments on a peaceful transition, including 50% who strongly disapprove

When asked if he would commit to a peaceful transition of power if he loses the election, President Trump said, "we're going to have to see what happens."
Do you approve or disapprove of President Trump's response?

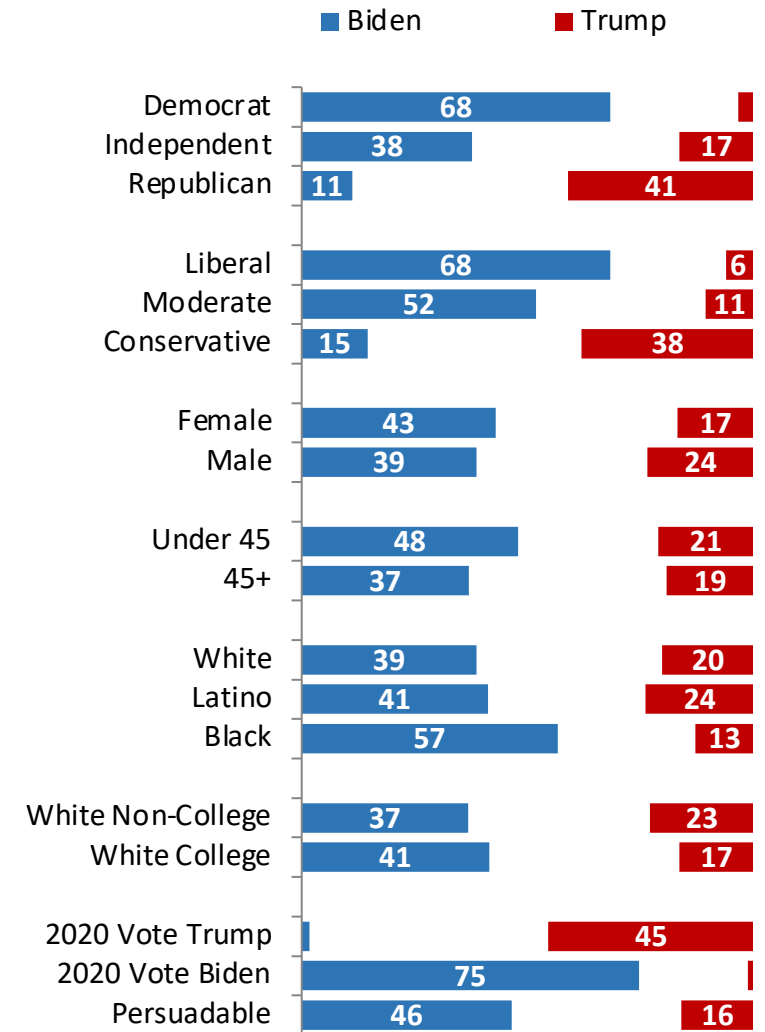
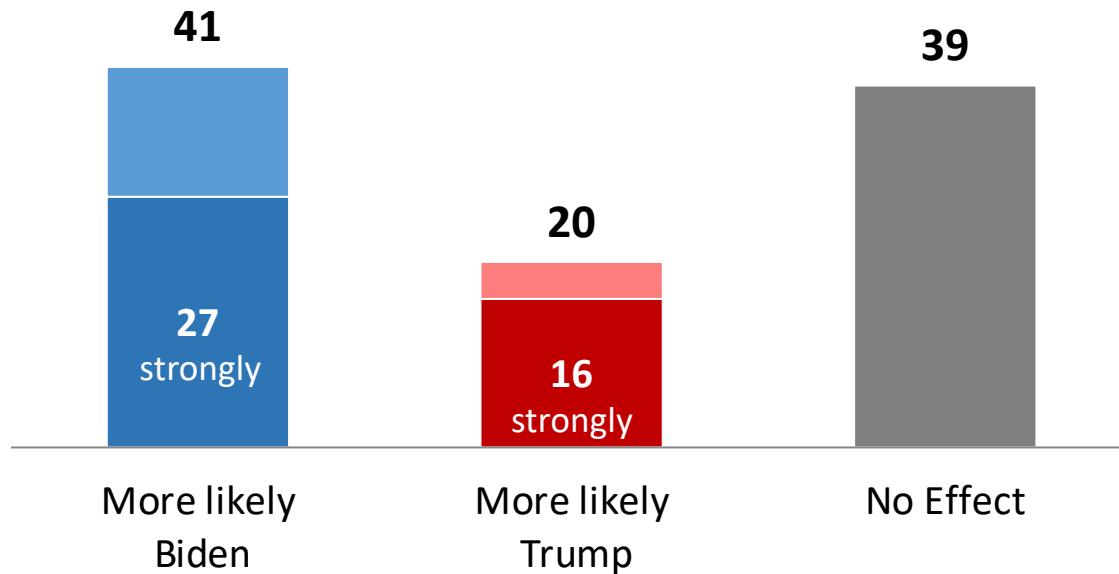


At least 6 in 10 independents, moderates, and persuadables disapprove



A plurality say they are more likely to support Biden due to Trump's comments

When asked if he would commit to a peaceful transition of power if he loses the election, President Trump said, "we're going to have to see what happens."
How does this affect your thinking on your vote for president?



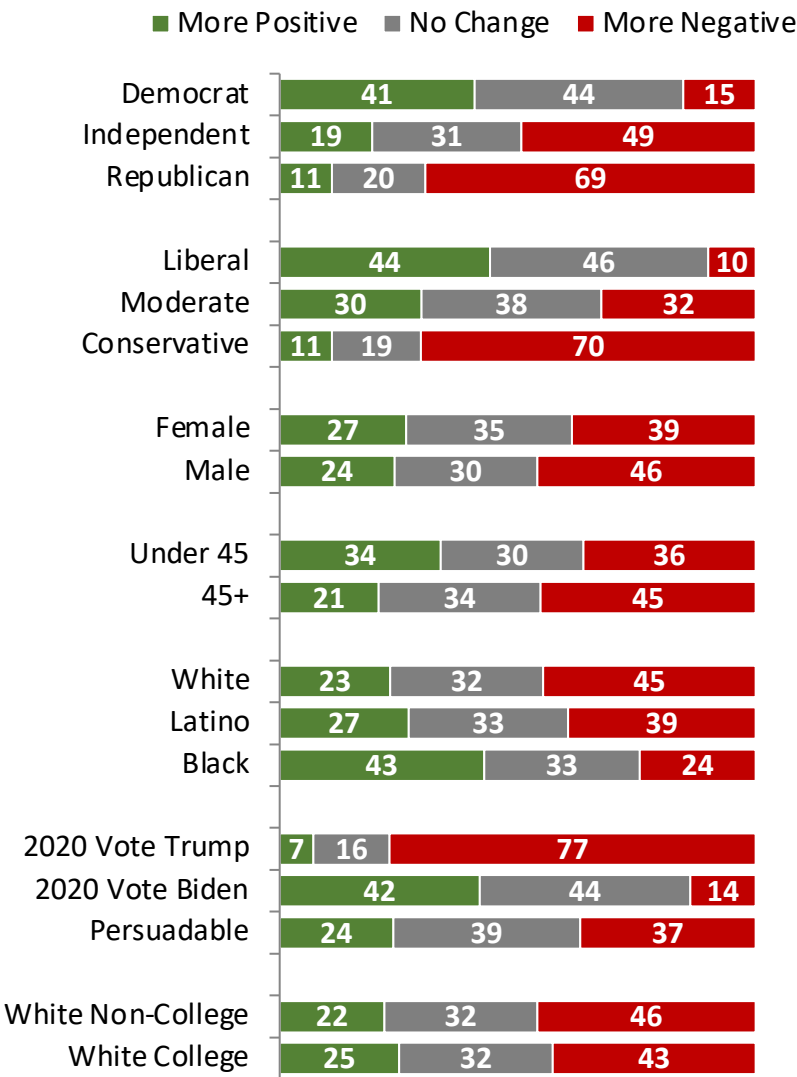
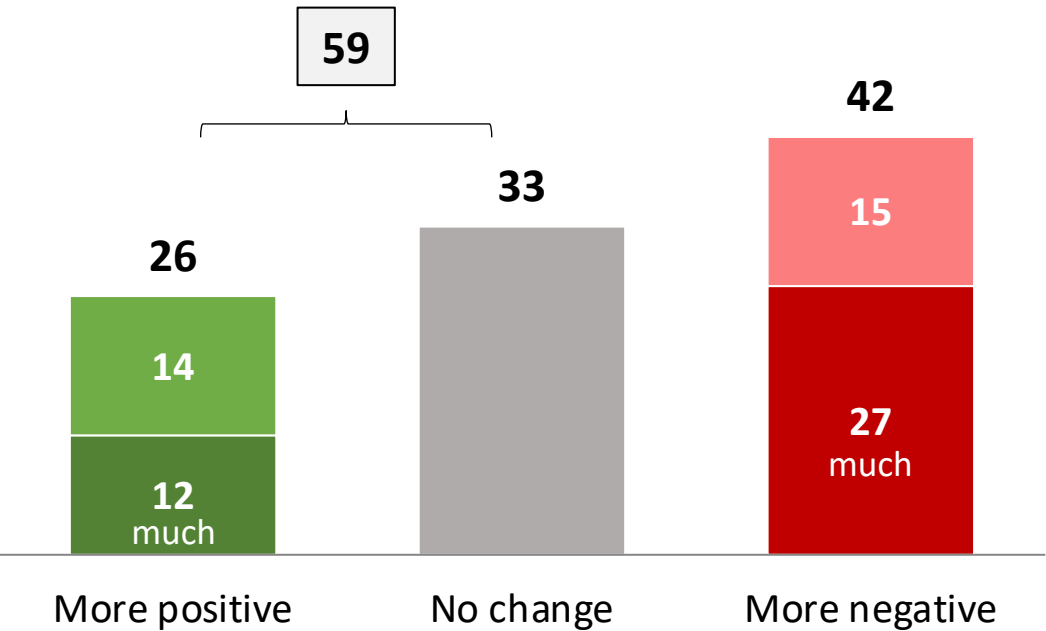
Nearly half of persuadables say Trump's comments make them more likely to vote Biden



Racial Justice and Suburban Quality of Life

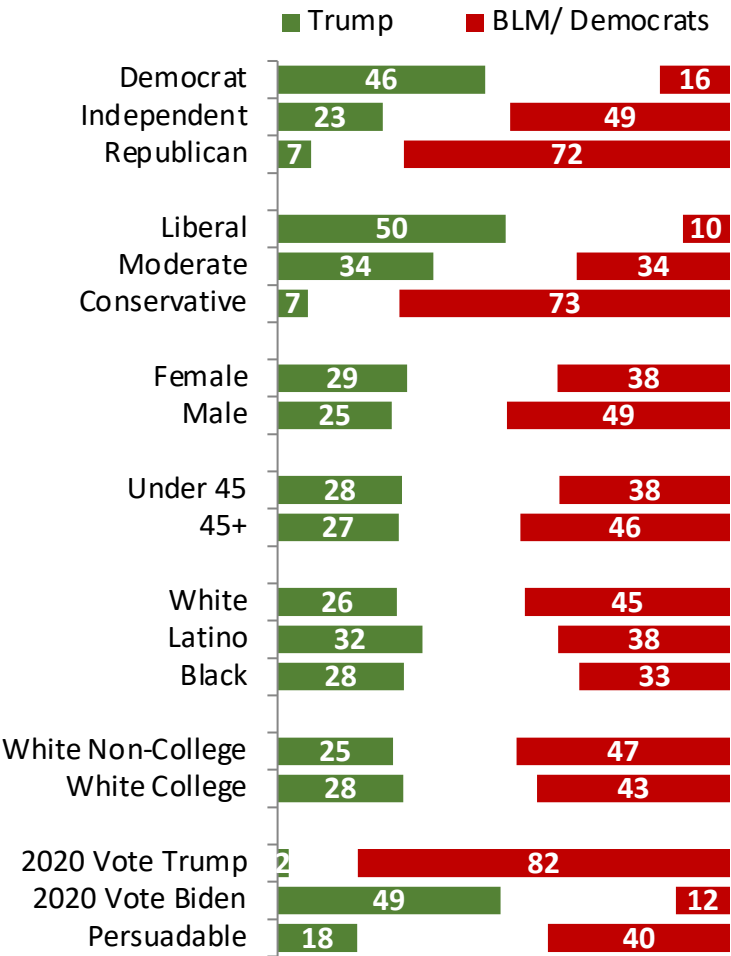
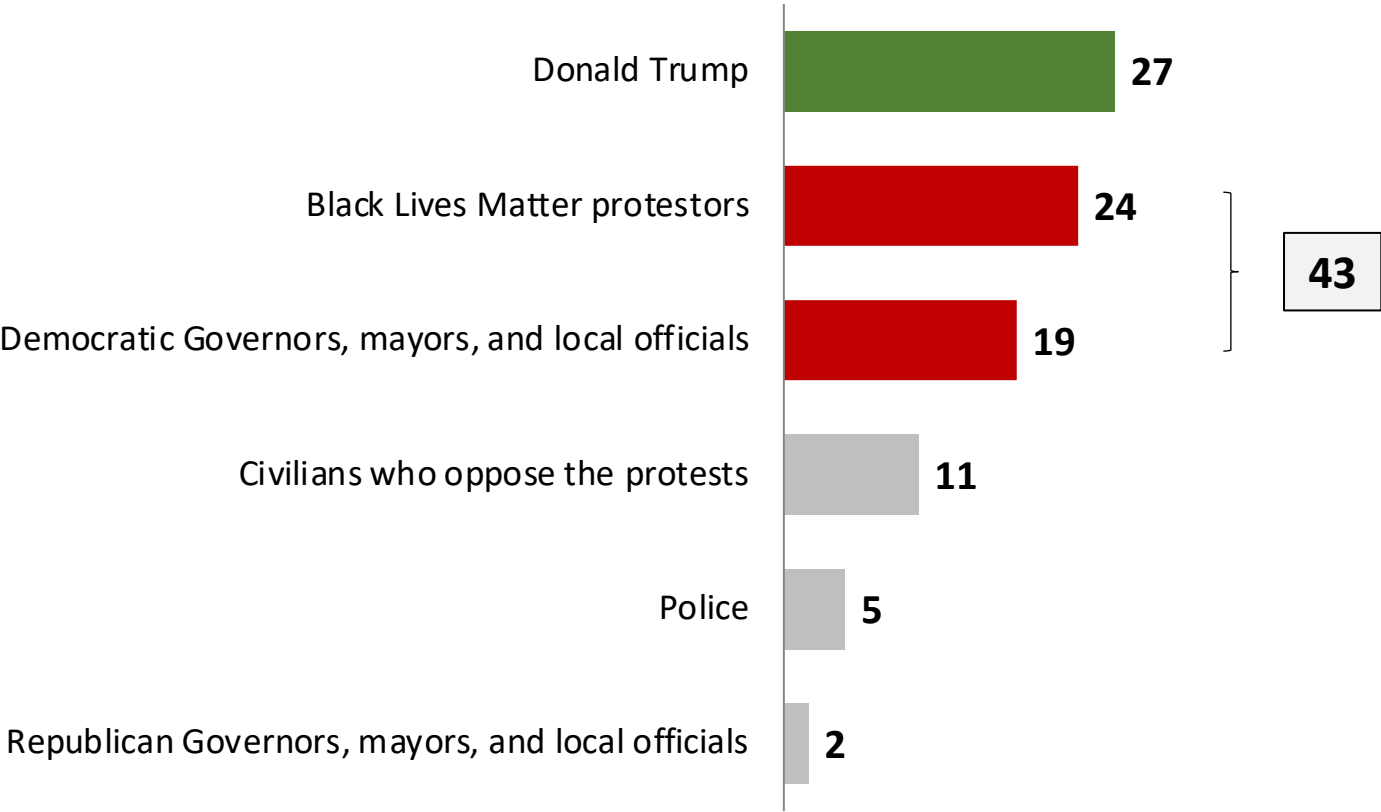
6 in 10 say their opinion of protests is unchanged or has improved

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



Fewer than 3 in 10 say either BLM or Trump deserve the most blame for violence in cities

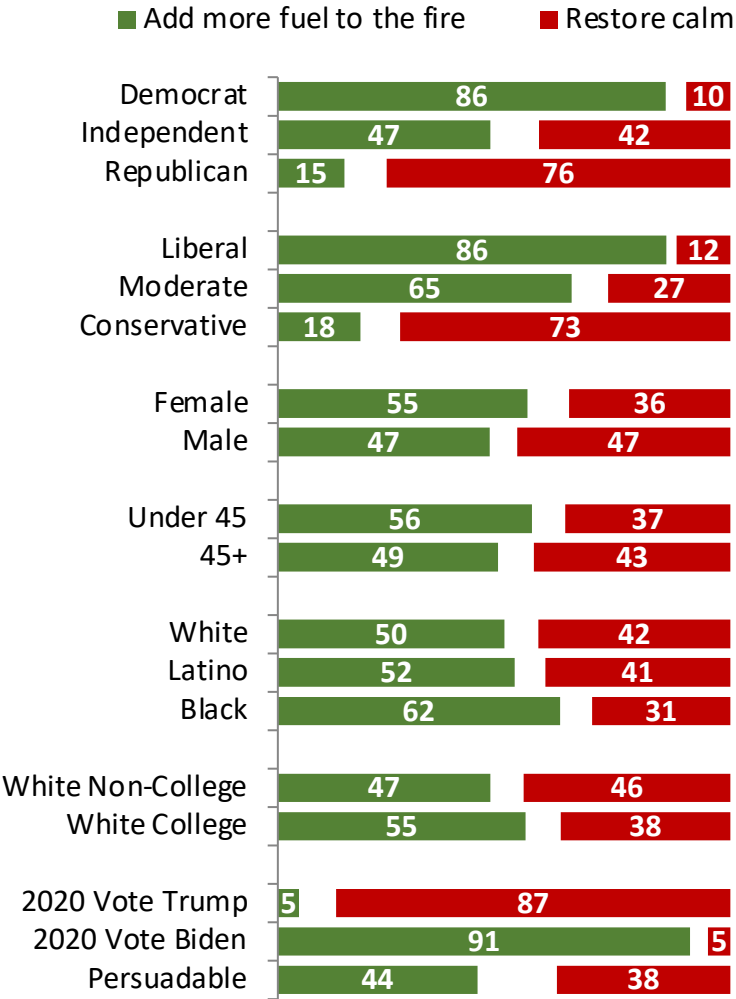
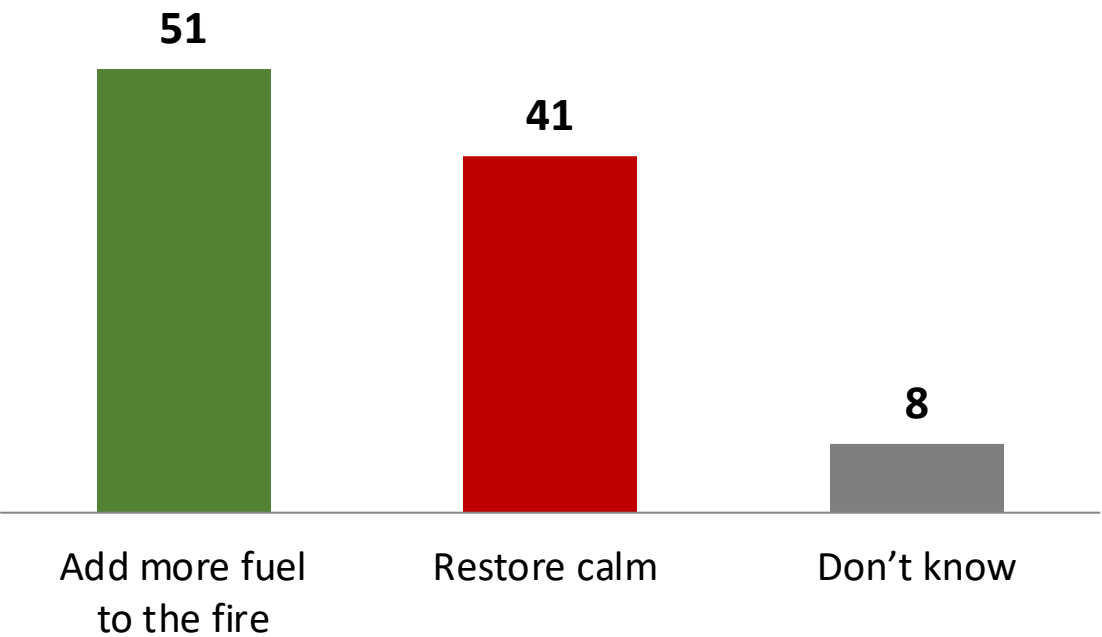
Who do you blame the most for the violence happening in some cities?



Blame for BLM and Democrats is greater than blame for Trump across most groups, but most don't blame BLM or Democrats

Half of suburban voters say Trump is adding fuel to the fire

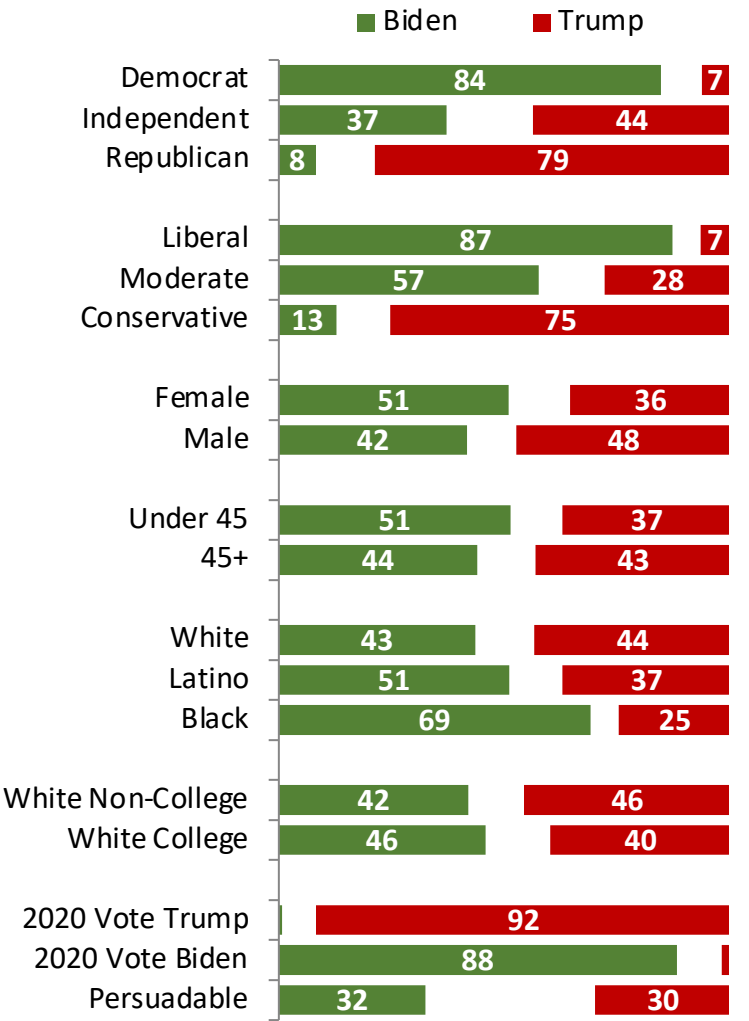
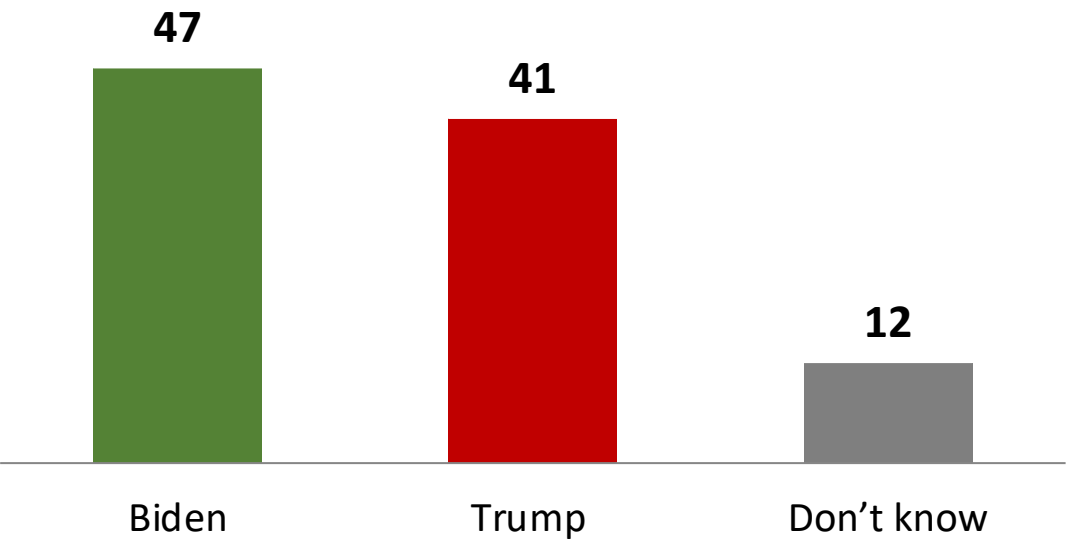
Do you think President Donald Trump is seeking to restore calm in response to the protests or to add more fuel to the fire?



Moderates, independents, and persuadable voters are more likely to say Trump is adding fuel to the fire

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

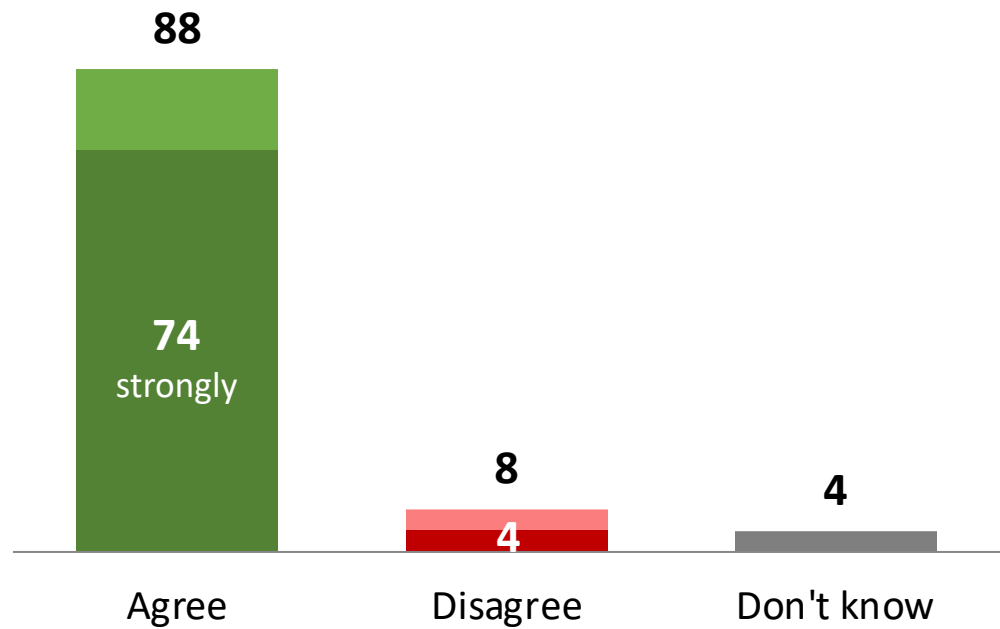
Do you think the quality of life for people living in the suburbs will be better under a Joe Biden Presidency or a second term of Donald Trump’s Presidency?



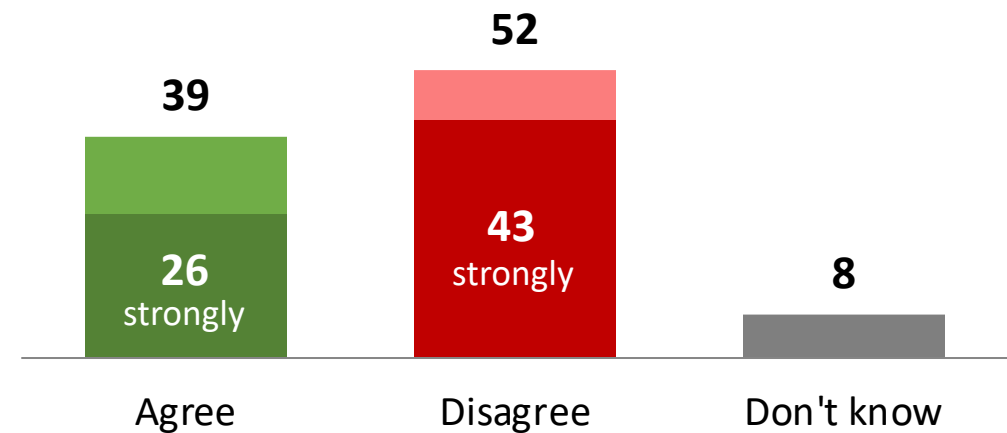
Fewer than 1 in 3 moderates or persuadables say quality of life would be better under Trump

Overwhelming majority agree with Biden’s statement criticizing rioting, while only 39% 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?

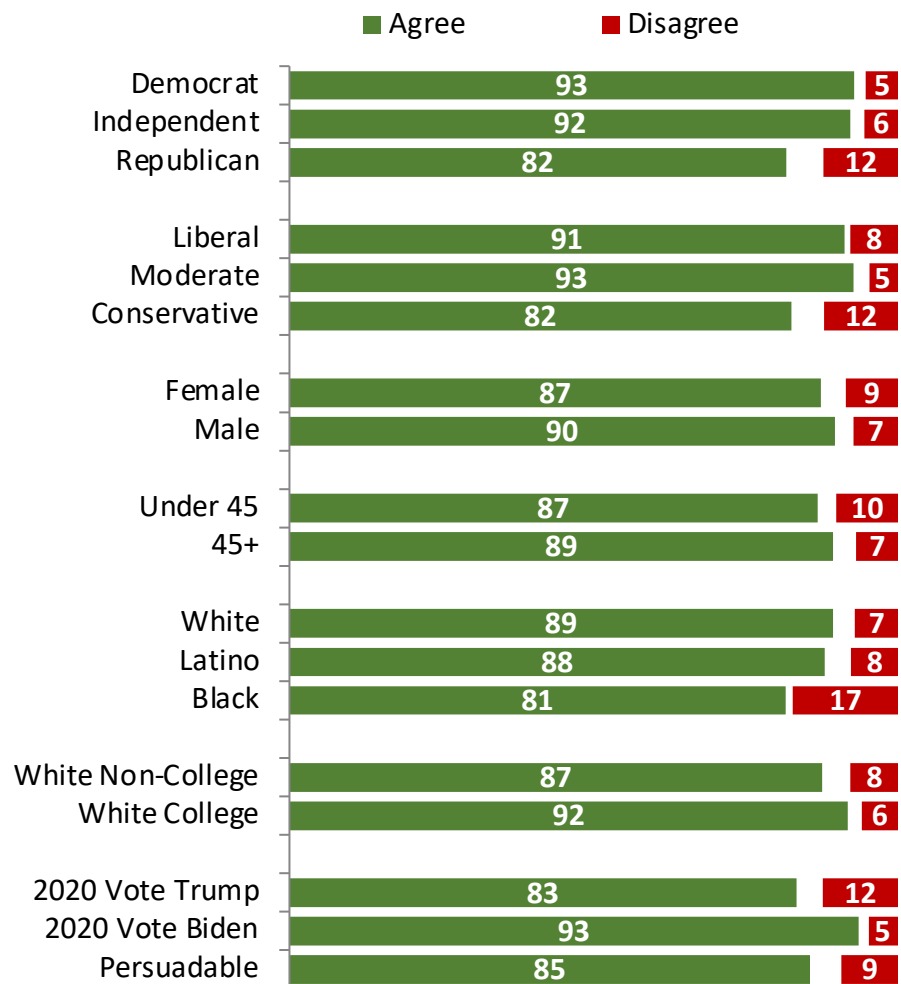


President Trump recently said that a Joe Biden Presidency will bring low-income housing and “a lot of other problems, including crime” to the suburbs. Do you agree or disagree that a Biden Presidency will result in more crime and other problems in suburbs around the country?

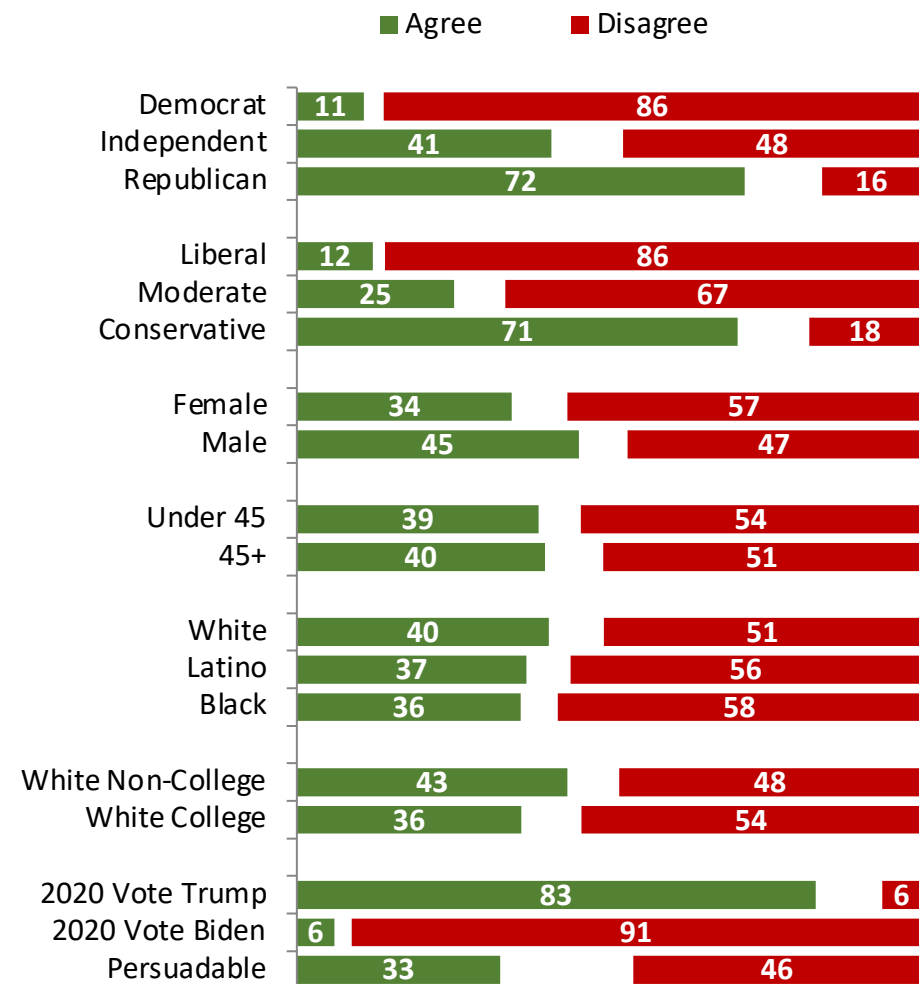


Majorities of moderate, White, Latino, and Black voters disagree with Trump, along with a plurality of persuadable voters

BIDEN ON RIOTS



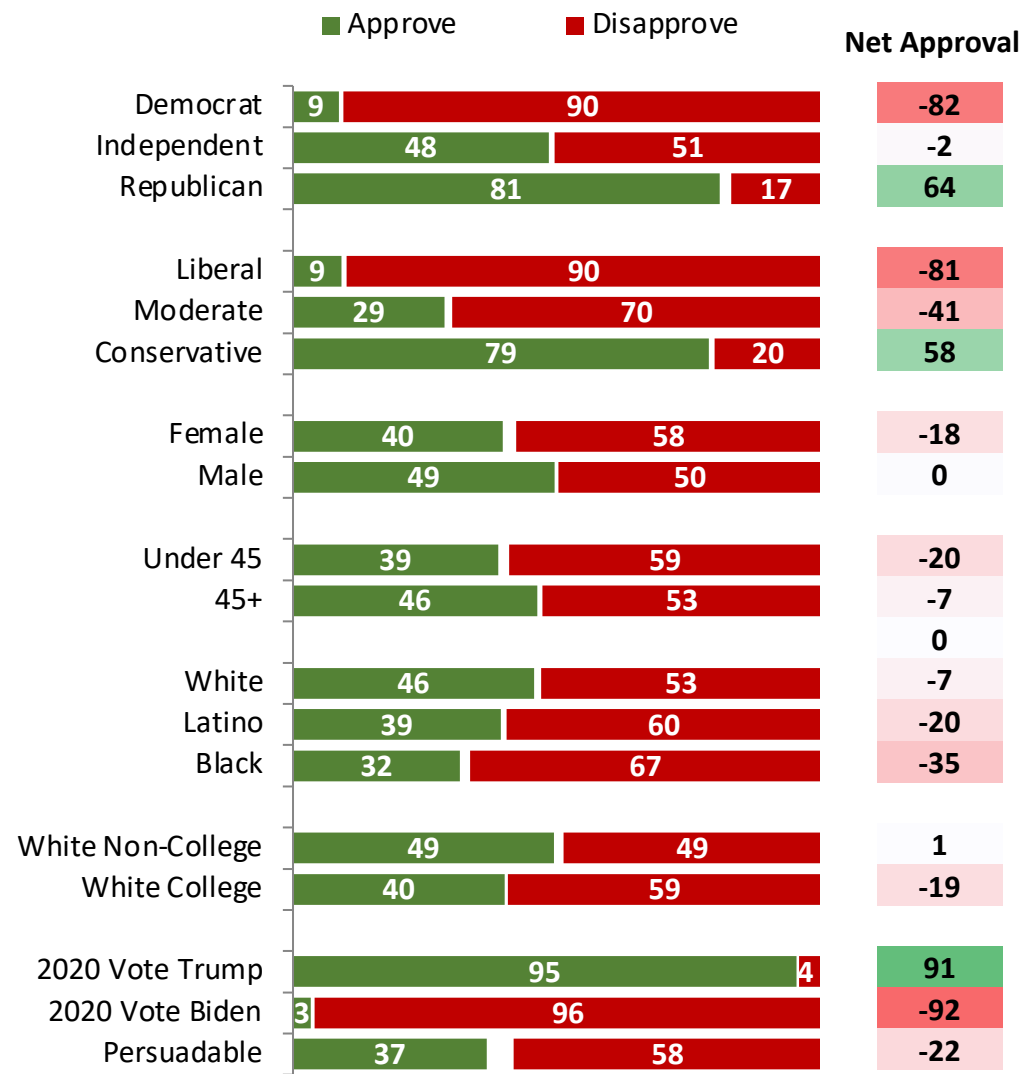
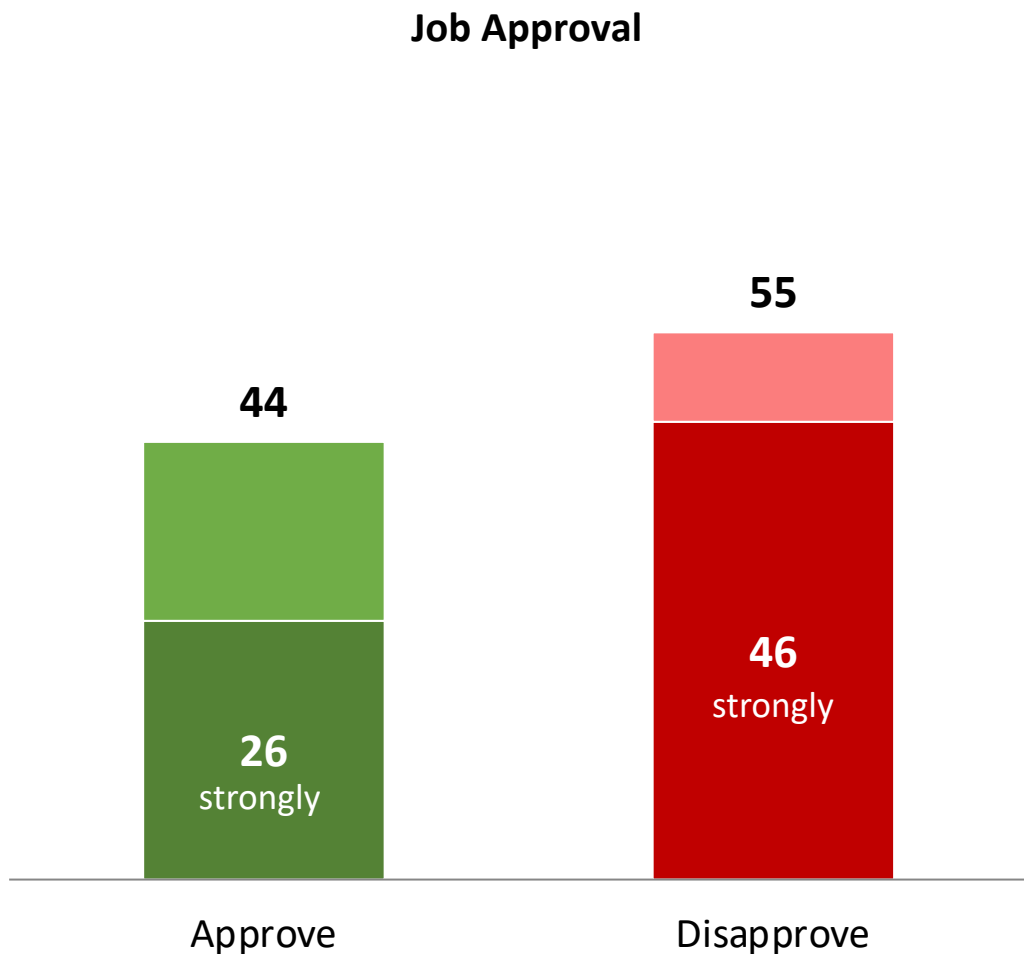
TRUMP ON SUBURBS UNDER BIDEN





Candidate Comparison

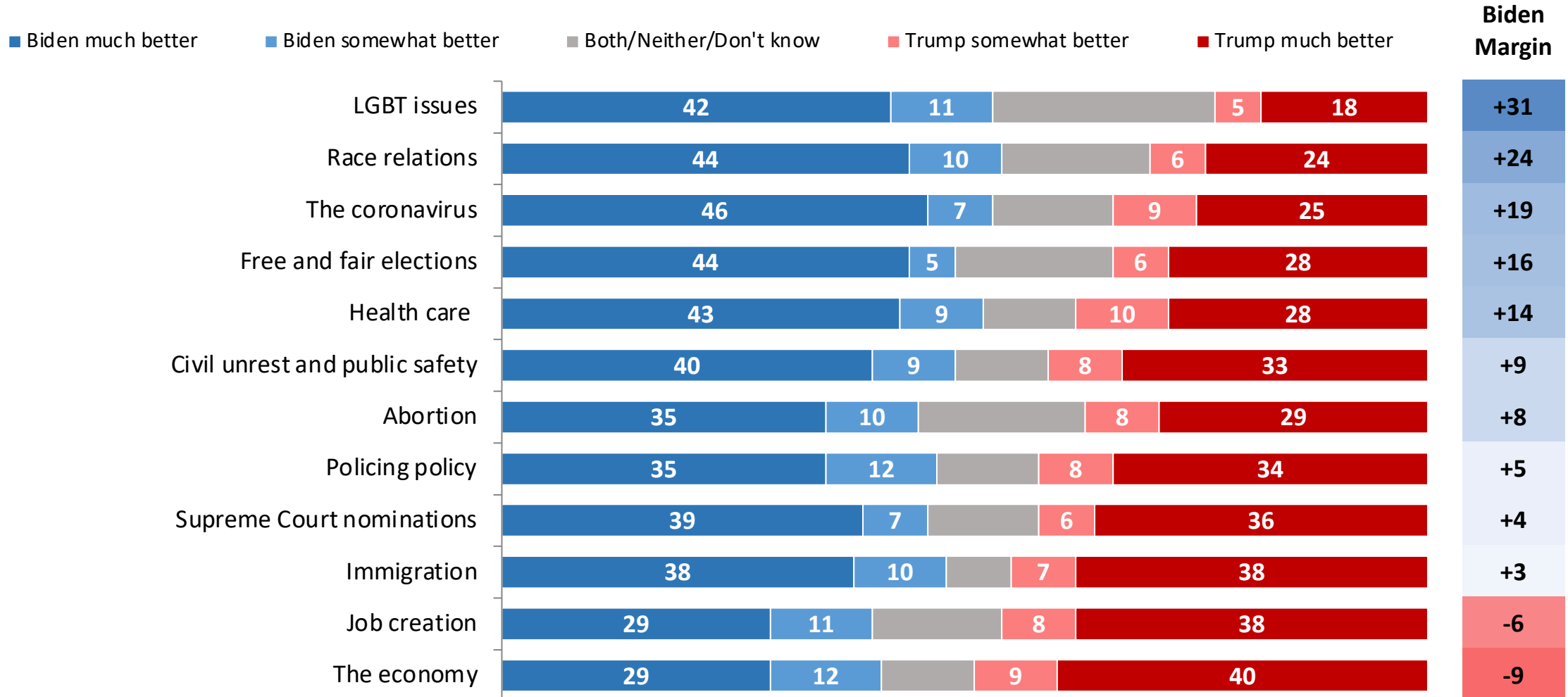
55% disapprove of Trump's job performance



Majorities of moderate, independent and persuadable voters disapprove

Biden has wide lead over Trump on several issues, including race relations and coronavirus; Trump has leads on job creation and the economy

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



Biden leads on all issues among women, moderates, young, Latino, and Black voters; persuadables give Biden widest margin on LGBT issues, race relations, and coronavirus

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

30+ 20+ 0 -10

	LGBT issues	Race relations	The coronavirus	Free and fair elections	Health care	Civil unrest / public safety	Abortion	Policing policy	SCOTUS	Immigration	Job creation	The economy
All Voters	31	24	19	15	14	9	8	5	4	3	-6	-9
Female	34	29	26	23	22	20	16	17	15	15	6	3
Male	26	17	10	6	4	-4	-2	-10	-10	-10	-20	-23
Democrat	82	85	85	83	86	81	69	77	76	77	64	63
Ind/ NP	33	25	15	8	6	-1	7	-8	-8	-11	-24	-26
Republican	-29	-47	-55	-58	-65	-68	-61	-71	-72	-73	-77	-82
Liberal	83	86	85	86	87	81	77	80	84	81	71	73
Moderate	55	50	45	41	41	34	34	29	28	28	15	7
Conservative	-25	-41	-47	-52	-58	-60	-60	-65	-67	-68	-72	-72
Under 45	35	29	27	23	24	20	17	15	15	14	4	1
45+	28	20	14	11	8	3	3	-1	-3	-2	-12	-14
White	29	20	14	11	8	4	3	-1	-2	-3	-13	-14
Latino	34	31	26	25	22	21	19	18	17	13	0	0
Black	42	53	46	44	51	43	30	37	40	44	38	32
White Non-College	23	12	9	6	4	-2	-1	-5	-6	-7	-16	-16
White College	38	30	22	19	15	13	10	5	3	4	-8	-13
Trump	-40	-65	-74	-76	-83	-89	-73	-91	-91	-92	-95	-96
Biden	89	94	93	89	93	89	75	84	82	84	69	66
Persuadable	37	34	30	19	18	8	0	3	-2	-6	-19	-31
Pre Covid	28	21	15	11	11	4	5	1	0	-1	-9	-12
Post Covid	34	27	23	20	17	14	11	9	9	9	-3	-5

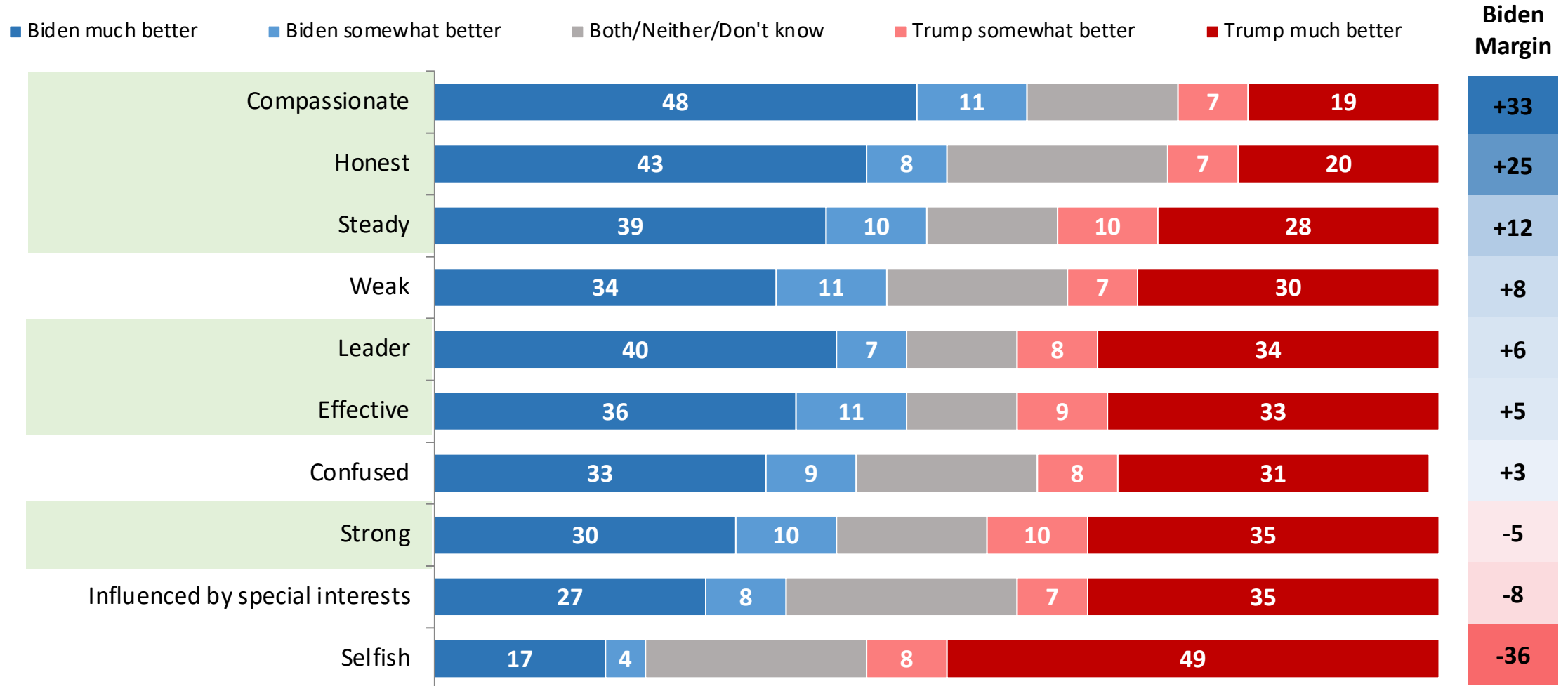
Among Biden voters, ratings are better from voters 45+ and vary by issue between White voters and POC

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

	LGBT issues	Race relations	The corona-virus	Free and fair elections	Health care	Civil unrest and public safety	Abortion	Policing policy	Supreme Court nominations	Immigration	Job creation	The economy
Biden Dem	92	95	96	94	98	93	81	90	89	89	77	76
Biden Ind/NP	83	90	87	80	85	80	65	76	71	77	49	47
Biden <45	86	90	89	84	91	88	72	80	82	81	65	62
Biden 45+	91	96	96	93	95	90	77	87	83	86	72	68
Biden White	90	95	94	90	93	90	76	84	80	83	67	64
Biden POC	83	90	89	86	93	89	74	85	88	87	78	72

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

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



Women, young, liberal, and moderate voters rate Biden better on all attributes; persuadables are mostly positive, but give worse ratings on being weak and confused

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

	Biden Margin									
	30+	20+	0	-10						
	Compassionate	Honest	Steady	Weak	Leader	Effective	Confused	Strong	Influenced by special interests	Selfish
All voters	34	25	12	8	6	5	3	-5	-8	-36
Female	38	31	19	-2	15	14	-4	6	-16	-42
Male	29	17	3	20	-5	-6	12	-18	1	-30
Democrat	87	84	80	-46	77	77	-49	66	-45	-72
Ind/ NP	37	26	5	22	-7	-6	13	-23	2	-39
Republican	-29	-44	-62	63	-69	-71	57	-77	29	6
Liberal	86	86	81	-57	81	79	-62	73	-53	-74
Moderate	59	52	40	-10	30	30	-15	15	-28	-57
Conservative	-23	-40	-57	64	-64	-63	59	-71	41	8
Under 45	38	30	22	-4	14	14	-9	7	-16	-40
45+	31	22	6	15	1	0	10	-12	-4	-35
White	31	21	9	11	1	1	7	-11	-7	-37
Latino	36	27	17	7	14	13	-2	0	-12	-33
Black	53	49	33	-15	39	32	-21	34	-11	-37
White Non-College	24	16	2	15	-5	-4	13	-15	-2	-29
White College	42	30	19	5	9	7	-2	-6	-15	-48
Biden	94	92	88	-51	85	85	-57	69	-51	-78
Persuadable	48	36	17	26	4	1	13	-19	-6	-45
Pre Covid	31	23	8	10	3	2	4	-9	-11	-35
Post Covid	36	26	17	6	9	9	1	-1	-5	-38

Among Biden voters, ratings are better from voters 45+ and vary by attribute between White voters and POC

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

Biden Margin

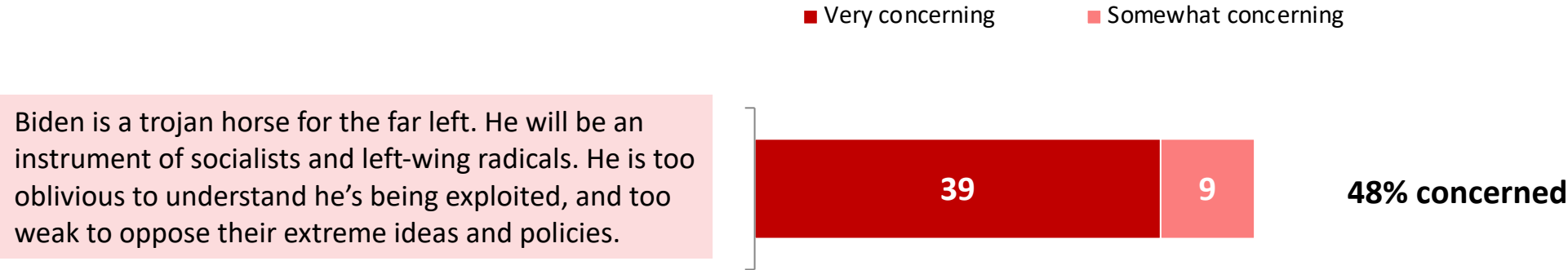
	Compassionate	Honest	Steady	Weak	Leader	Effective	Confused	Strong	Influenced by special interests	Selfish
Biden Dem	97	94	91	-56	88	89	-60	78	-53	-77
Biden Ind/NP	88	90	82	-38	79	78	-52	50	-48	-78
Biden <45	89	86	85	-46	80	80	-51	69	-41	-67
Biden 45+	97	96	90	-54	89	88	-61	69	-58	-85
Biden White	95	93	90	-54	86	86	-59	67	-58	-85
Biden POC	90	88	82	-40	84	81	-49	75	-30	-55



GOP Attacks

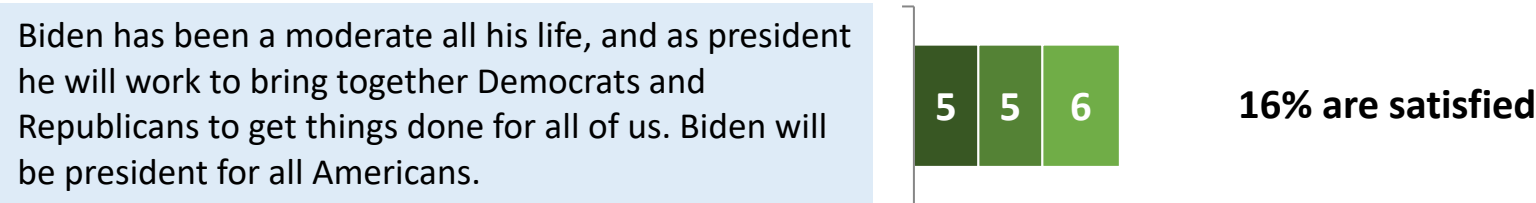
**48% say attack about Biden being a trojan horse for the left is concerning;
16% of these voters are put at ease by a response about being a moderate**

Attack and Response: Trojan Horse



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

OF THOSE 48% WHO ARE CONCERNED:

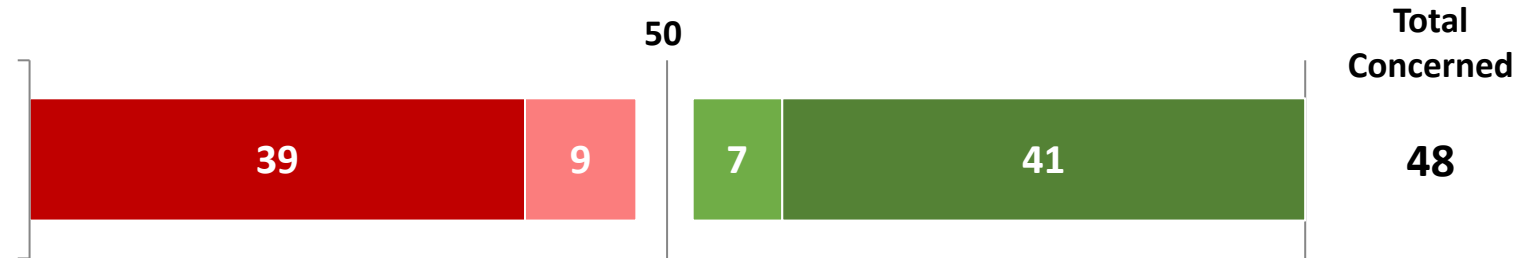


48% say attack about Biden being a trojan horse for the left is concerning; as many are not concerned or say a response about being a moderate is effective

Attack and Response: Trojan Horse

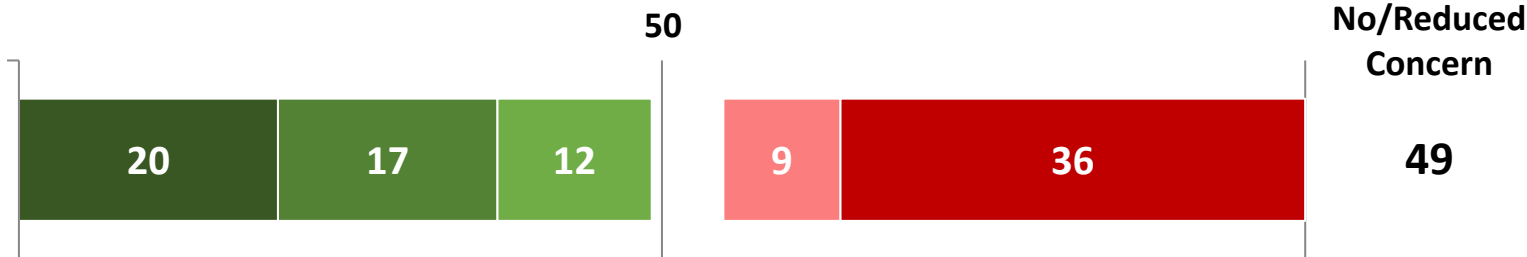
Very concerning Somewhat concerning A little concerning Not concerning at all

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.



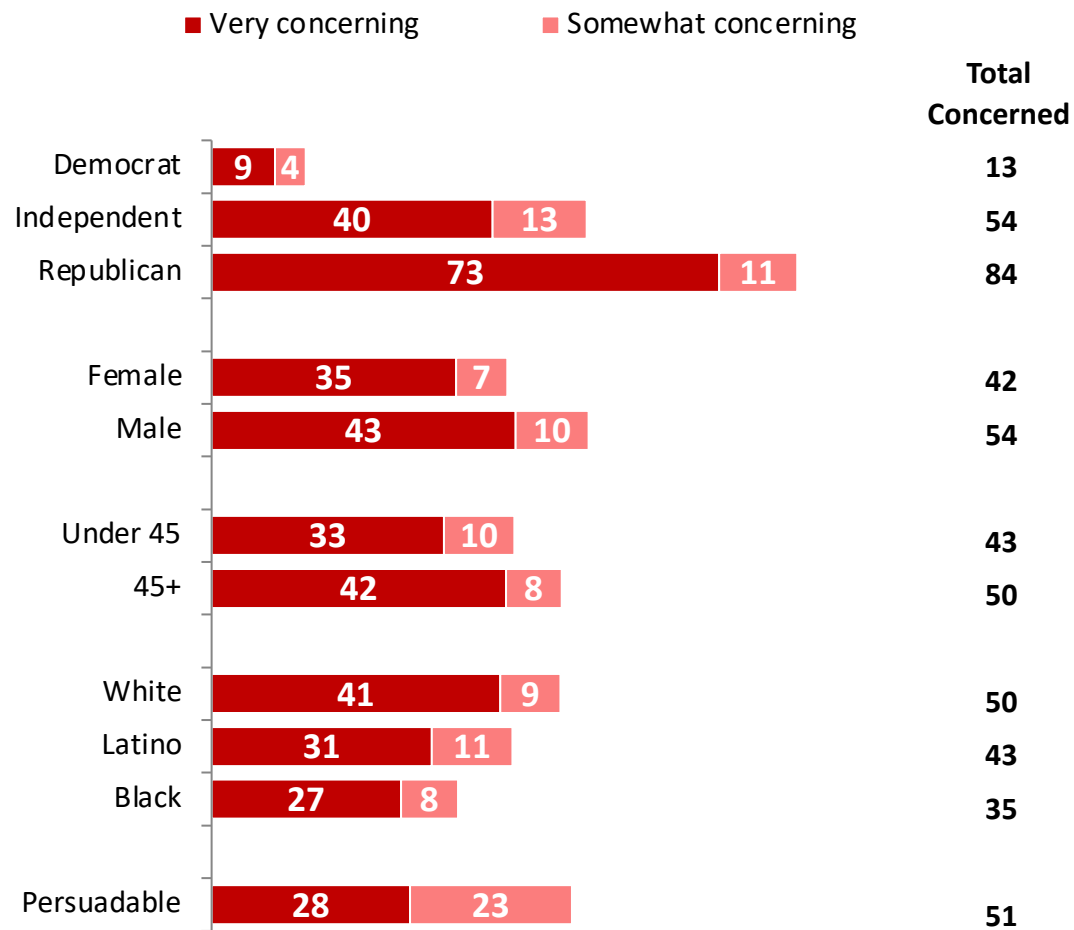
Never had this concern Eliminates all concern Eliminates most concern
Eliminates some concern Does not eliminate any concern

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.

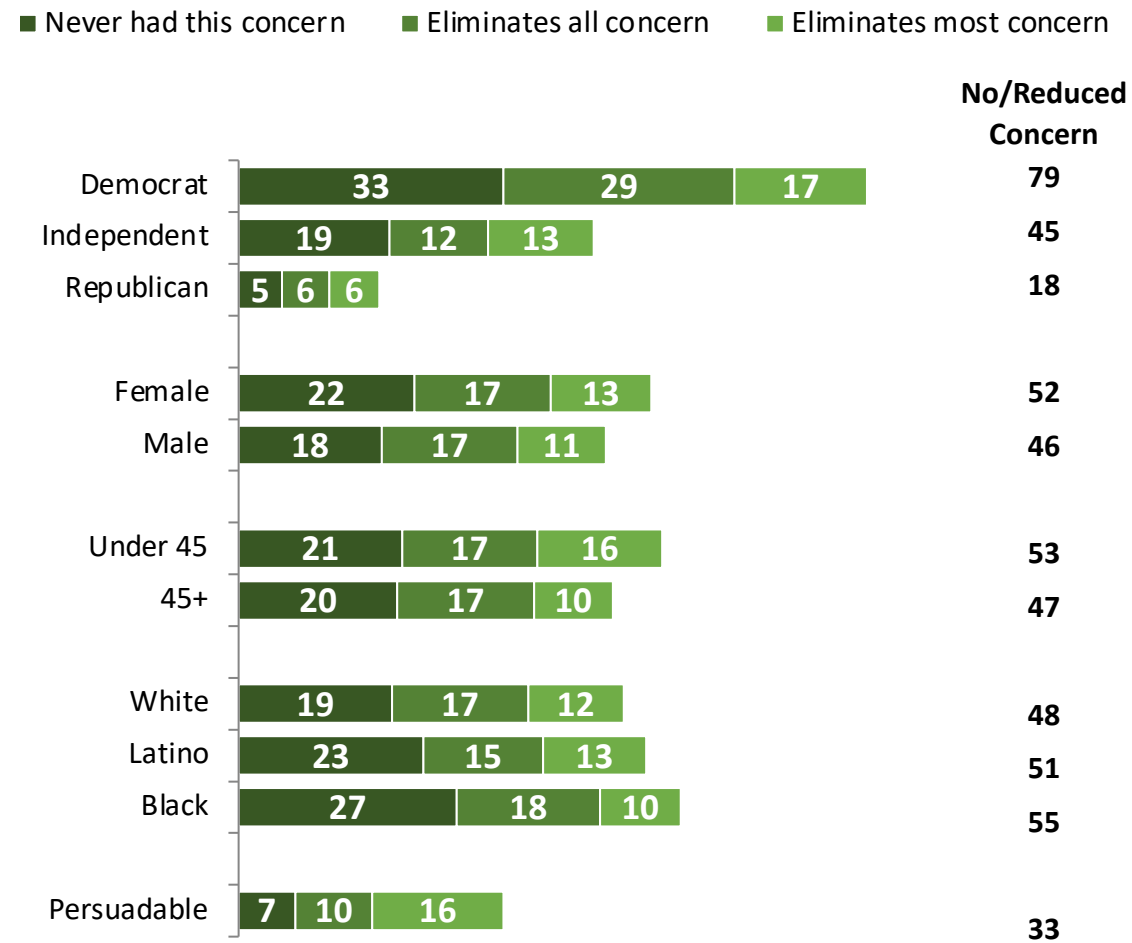


51% of persuadables are concerned about Biden as a trojan horse; women and voters under 45 are least concerned after response

ATTACK: TROJAN HORSE



RESPONSE: MODERATE

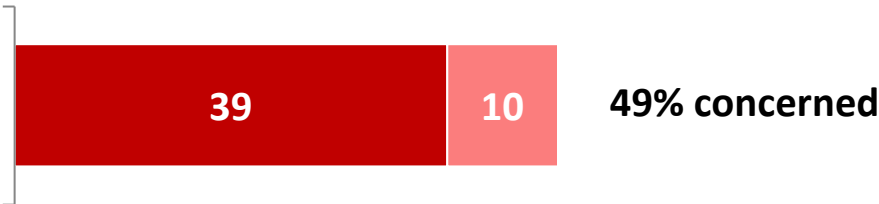


Half say attack about Biden being weak on crime is concerning; 16% of these voters are satisfied by a Biden safety response

Attack and Response: Weak on Crime

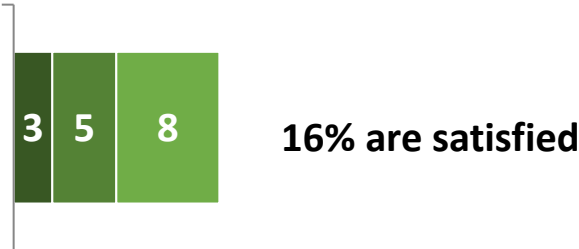
Biden is weak on crime and public safety. He took too long to denounce the violence, looting, and vandalism sweeping over American cities and only spoke out when his poll numbers started to fall. Biden has not defended the residents and business owners who have had their lives destroyed by protests,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

■ Very concerning ■ Somewhat concerning



OF THOSE 49% WHO ARE CONCERNED:

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.

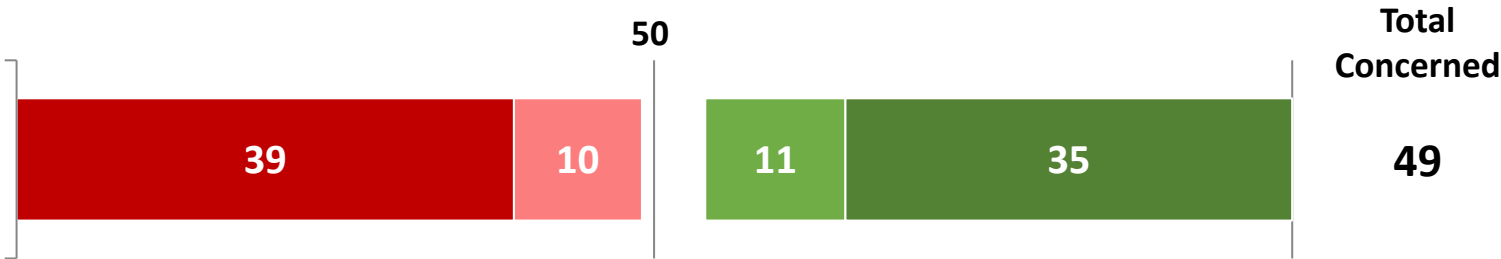


Half say attack about Biden being weak on crime is concerning; nearly as many are not concerned or say a response about safety is effective

Attack and Response: Weak on Crime

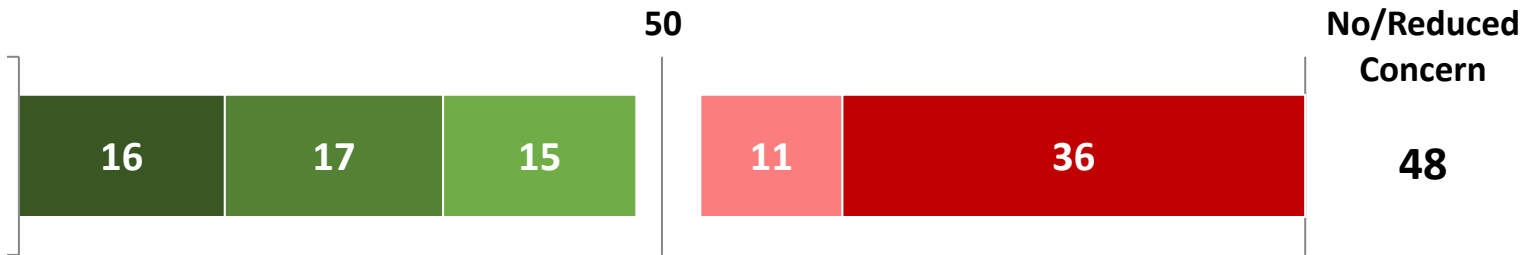
■ Very concerning ■ Somewhat concerning ■ A little concerning ■ Not concerning at all

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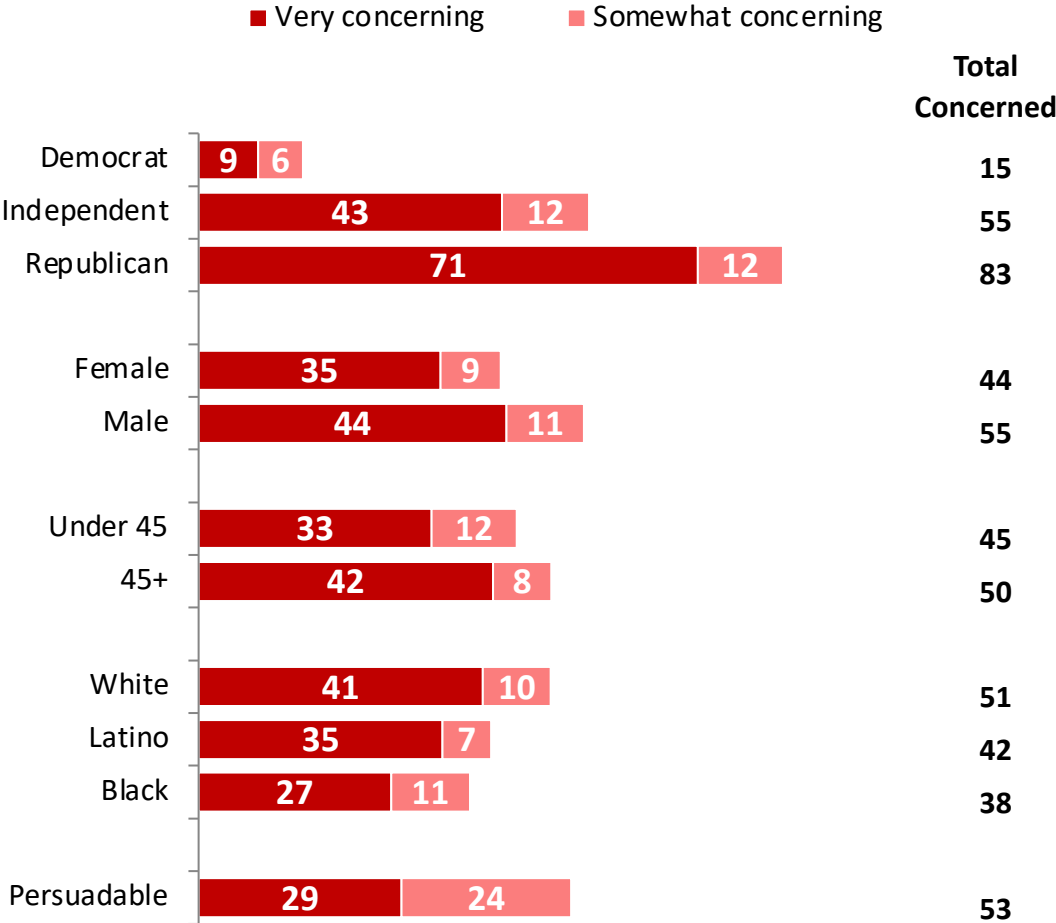
■ Never had this concern ■ Eliminates all concern ■ Eliminates most concern
■ Eliminates some concern ■ Does not eliminate any concern

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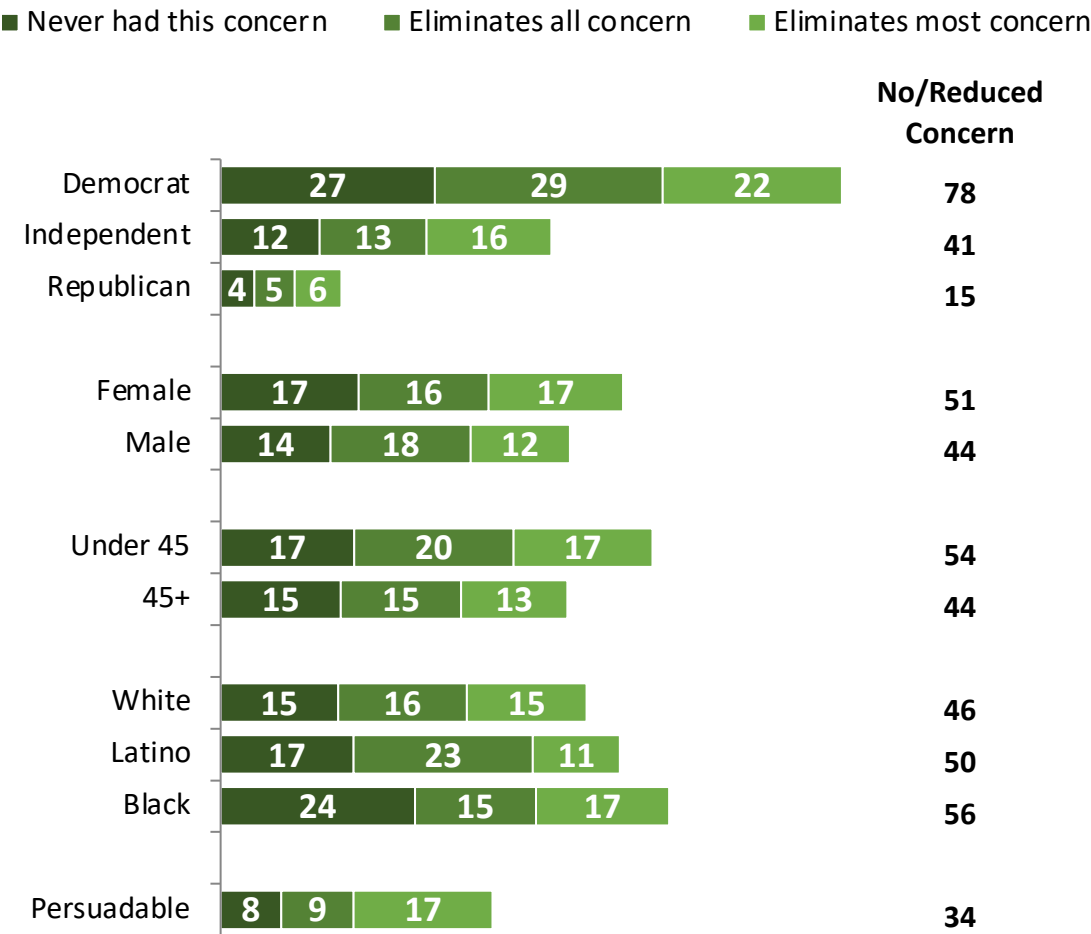


53% of persuadables are concerned about Biden as weak on crime; Black voters are least concerned after safety response

ATTACK: WEAK ON CRIME



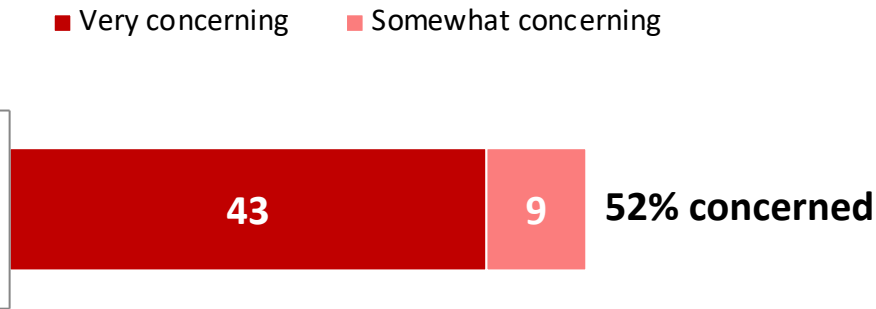
RESPONSE: SAFE



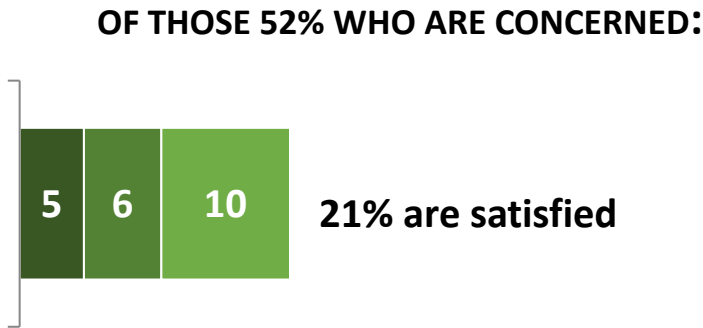
52% say attack about Biden’s economic agenda is concerning;
21% of these voters are satisfied by a response

Attack and Response: Raise taxes

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.



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.

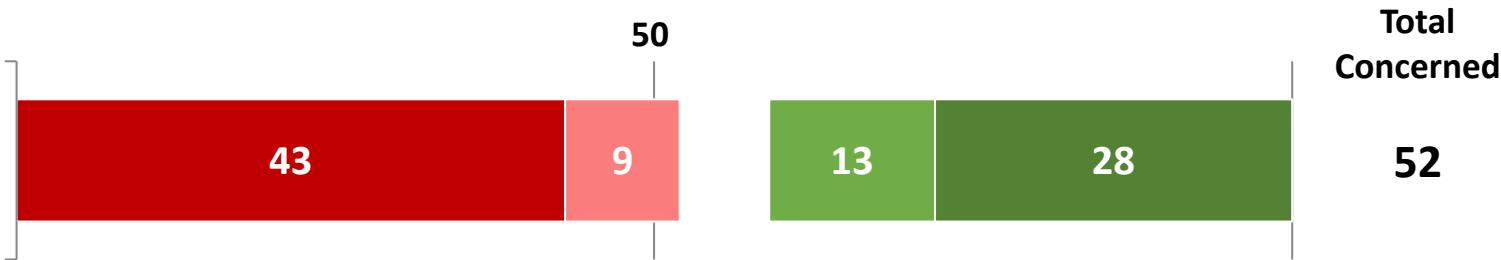


52% say attack about Biden’s economic agenda is concerning; nearly as many are not concerned, or say a response is effective

Attack and Response: Raise taxes

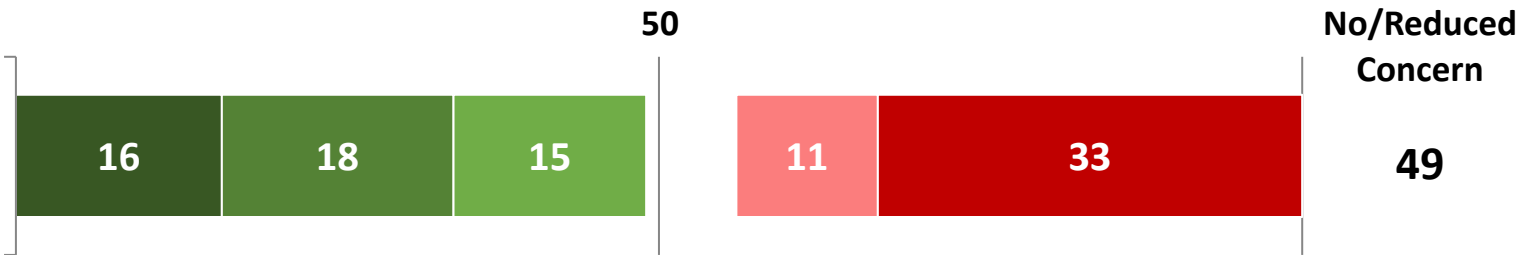
■ Very concerning ■ Somewhat concerning ■ A little concerning ■ Not concerning at all

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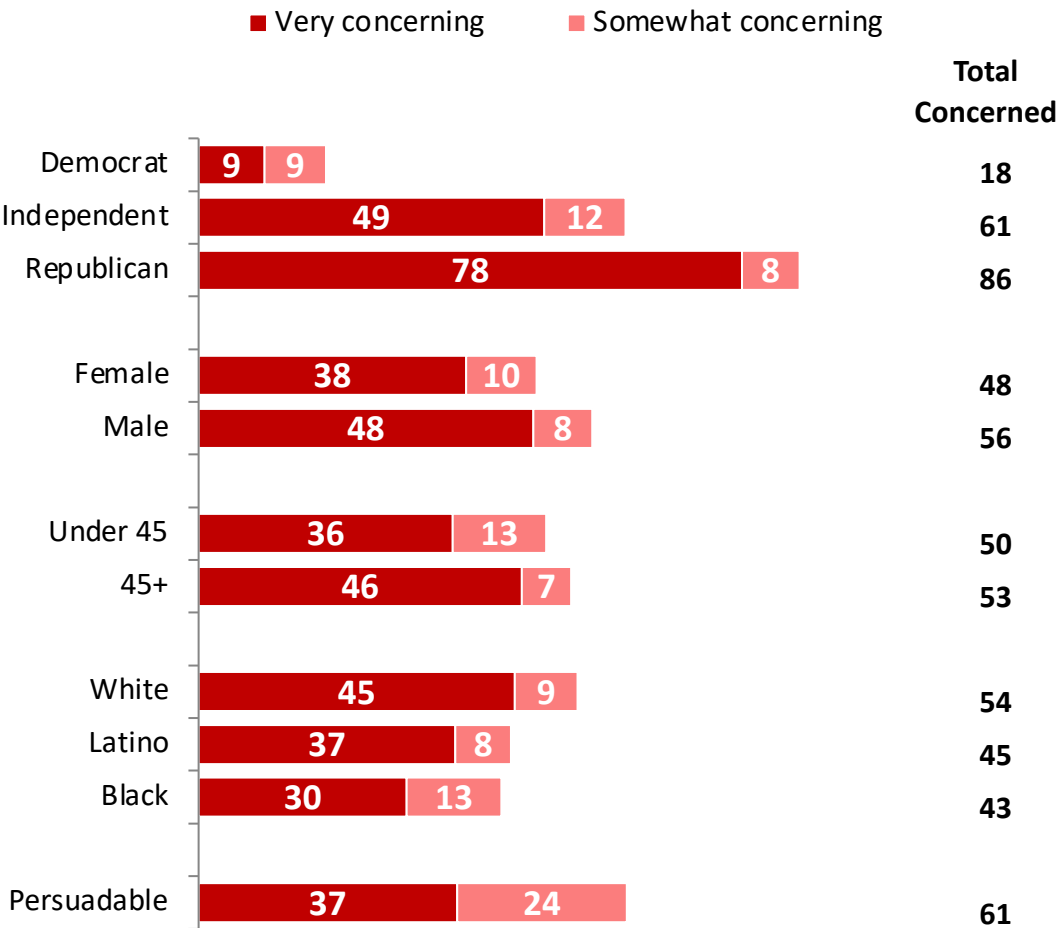
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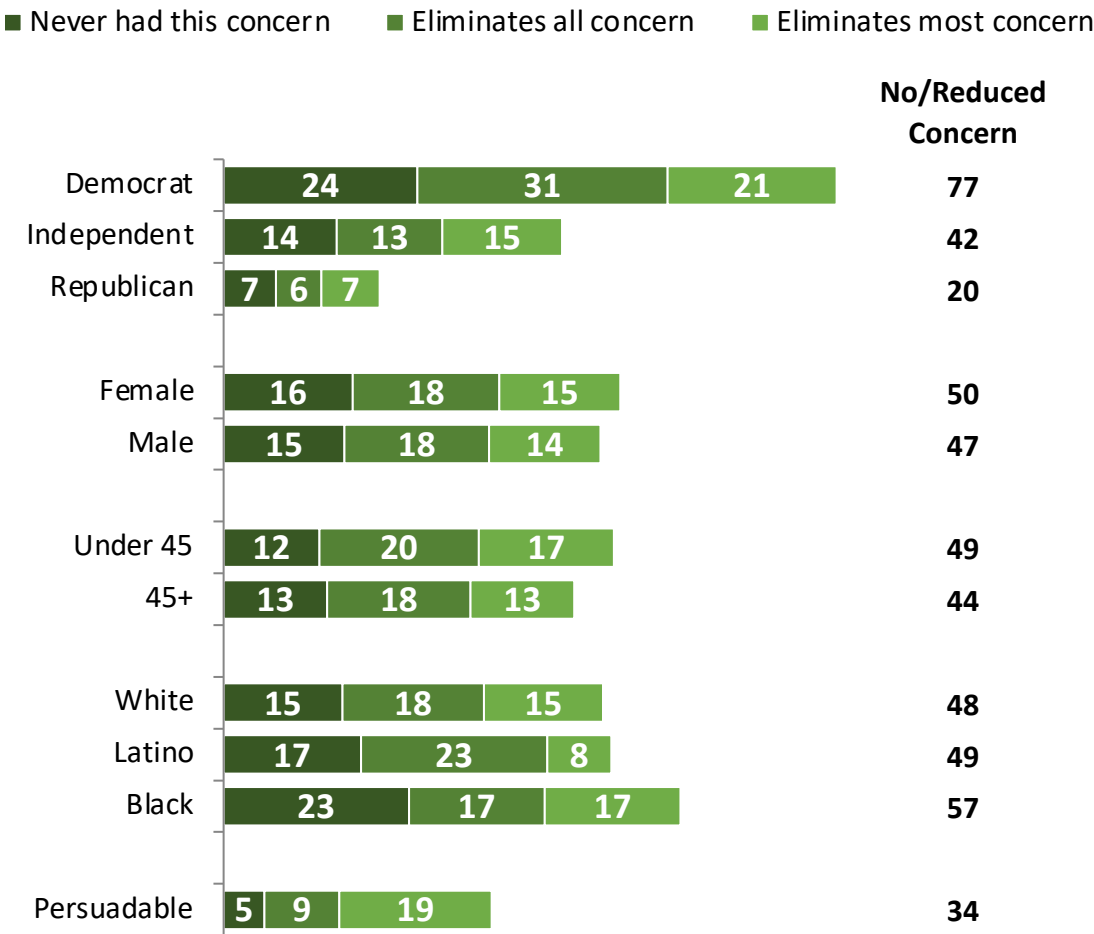


6 in 10 persuadables are concerned about Biden’s economic agenda

ATTACK: RAISE TAXES



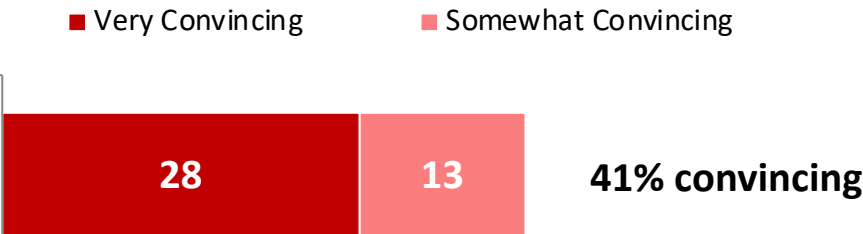
RESPONSE: ECONOMIC AGENDA



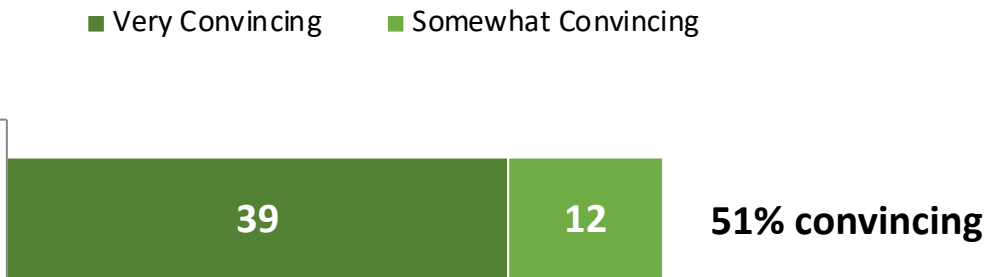
41% say a positive message about Trump’s handling of the coronavirus is convincing; 51% say a positive message about Biden is convincing

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.

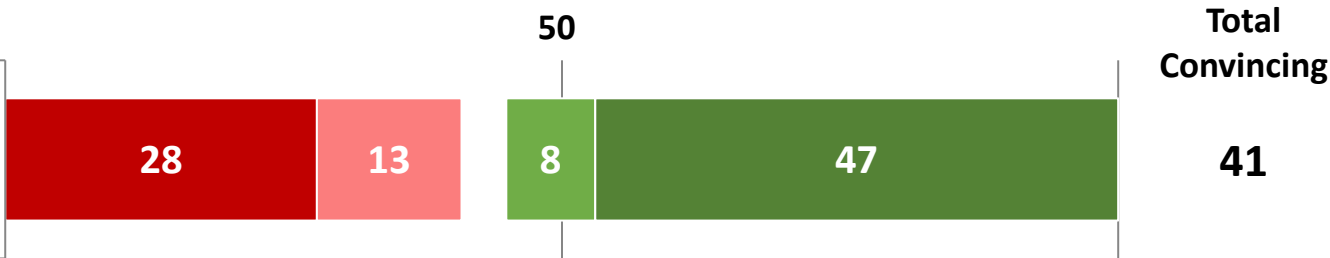


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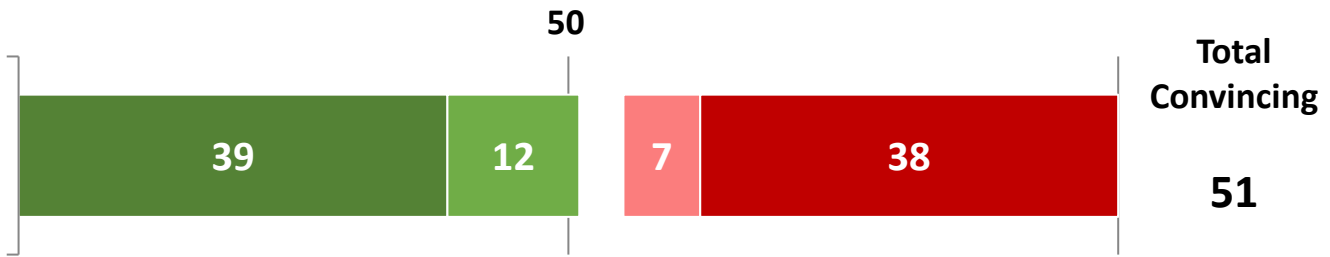
■ Very Convincing ■ Somewhat Convincing ■ Just a little Convincing ■ Not Convincing at all

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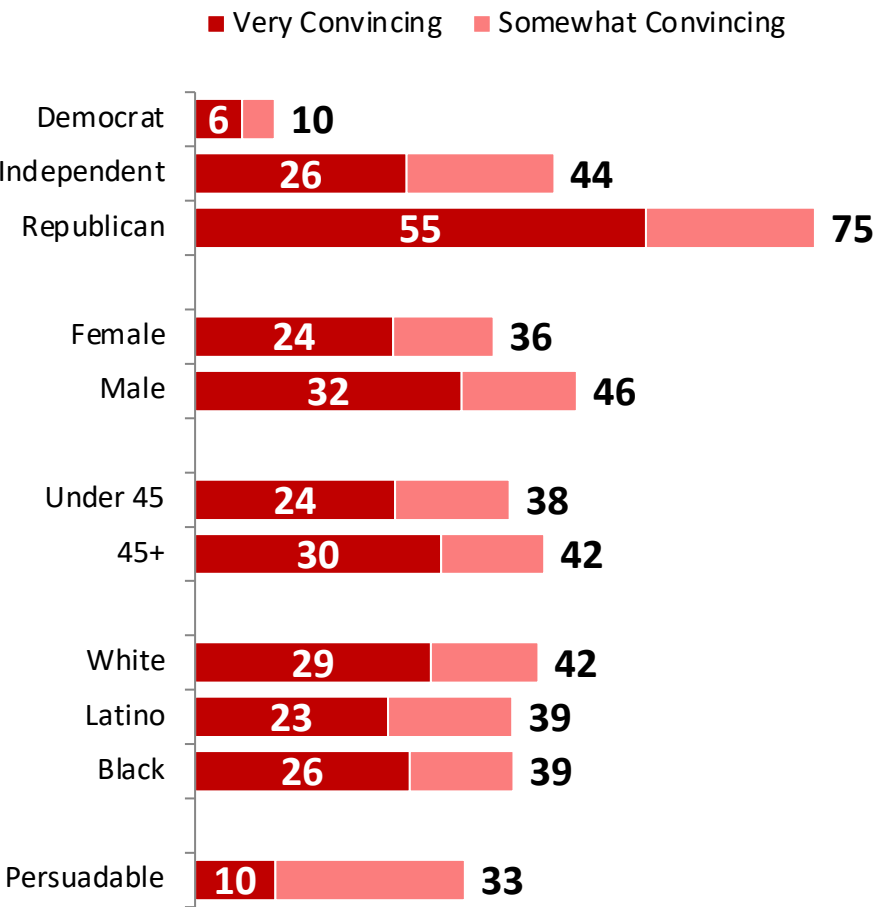
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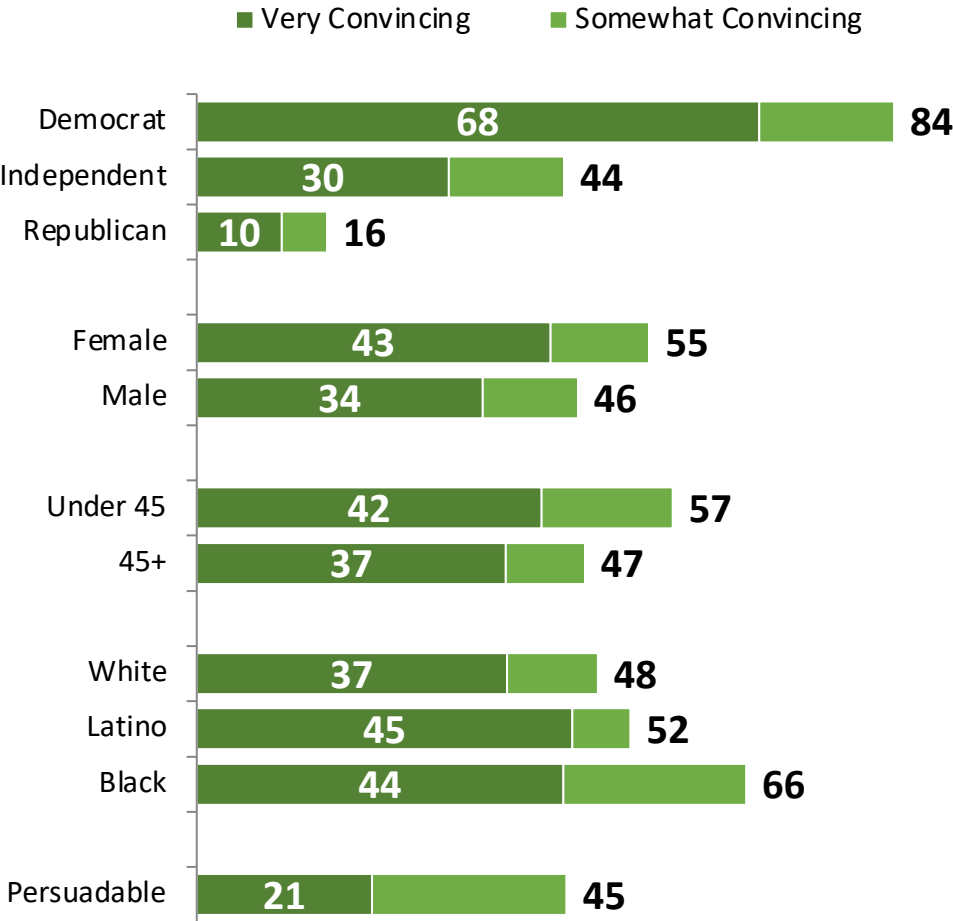


The Biden coronavirus message is more convincing among women, young, and Black voters

CORONAVIRUS: TRUMP

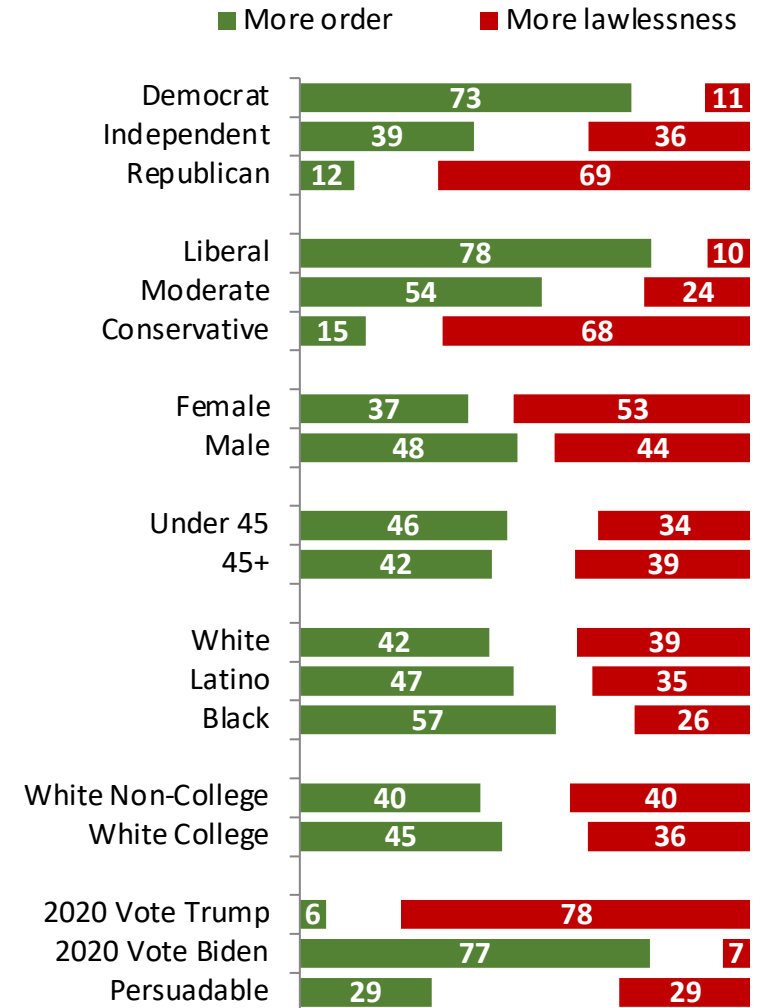
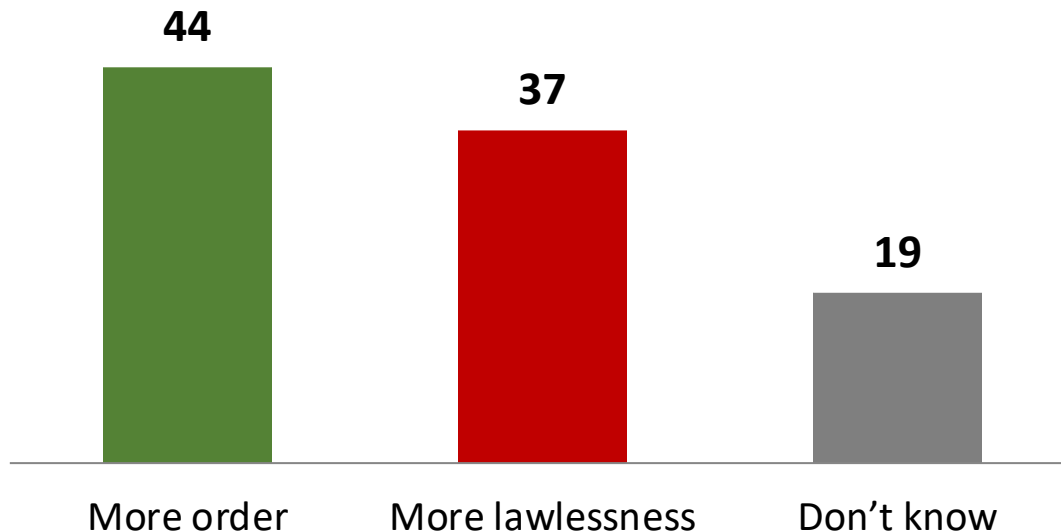


CORONAVIRUS: BIDEN



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

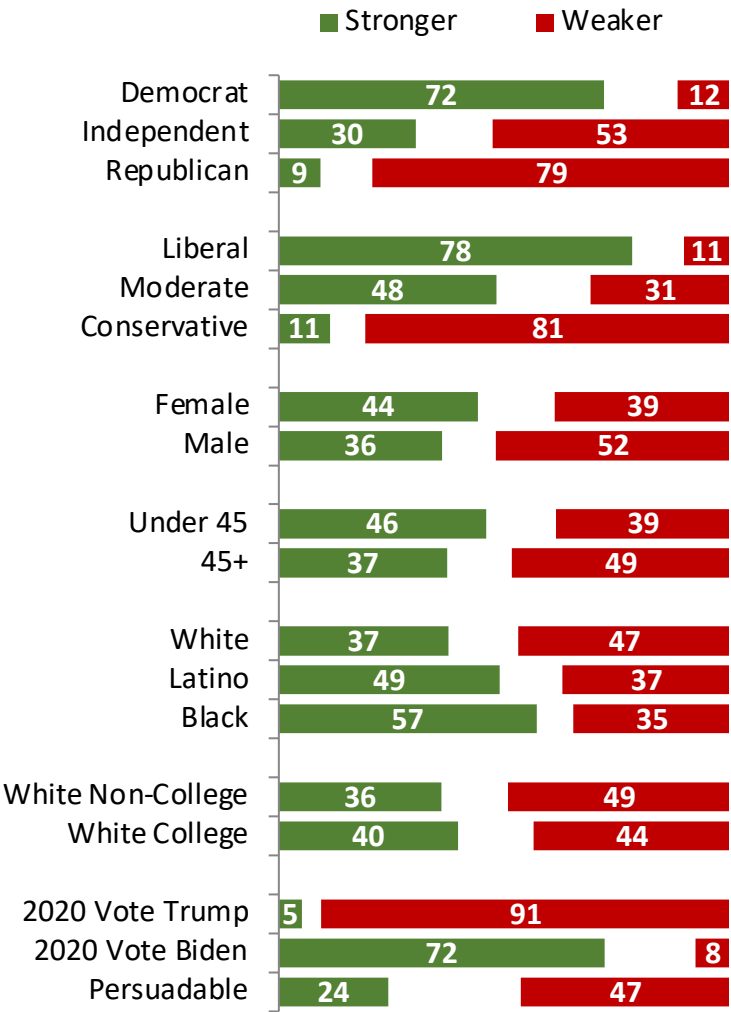
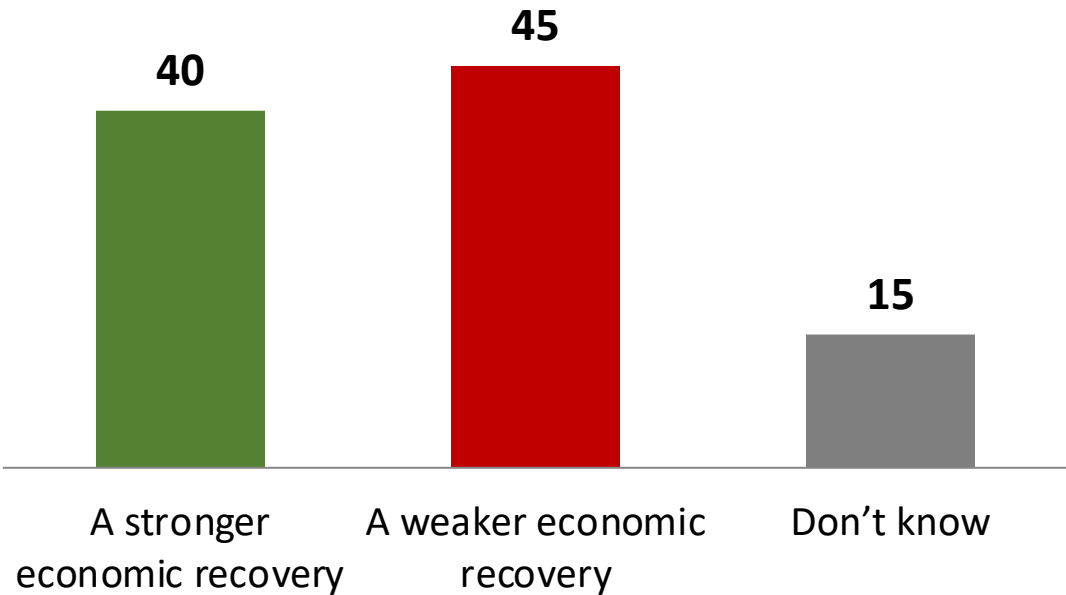
If Biden becomes President as opposed to Trump being reelected, will there be...



Persuadable voters are evenly divided, with many unsure

A plurality say the economic recovery will be weaker under Biden

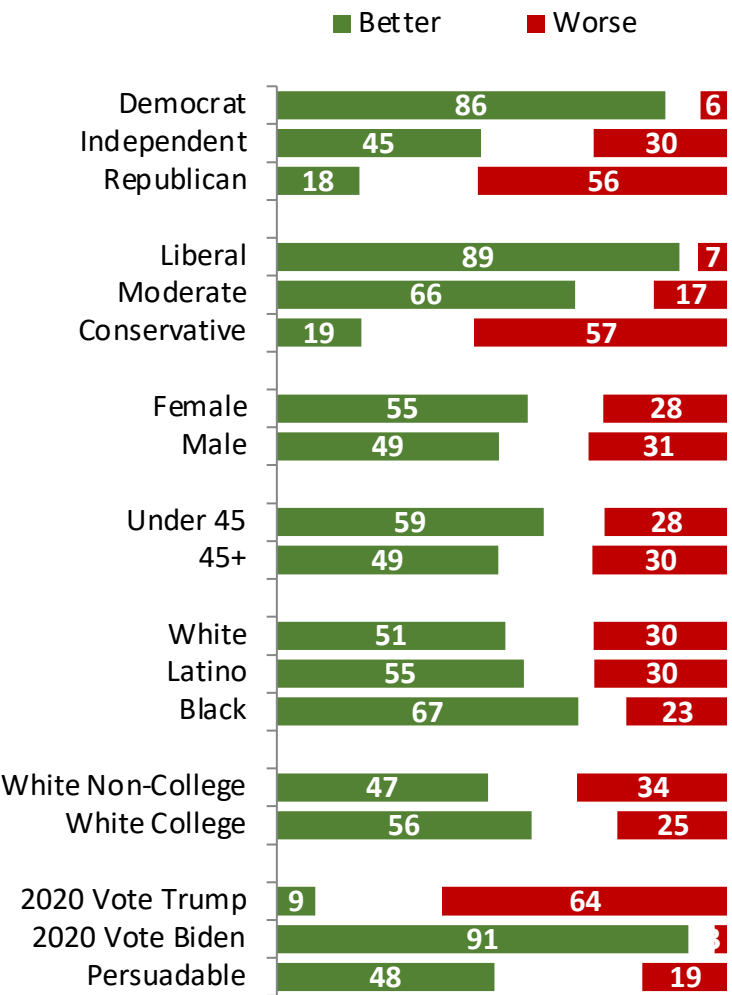
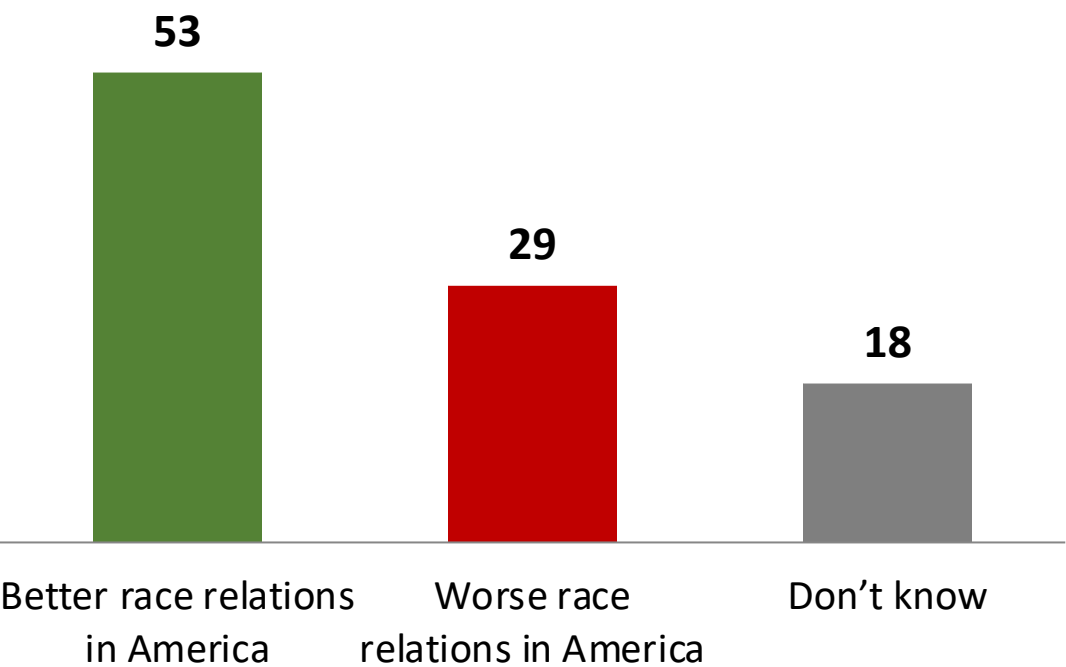
If Biden becomes President as opposed to Trump being reelected, will there be...



Independent and persuadable voters are more likely to say more weaker

53% say race relations will be better under Biden

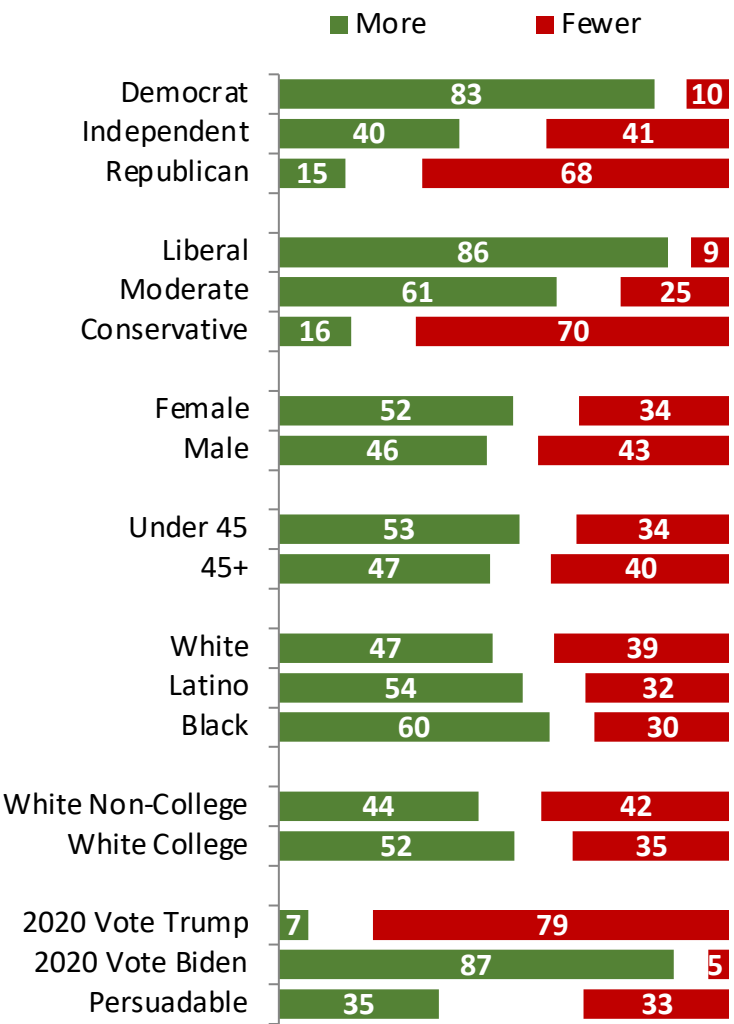
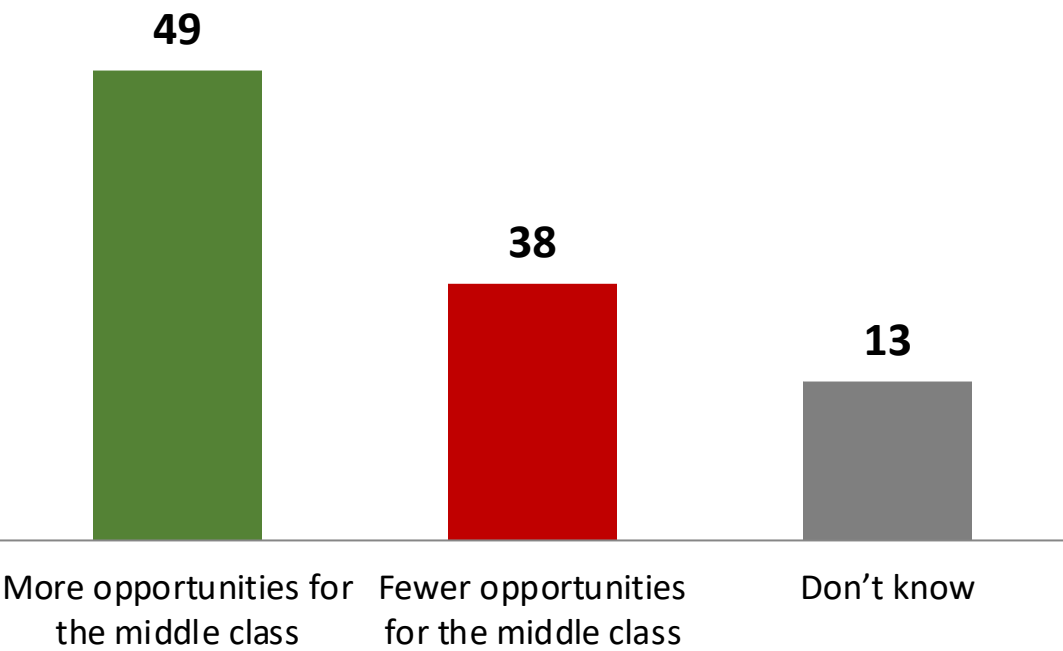
If Biden becomes President as opposed to Trump being reelected, will there be...



Nearly half of persuadable voters say race relations will get better

Half expect more opportunities for the middle class with Biden

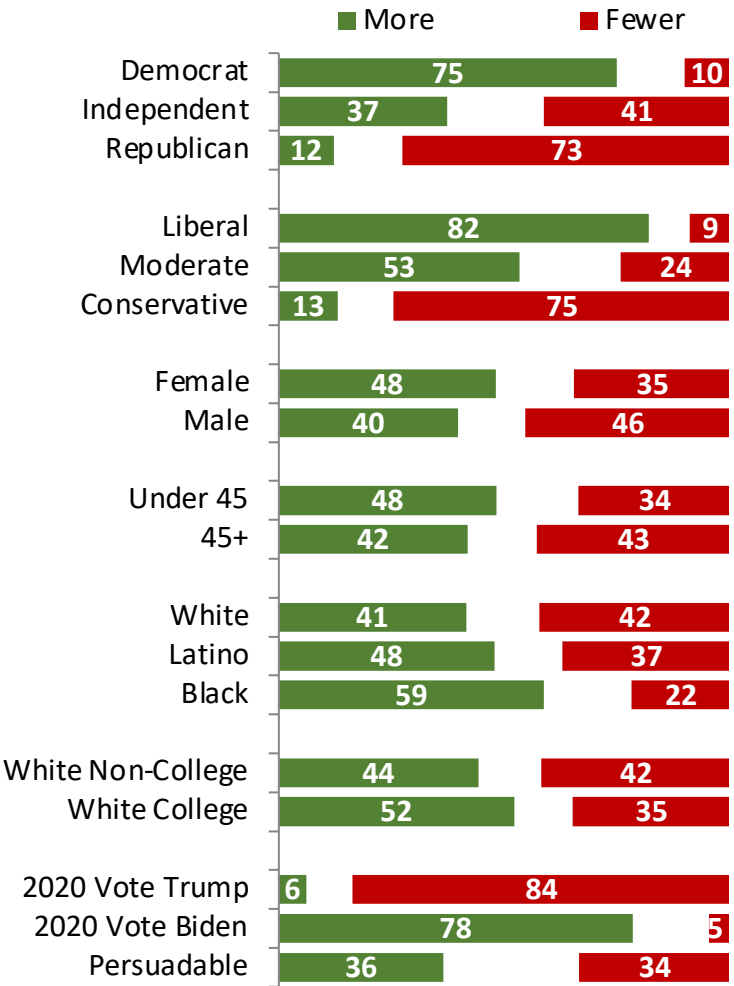
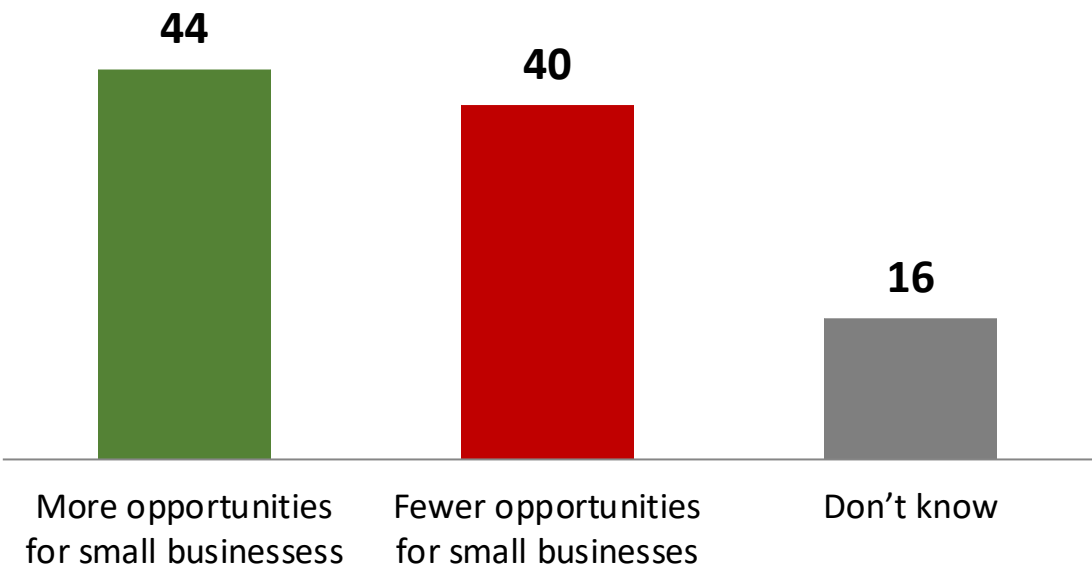
If Biden becomes President as opposed to Trump being reelected, will there be...



Persuadables and independents are closely divided

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

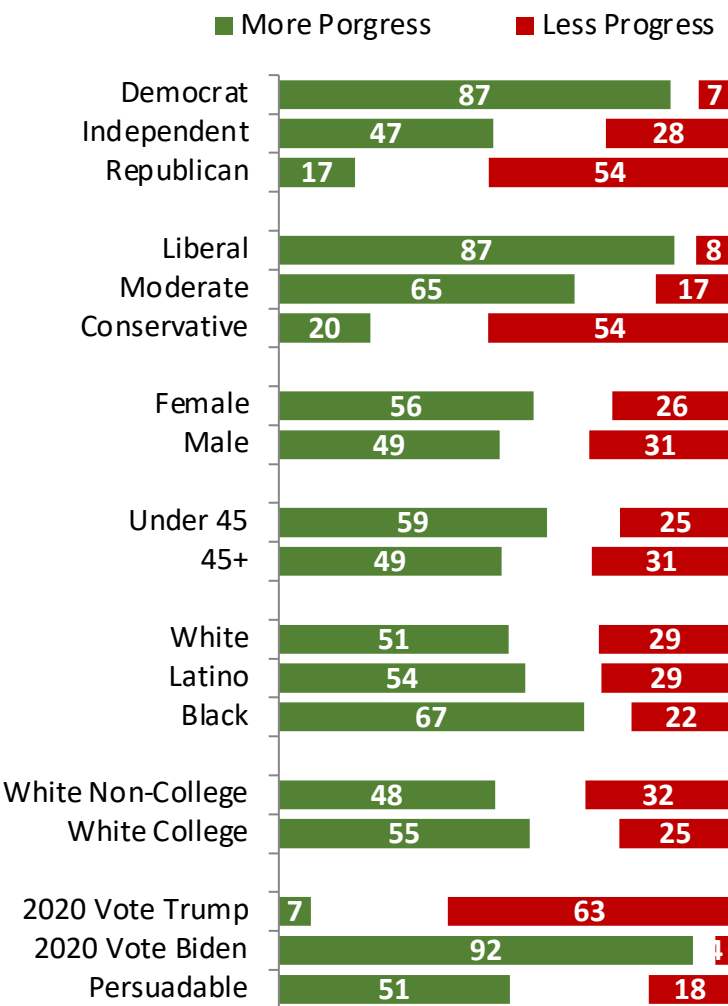
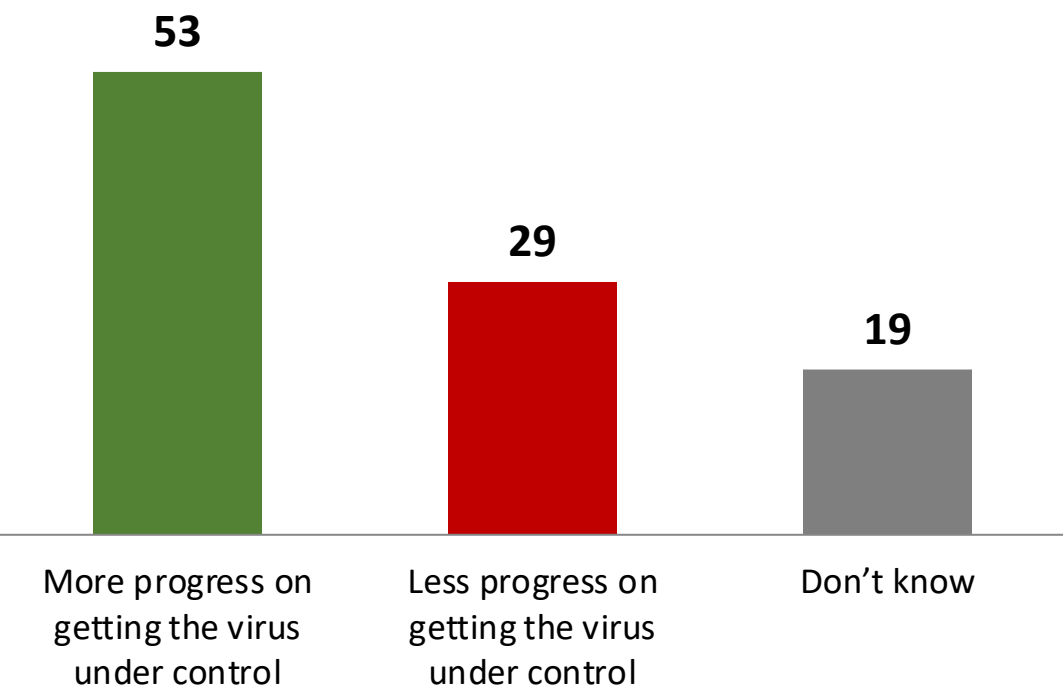
If Biden becomes President as opposed to Trump being reelected, will there be...



Persuadable and independent 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

Excluding definite Trump voters, 6 in 10 have no concerns about Biden or are unsure; others mention his age, the left, and the prospect of getting nothing done

What worries or nagging concerns, if any, do you have about a Joe Biden presidency if he is elected?
(EXCLUDING DEFINITE TRUMP VOTERS)

30% responded “don’t know”

Category	Respondent quotes	More common among...
NO CONCERNS (30%)	- None. I think Biden will pick the best advisors and listen to them. - Not a damn thing. Ronald McDonald would be a better candidate than Trump	- Democrats and liberals - Biden voters
AGE AND HEALTH (18%)	- His age. But luckily, Kamala Harris is more than competent enough to take his place if the worst should happen - His age and health	- Men - Biden voters
THE LEFT (9%)	- Influence of far left in Democratic party - Being too easily controlled and pressured not standing up to the rest of his party he doesn't agree with.	- Republicans and independents - Persuadables
GET NOTHING DONE (7%)	How much will actually get done as pretty much nothing happens with all the special interests and party bickering	

