



**Swing State
Suburban Voter Survey**

Conducted
September 10-14, 2020



David Binder Research

Methodology

Sample	• 1,209 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 10-14, 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

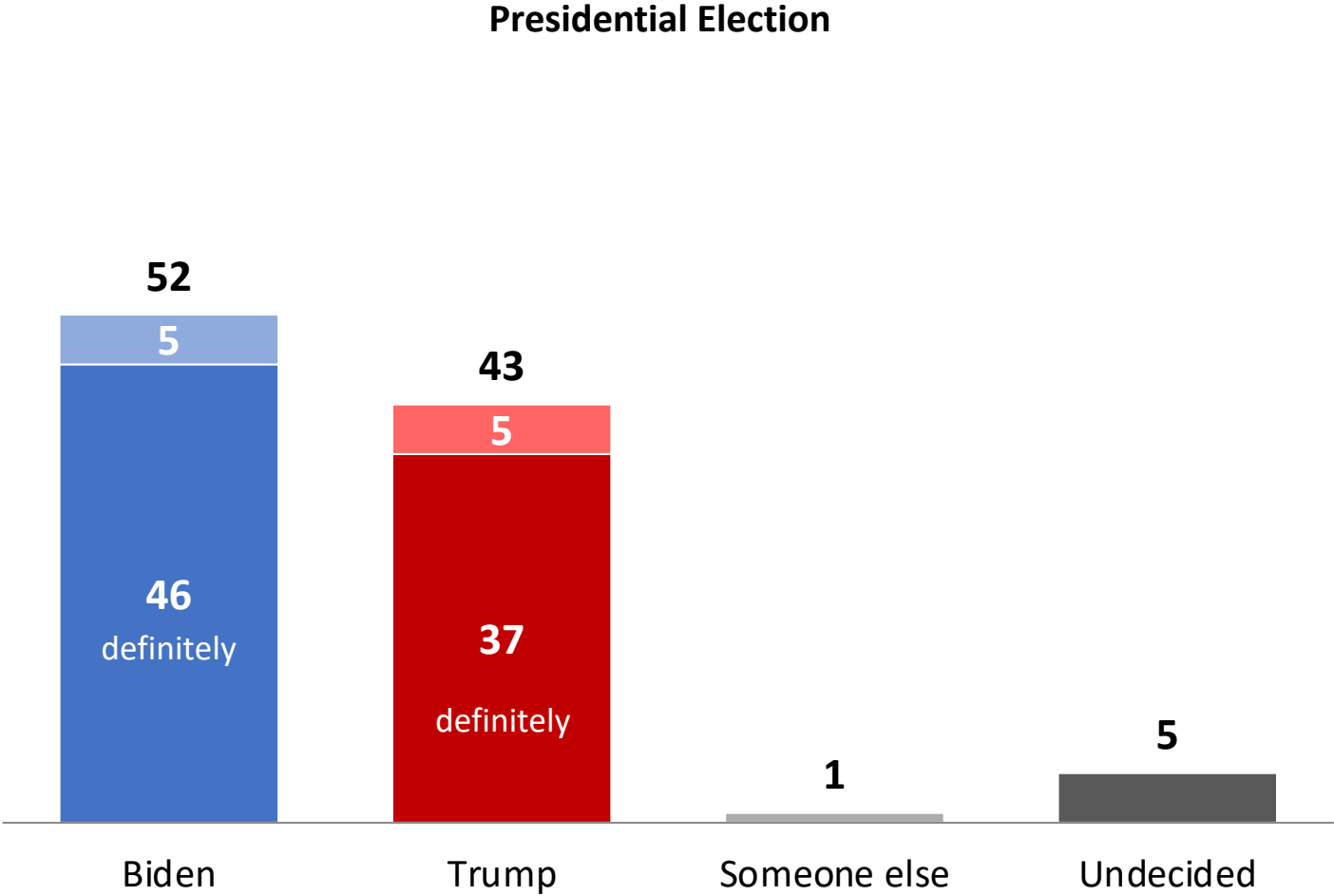
Summary

- Biden leads Trump 52% to 43%, with few saying they are undecided or could change their minds. Biden leads among independents and self-described moderates, and these voters consistently favor Biden over Trump on a range of measures.
- 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

Biden leads Trump by 9 points: 52% to 43%
16% say they could change their mind or are undecided

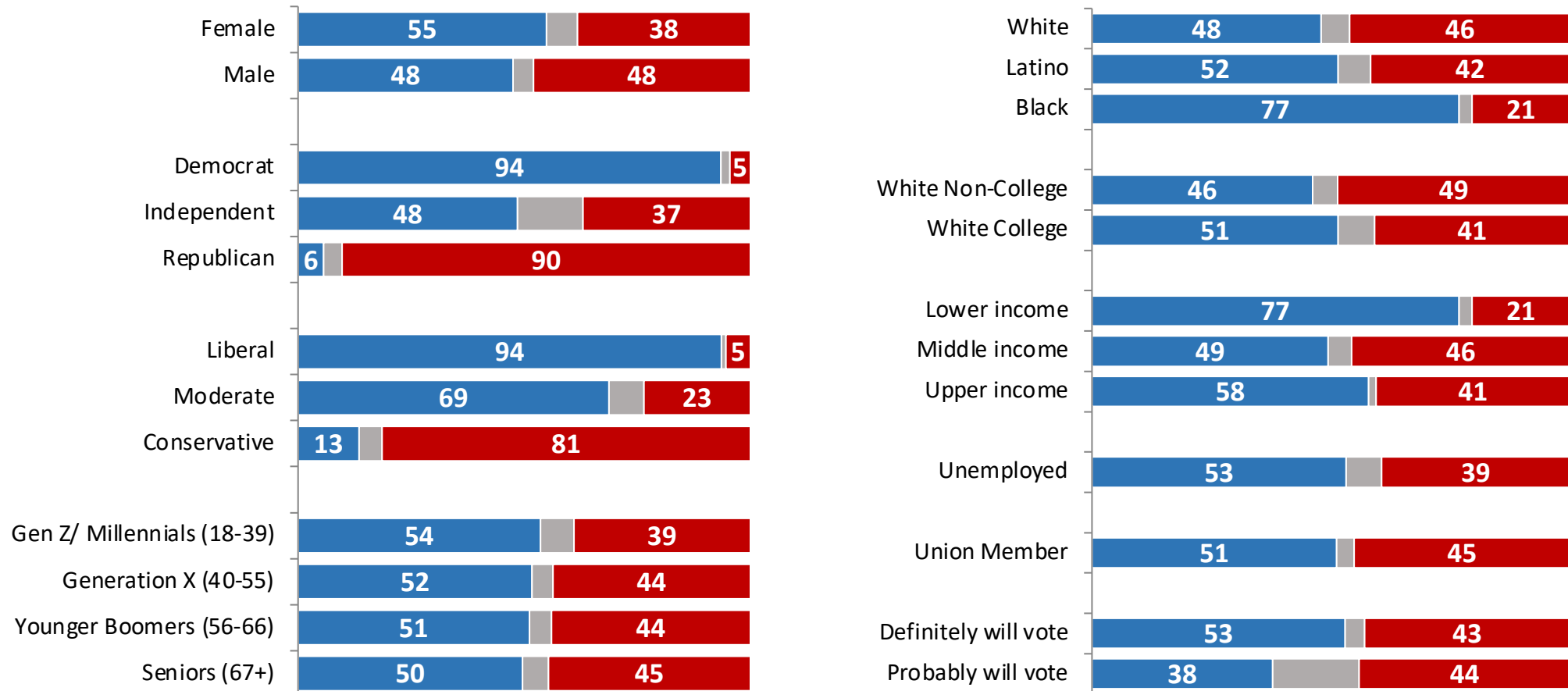


1,209 likely voters were interviewed and 9 said they already voted. This small group of early voters favored Biden.

Biden leads among independents and moderates and has a marginal advantage with white suburban voters

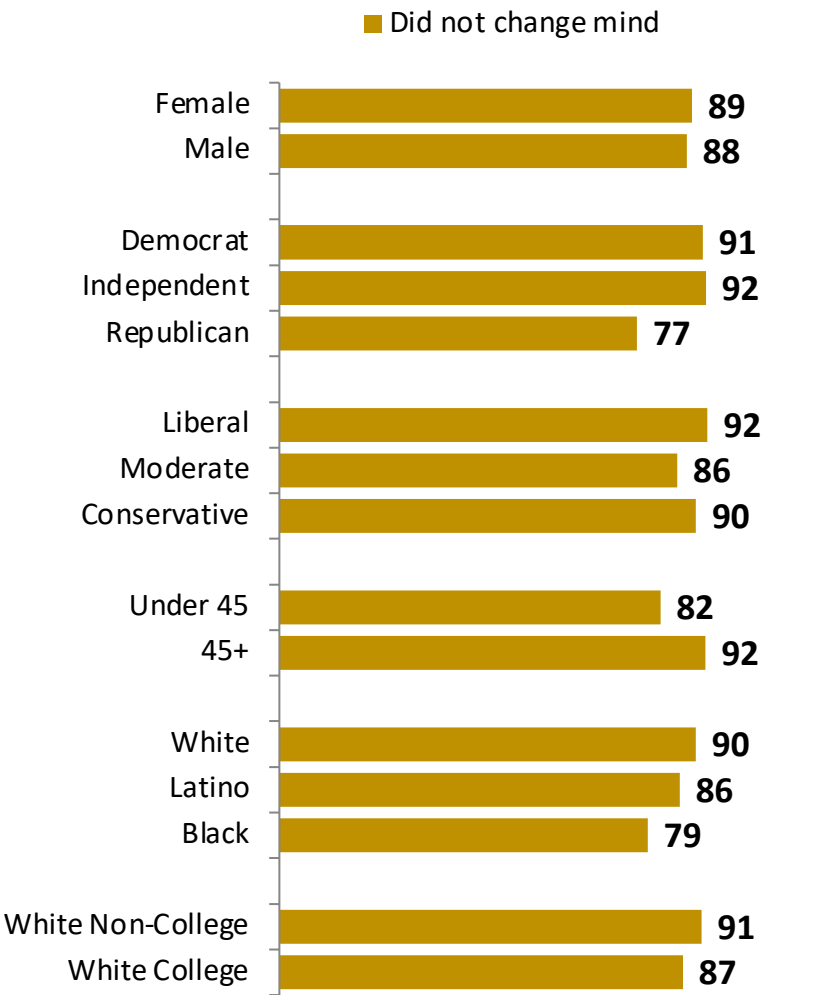
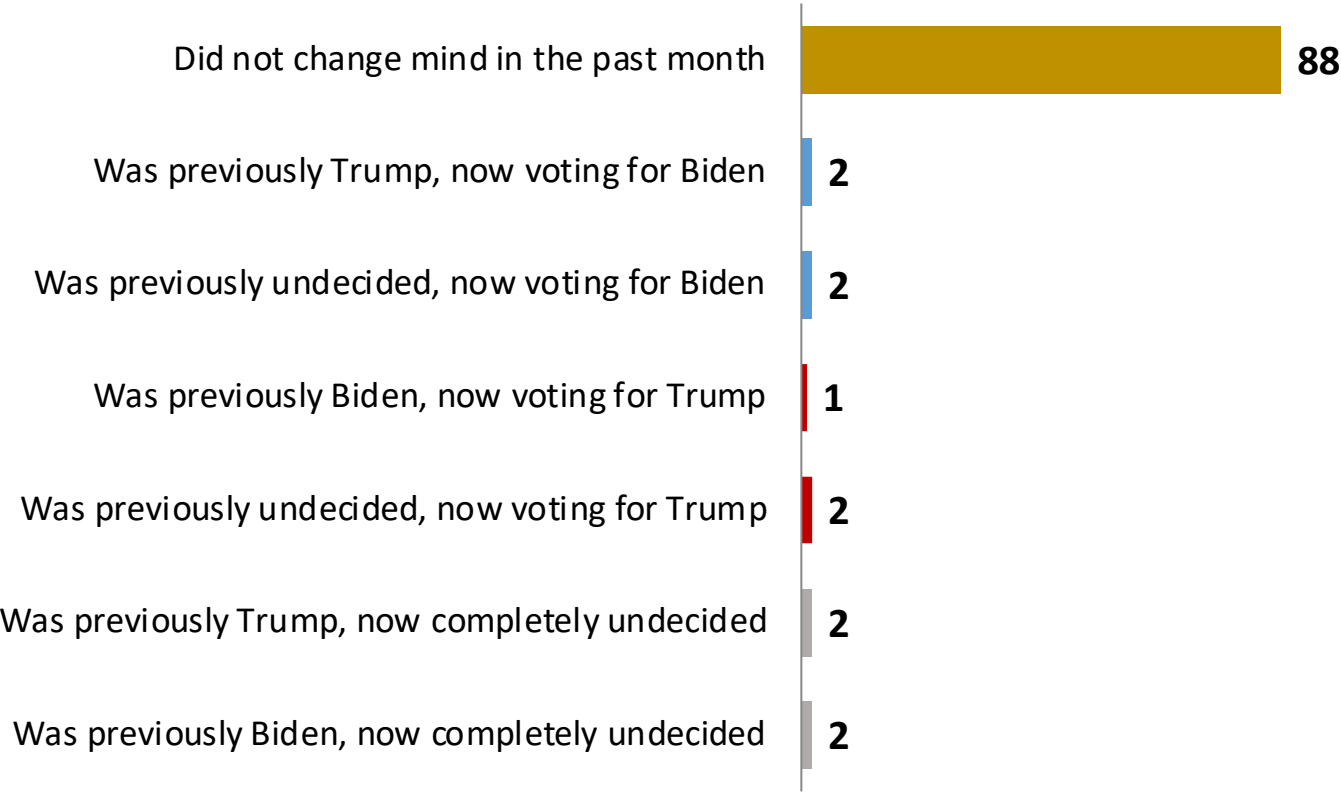
Presidential Election

■ Biden ■ Other/Undecided ■ Trump



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?



Republicans, younger voters, and Black voters are most likely to have changed their minds

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

Persuadables are defined as

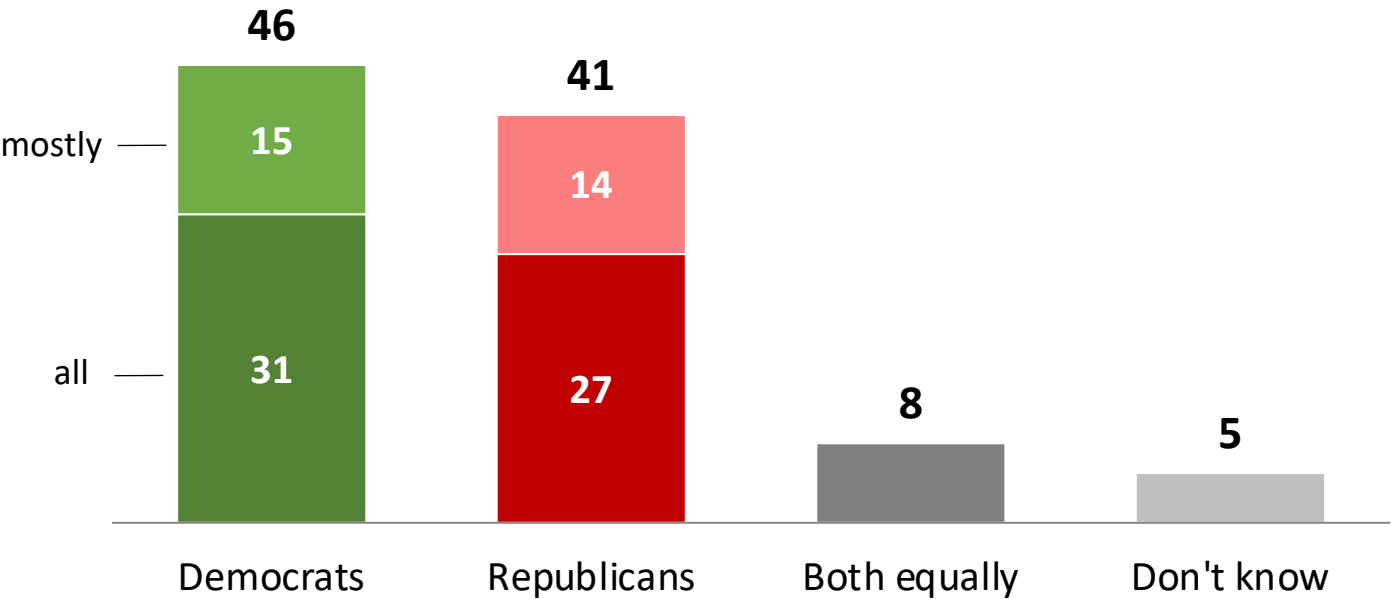
- Not definite for Biden or Trump
- Undecided
- Or changed mind to either Biden or undecided in the past month

Composition of Definite Supporters and Persuadable Voters

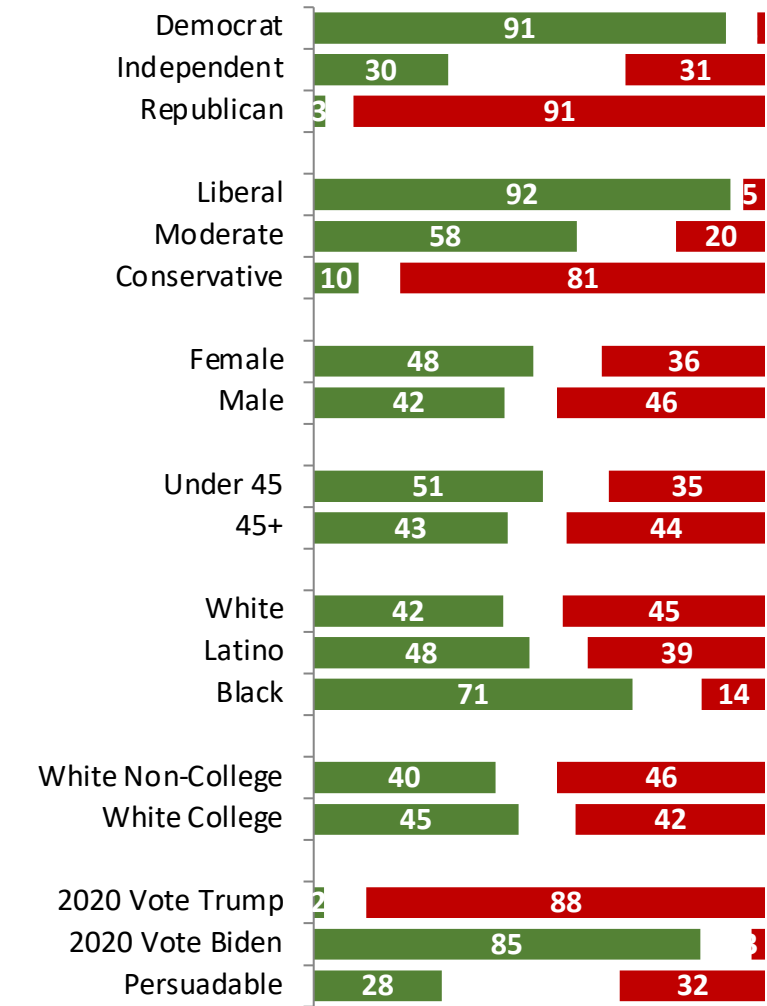
	Definite Biden (44%)	Persuadable (18%)	Definite Trump (38%)
Female	58	53	49
Male	42	47	51
Democrat	82	25	4
Independent	16	41	15
Republican	3	31	80
Liberal	41	11	3
Moderate	51	56	17
Conservative	8	33	80
White	72	73	85
Latino	11	12	9
Black	14	12	4
Gen Z/ Mill (18-39)	26	41	23
Gen X (40-55)	23	20	23
Boomers (56-66)	26	19	28
Seniors (67+)	25	19	26

Suburban voters are more likely to say they will support Democrats in other races (although the margin is tighter than the Biden-Trump vote)

Thinking about other candidate races between Democrats and Republicans that you may vote on in November, how do you expect to vote?

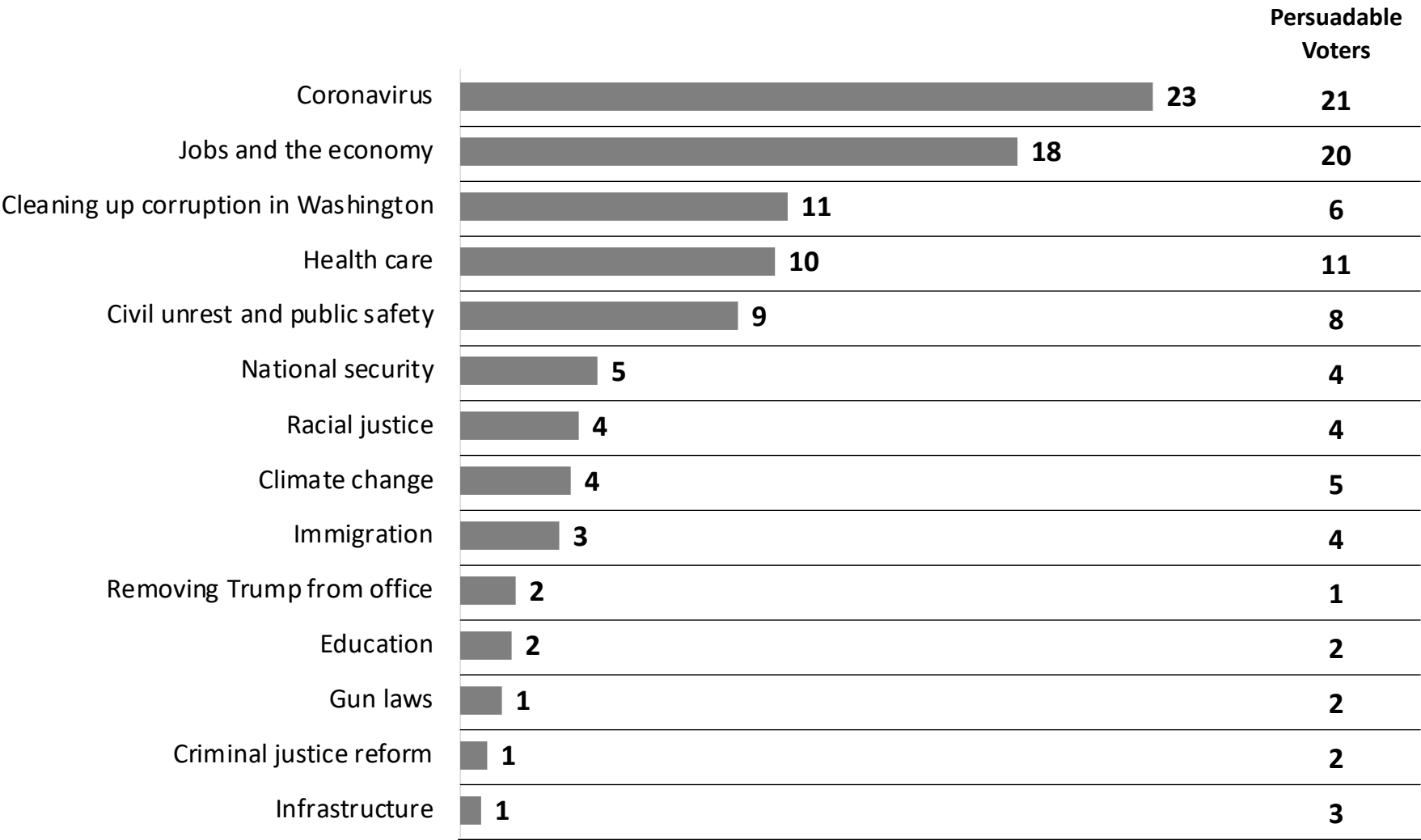


■ All/ Mostly Democrats ■ All/ Mostly Republicans

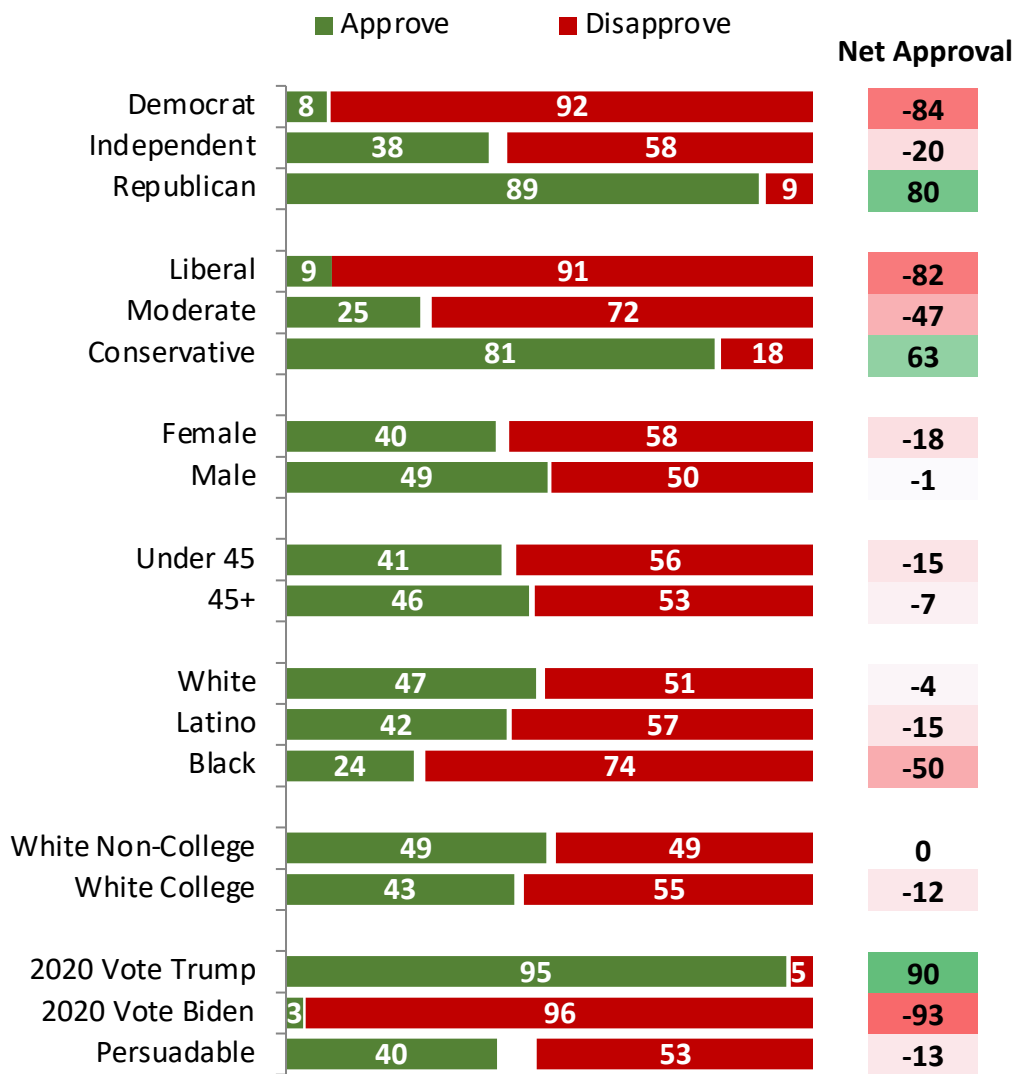
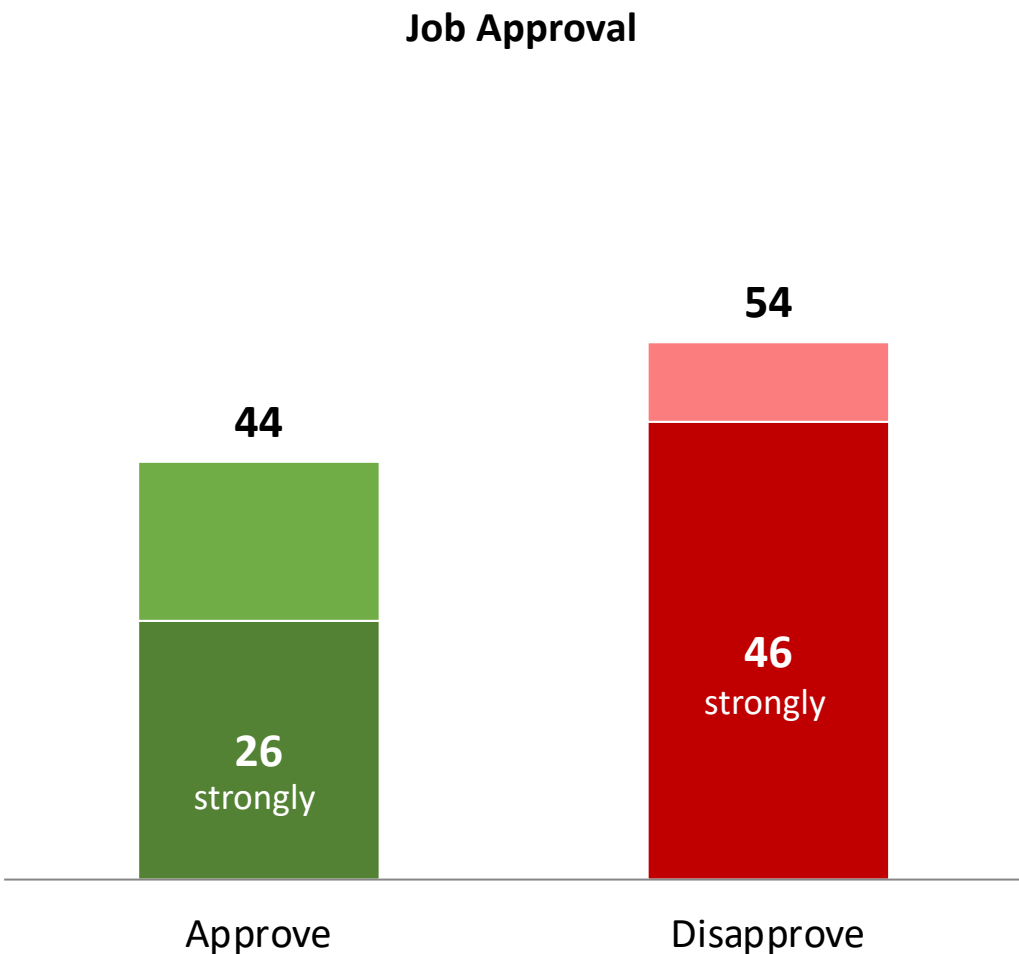


Most moderate voters will support Democrats

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



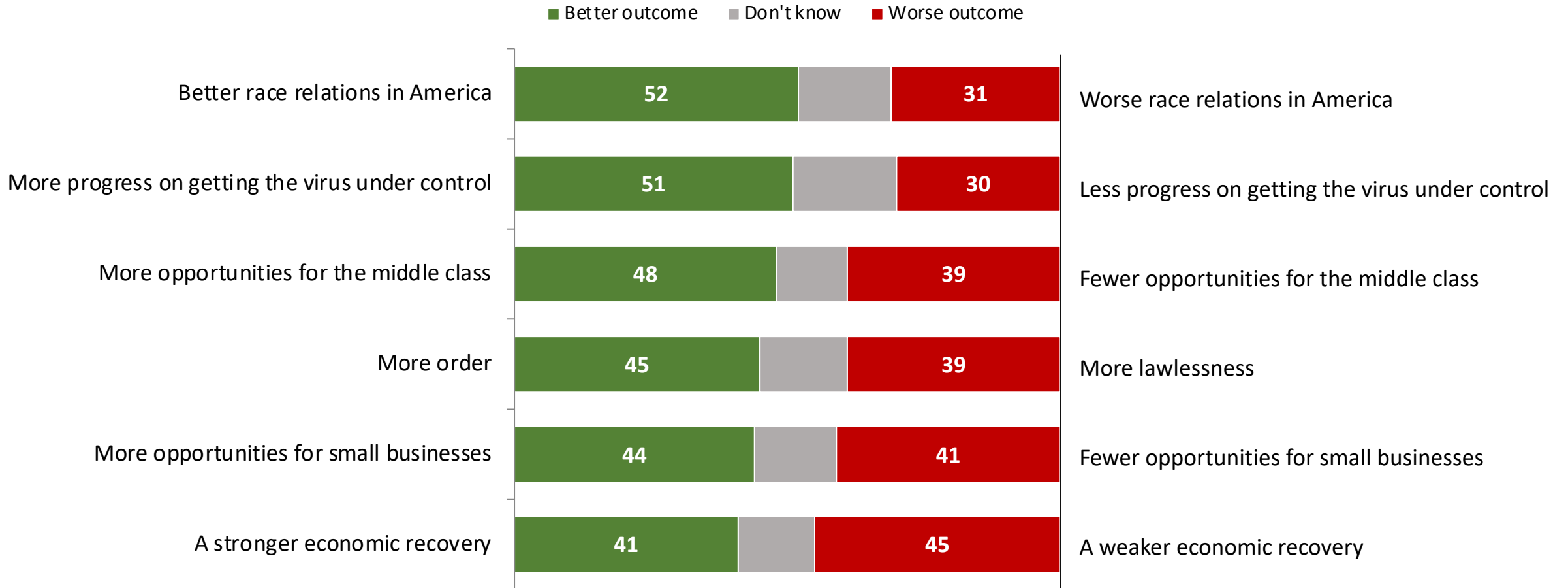
54% disapprove of Trump's job performance



Majorities of moderate, independent and persuadable voters disapprove

Voters are more optimistic about Biden than Trump on race relations, coronavirus, opportunities for the middle class and small business, and more order

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



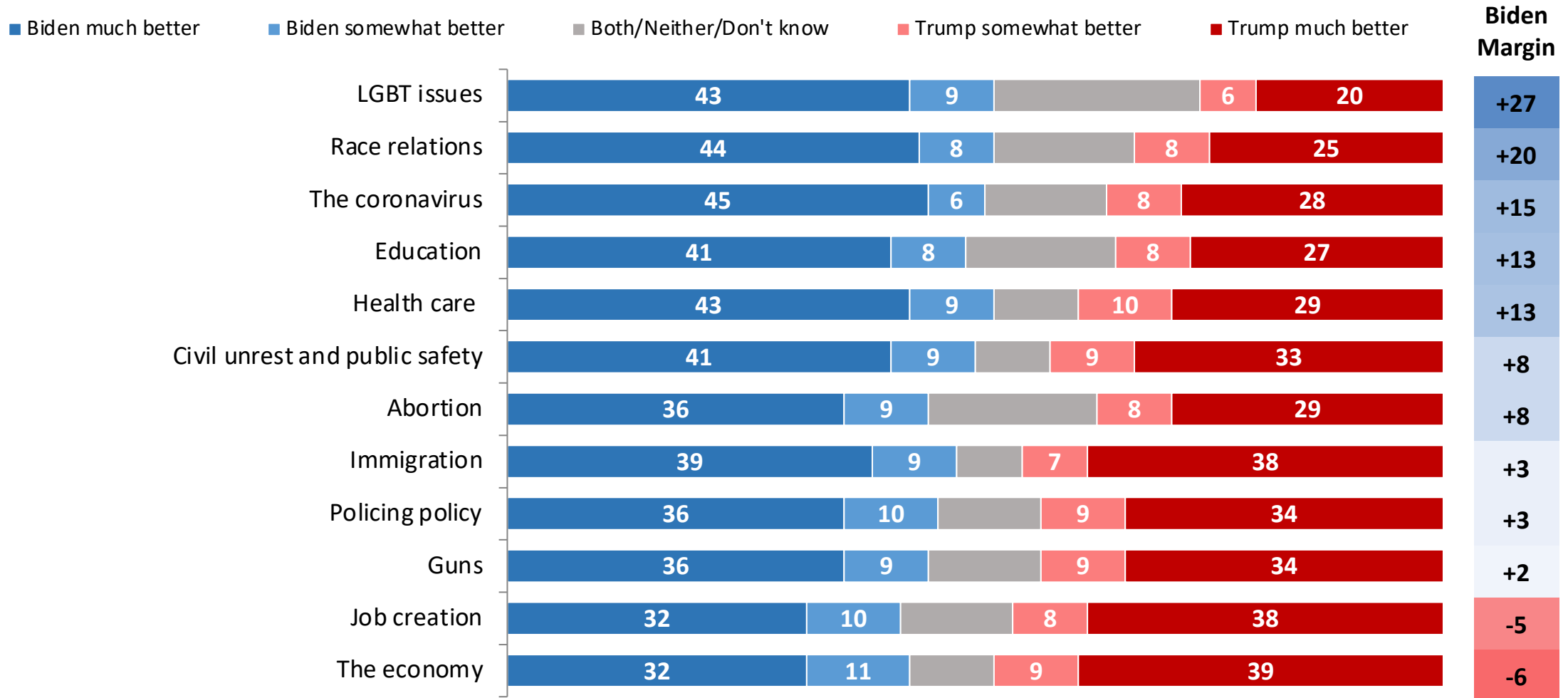
Majorities of young, Latino, and Black voters expect better outcomes on race, COVID, and the middle class

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

	Better race relations in America	More progress on getting the virus under control	More opportunities for the middle class	More order	More opportunities for small businesses	A stronger economic recovery
All Voters	52	51	48	45	44	41
Female	54	53	49	46	47	44
Male	49	47	45	43	41	37
Democrat	87	88	84	78	79	76
Independent	48	48	43	42	39	32
Republican	13	9	9	8	8	6
Liberal	90	93	89	82	84	79
Moderate	67	65	61	58	55	50
Conservative	17	15	14	13	14	12
Under 45	55	55	51	45	48	45
45+	50	48	46	44	43	38
White	49	47	45	43	42	38
Latino	52	56	51	43	49	40
Black	67	71	60	59	58	62
White Non-College	46	45	44	41	40	37
White College	56	51	49	46	45	40
Biden	91	91	85	80	81	74
Persuadable	41	39	37	27	31	18

Biden has wide lead over Trump on several issues, including race relations and coronavirus; Trump has narrow 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

		30+	20+	0	-10							
	LGBT issues	Race relations	COVID	Education	Health care	Civil unrest/ public safety	Abortion	Immig.	Policing policy	Guns	Job creation	The economy
All Voters	27	20	15	13	13	8	8	3	3	2	-5	-6
Female	32	26	23	20	19	15	14	10	10	12	4	3
Male	20	13	7	6	6	-1	0	-6	-5	-8	-15	-16
Democrat	85	87	87	86	87	85	77	81	80	78	73	73
Independent	31	29	21	17	18	11	6	1	3	-1	-10	-14
Republican	-43	-63	-70	-71	-75	-83	-72	-87	-85	-81	-90	-92
Liberal	84	86	85	84	86	85	78	81	82	80	77	79
Moderate	56	55	51	48	49	43	41	36	37	34	23	22
Conservative	-31	-49	-56	-57	-60	-67	-62	-71	-70	-67	-73	-77
Under 45	28	23	20	17	17	15	11	10	10	4	4	2
45+	26	18	13	12	11	4	5	-1	0	2	-9	-10
White	22	13	8	6	6	0	-1	-6	-5	-5	-13	-15
Latino	22	23	19	20	17	13	17	11	8	11	3	3
Black	62	64	58	61	62	58	49	57	55	51	55	52
White Non-College	15	6	3	1	1	-5	-3	-11	-9	-10	-15	-16
White College	36	26	20	17	15	9	4	3	2	5	-9	-12
Biden	89	94	93	91	94	90	79	85	85	81	74	73
Persuadable	29	29	24	14	17	1	3	-11	-10	-6	-24	-34

Among Biden voters, ratings are generally better from voters 45+ and people of color

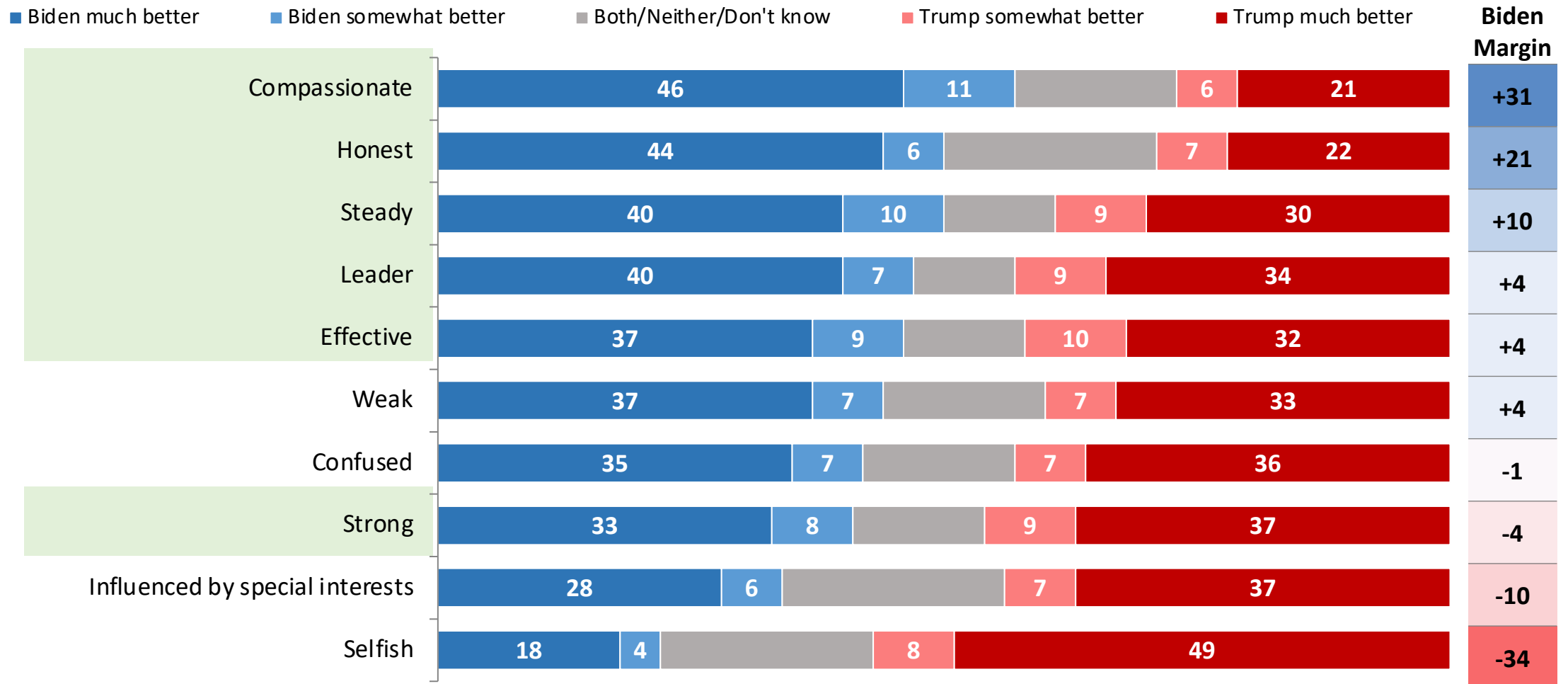
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Biden Margin

	LGBT issues	Race relations	COVID	Education	Health care	Civil unrest/ public safety	Abortion	Immig.	Policing policy	Guns	Job creation	The economy
Biden Dem	91	95	95	94	96	92	85	91	90	87	83	83
Biden Ind	85	93	88	84	89	88	69	73	77	67	55	52
Biden <45	84	89	85	85	88	83	74	79	80	73	71	70
Biden 45+	92	97	98	94	97	94	83	88	88	86	76	75
Biden White	91	94	94	90	93	89	78	83	82	79	70	70
Biden POC	85	93	92	94	94	91	84	89	92	88	84	83

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 more likely to see him as 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	Leader	Effective	Weak	Confused	Strong	Influenced by special interests	Selfish	
All Voters	31	21	10	4	4	4	-1	-4	-10	-34	
Female	35	25	17	10	10	-2	-6	3	-19	-37	
Male	27	16	4	-2	-4	11	6	-12	0	-31	
Democrat	89	86	82	81	80	-49	-56	73	-44	-71	
Independent	42	25	13	6	1	8	7	-7	-8	-38	
Republican	-42	-56	-73	-84	-83	62	59	-90	27	10	
Liberal	87	82	83	82	81	-58	-62	74	-51	-73	
Moderate	64	55	44	38	38	-20	-25	27	-30	-59	
Conservative	-30	-44	-58	-67	-69	59	54	-73	32	11	
Under 45	35	24	13	11	9	-5	-9	2	-19	-41	
45+	29	20	9	1	1	9	4	-7	-6	-30	
White	26	16	4	-3	-3	8	2	-11	-9	-32	
Latino	29	21	18	13	8	2	6	1	-6	-35	
Black	66	61	56	52	50	-21	-26	47	-19	-45	
White Non-College	20	10	-2	-8	-8	11	6	-15	-7	-26	
White College	38	28	15	6	6	2	-6	-5	-13	-45	
Biden	95	91	89	87	86	-53	-59	74	-48	-77	
Persuadable	46	30	10	-11	-9	22	15	-24	-4	-45	

While Biden voters of color are more positive about him on most issues, white Biden voters give him better ratings on most character attributes

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

Biden Margin

	Compassionate	Honest	Steady	Leader	Effective	Weak	Confused	Strong	Influenced by special interests	Selfish
Biden Dem	96	94	92	90	90	-55	-61	82	-48	-76
Biden Ind	94	83	83	82	73	-49	-54	59	-47	-82
Biden <45	89	82	79	80	79	-38	-42	68	-34	-64
Biden 45+	99	96	95	92	91	-62	-69	78	-57	-85
Biden White	95	92	90	87	86	-55	-64	73	-55	-81
Biden POC	94	88	87	87	85	-48	-47	78	-32	-66

Excluding definite Trump voters, 1 in 3 have no concerns about a Biden presidency; others are divided between concern about his age and his politics

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

Category	Respondent quotes	More common among...
AGE AND HEALTH (36%)	• His age and ability to think fast on his feet • His health and age	• Men • Moderates • Whites and Latinos • Undecided and soft Biden voters
NO CONCERNS (33%)	• None at all. Given the alternative he is the only reasonable choice	• Women • Voters under 45
POLICY (31%)	• Too much influence from the far left and the Sanders' camp • Won't stand up to the far left • If he is not truly a moderate and goes too far left. However, he will still be better than Trump • Ability to get programs passed in a Republican controlled Senate • He is a bit too old & not quite progressive	• Most common among conservatives, then liberals • Soft Trump voters • Black voters



Racial Justice and Suburban Quality of Life

Asked about racial justice protests, voter descriptions focus on their own negative emotions, race and criminal justice, police, and riots and looting

What word or words would you use to describe the events that have played out this summer in response to the death of George Floyd by Minneapolis police and shooting of Jacob Blake by police in Kenosha, Wisconsin?

Category	Respondent quotes	More common among...
NEGATIVE EMOTIONS (30%)	• Tragic and sad • Unnecessary shameful sad • Very upset, disgusted	• Similar across groups
RACE AND CRIMINAL JUSTICE (26%)	• He died by racism • Racial injustice • Criminals caught, arrested, too much force • Over portrayed. They are idolizing criminals.	• Black voters • 2020 undecided
POLICE (24%)	• Voicing need for change in policing. • Enough is enough. Stop shooting people. • They should listen to police	• Liberals
RIOTS AND LOOTING (20%)	• Rioting, protesting, unrest; Violent looting and rioting • Peaceful protest is completely justified. Looting, rioting, vandalism is not acceptable and anyone who gets involved should be prosecuted.	• Moderates and conservatives • Whites and Latinos

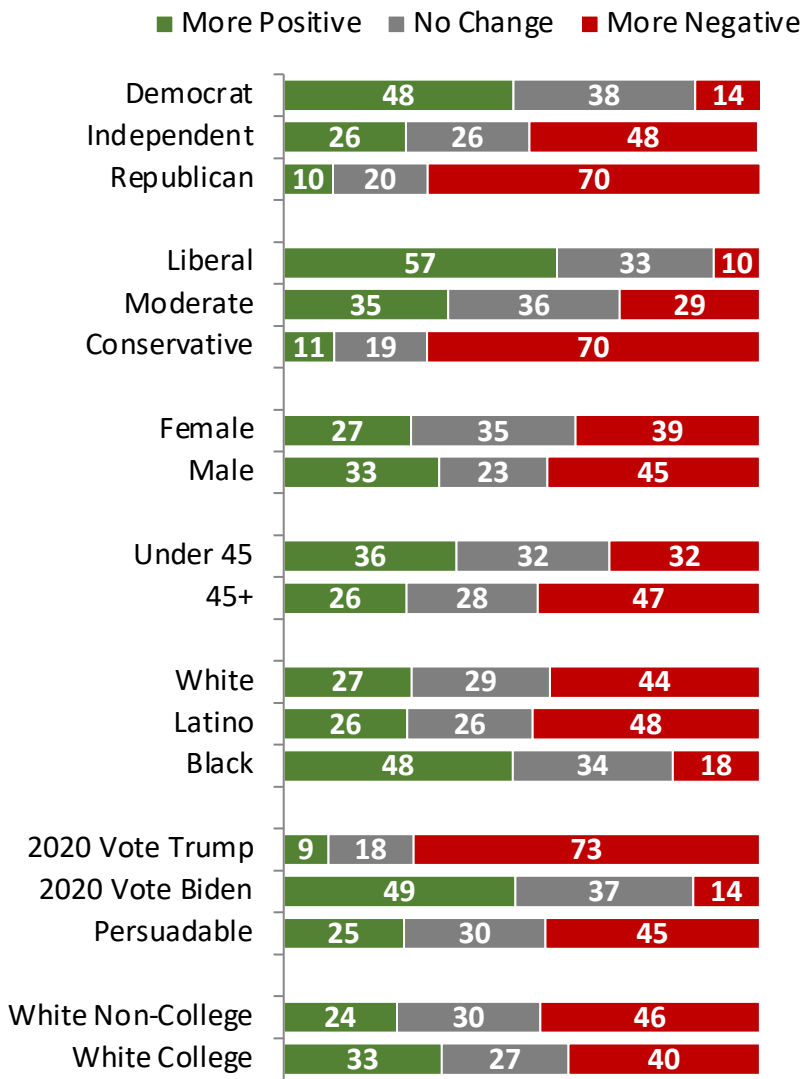
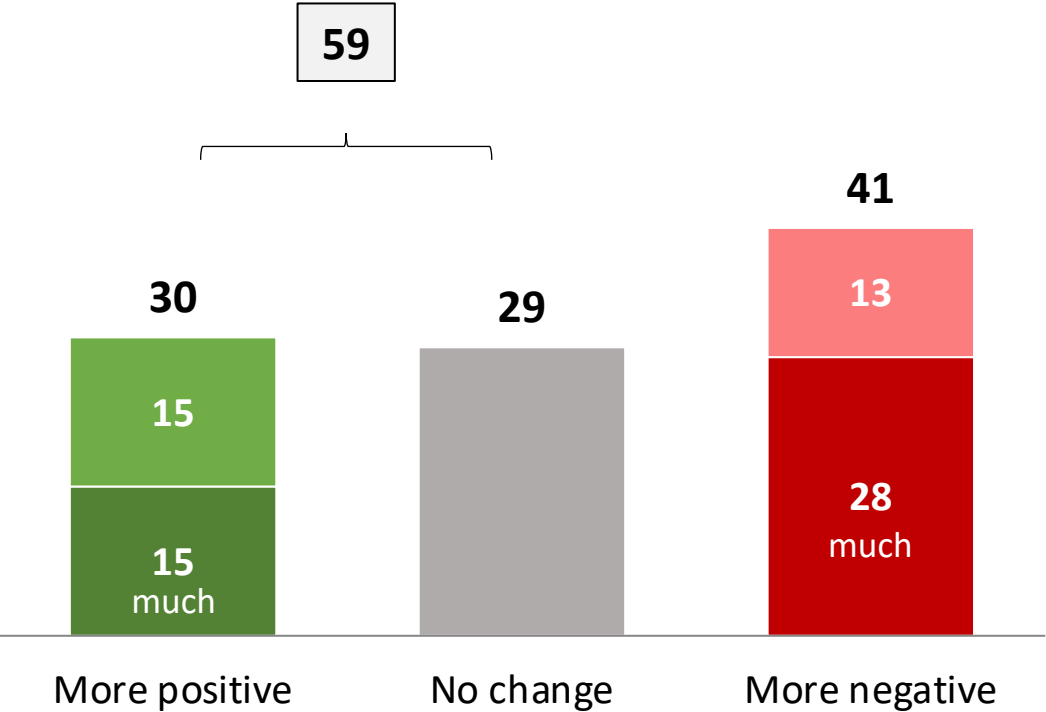
Asked about Trump's statements on BLM and protests, over half describe anger, disgust, and sadness; others are split between blaming and defending Trump

What emotions do you feel when you hear Donald Trump's statements on the Black Lives Matter protests and this summer's civil unrest?

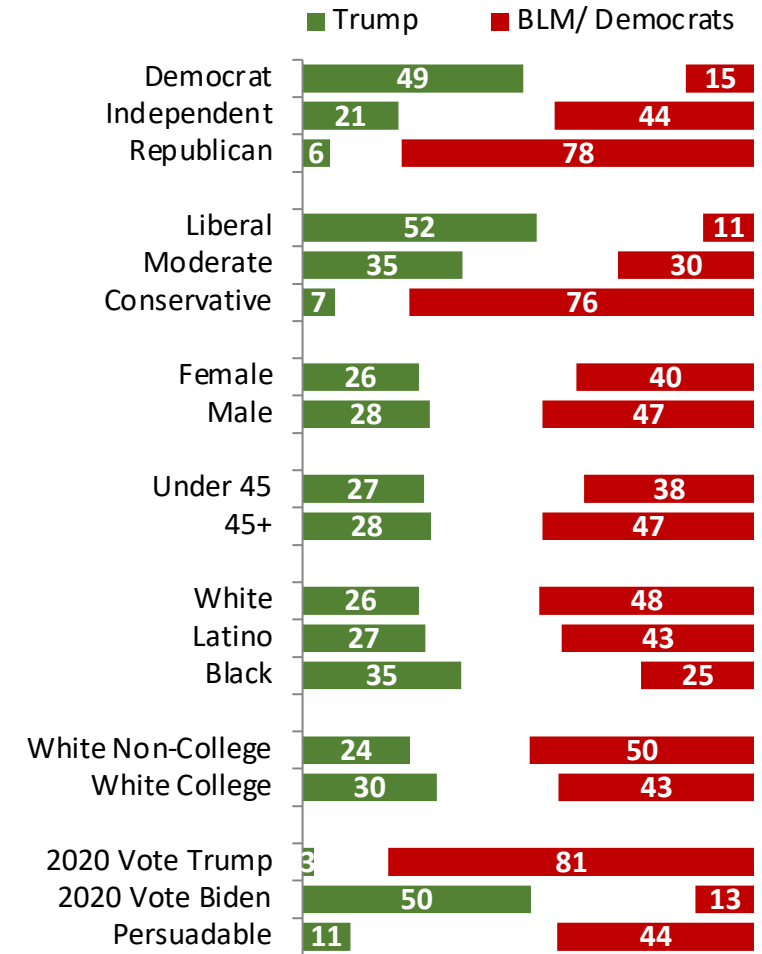
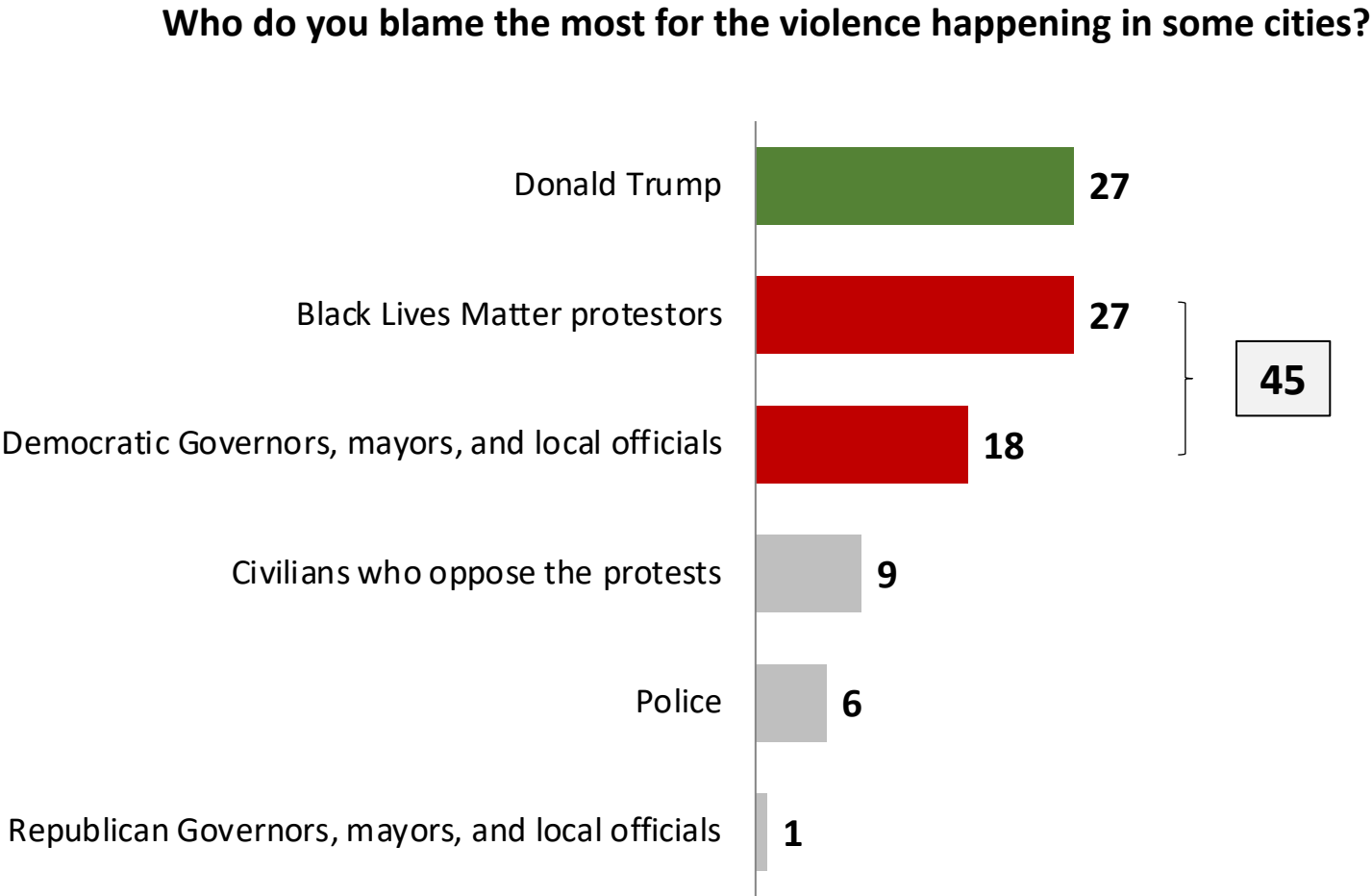
Category	Respondent quotes	More common among...
DISGUSTED AND ANGRY (30%)	• Anger • Anger, disgust, apprehension • Disgust	• Democrats and independents • Liberals and moderates • Biden voters
SAD AND ANGRY (27%)	• Sad and disappointed • Anger and disappointment • Anger, sadness, motivation to vote this bigot out of office	• 2020 undecideds • Slightly more common among younger voters
TRUMP MAKES IT WORSE (22%)	• His fault, we had issues before Trump, but not like this • I don't think Trump takes it seriously and wants to go in "guns-a-blazin'" • Angry at his racist ideas and embarrassed that he is president	• Democrats • Persuadables and 2020 undecideds
AGREE WITH TRUMP (21%)	• Agree with him that the violence needs to stop • I agree with him and appreciate he is taking a stand	• Republicans and conservatives • Trump voters

4 in 10 say they have become more negative about BLM and protests, while 3 in 10 say their opinion 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

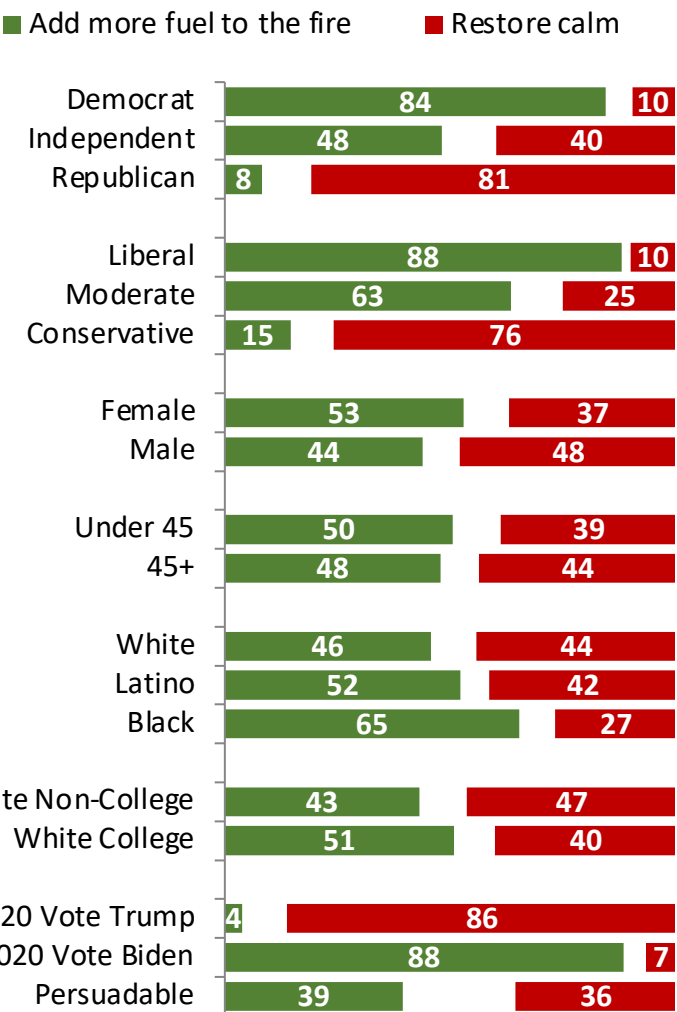
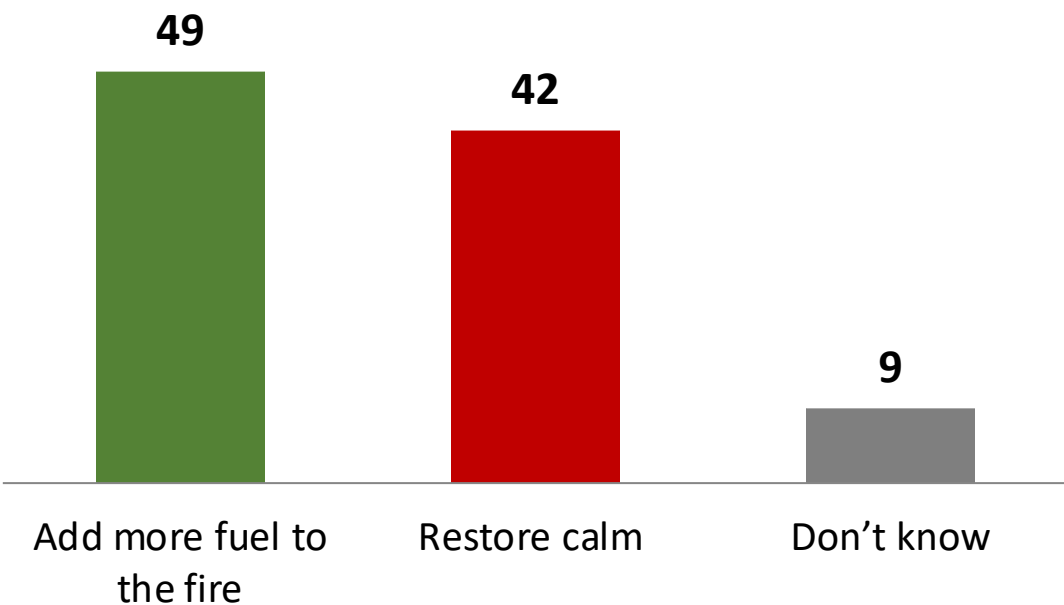


Blame for BLM and Democrats is greater than blame for Trump across most groups, but most don't blame BLM or Democrats



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

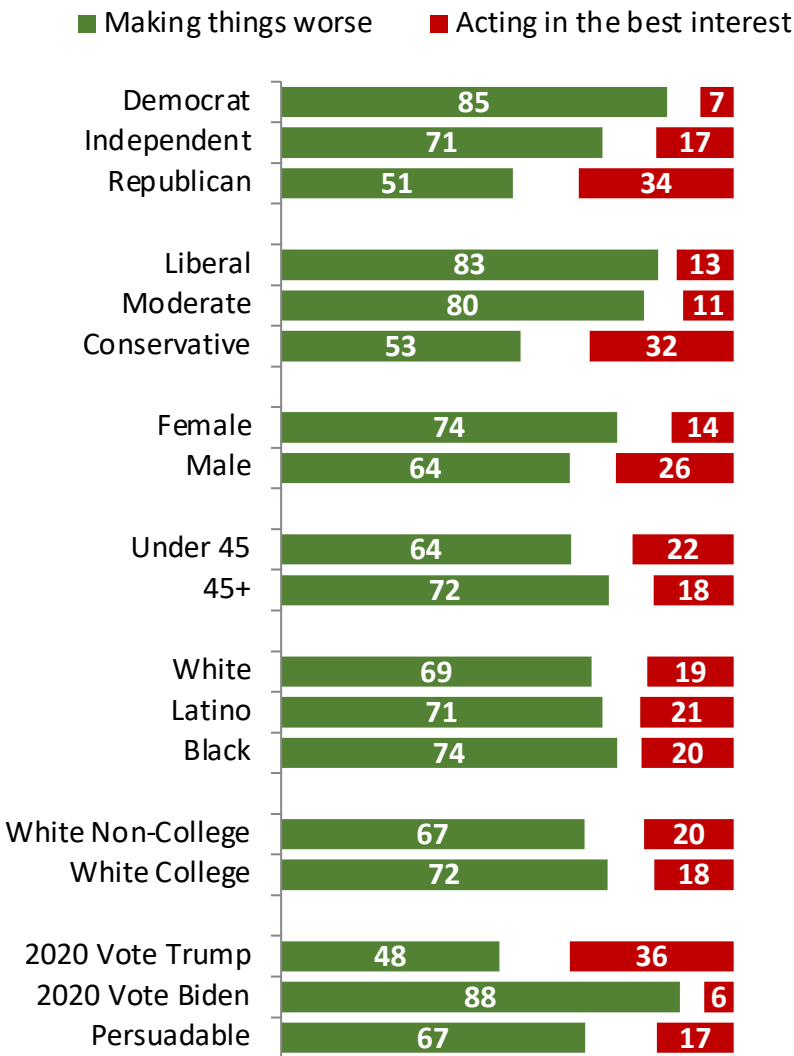
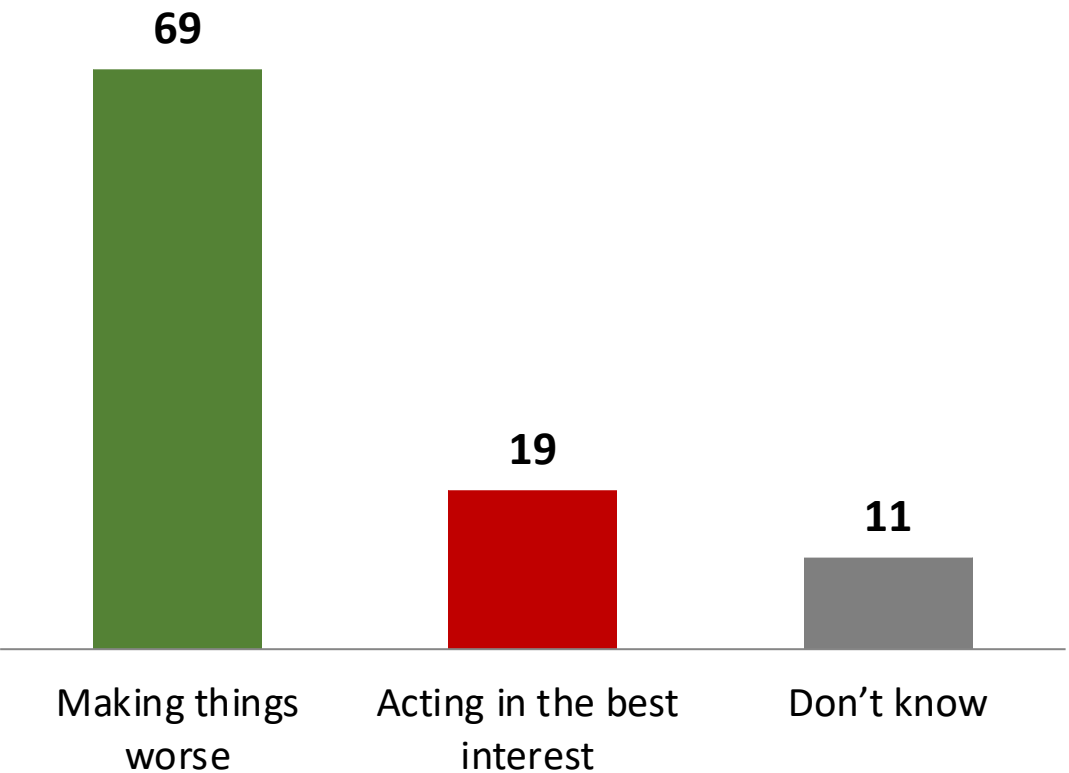
Do you think President Donald Trump is seeking to restore calm in response to the protests or to add more fuel to the fire?



- Moderates and independents are more likely to say Trump is adding fuel to the fire
- Persuadable voters are split

7 in 10 say counter-protestors are making things worse

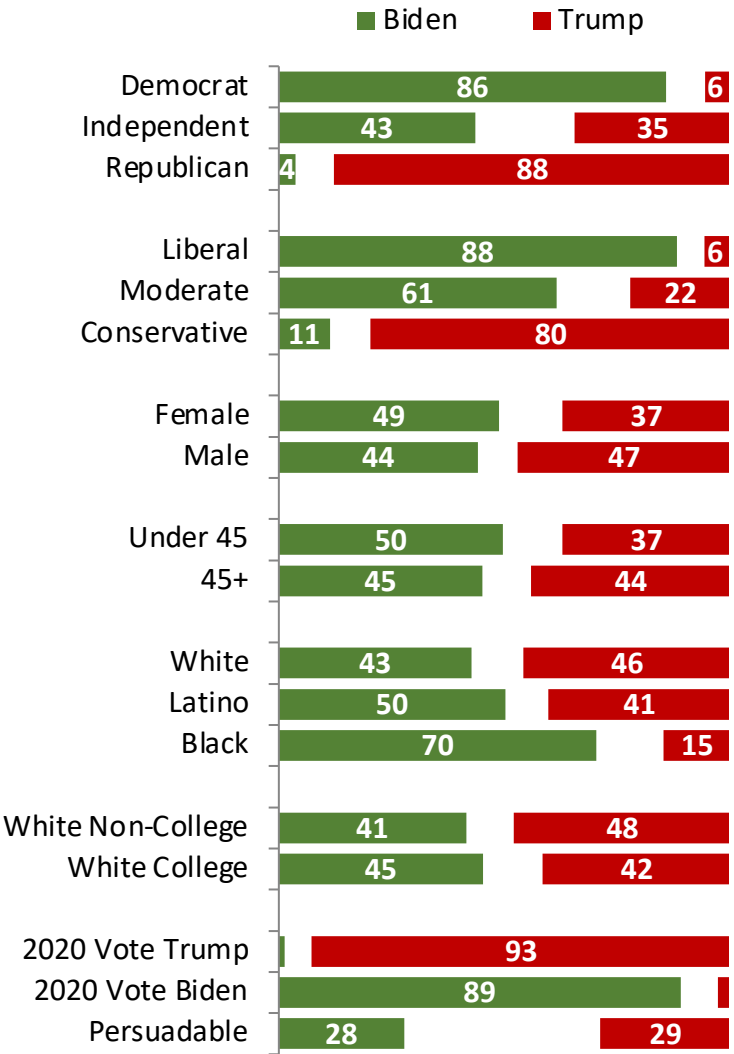
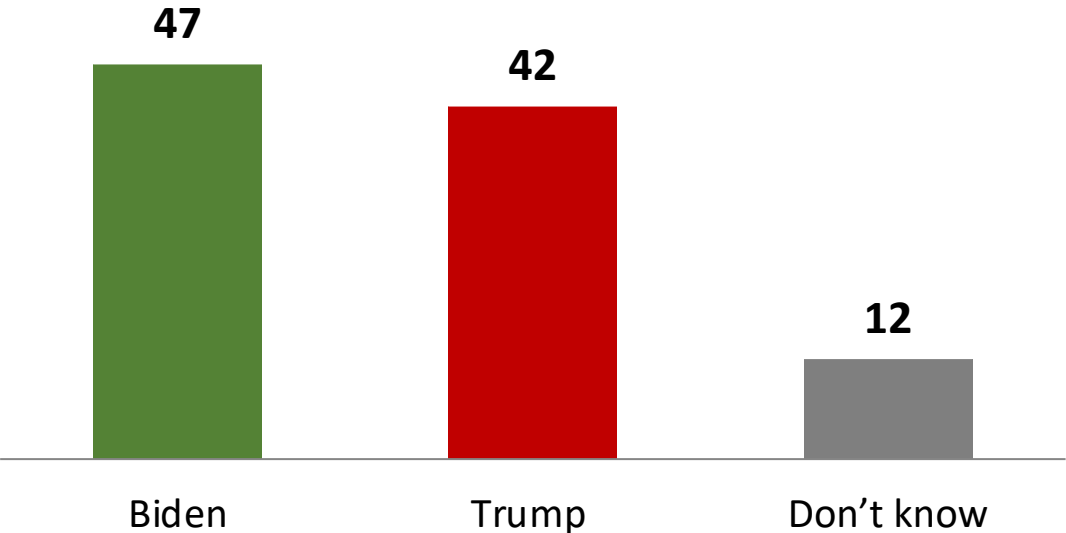
Some counter-protesters to racial justice protests have brought firearms with them. Do you believe these counter-protesters are acting in the best interests of America or making things worse?



Majorities across major groups say counter-protesters are making things worse

Those who say the quality of life in the suburbs will be better under Joe Biden is 5 points higher than those who say it will be better under Trump

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?

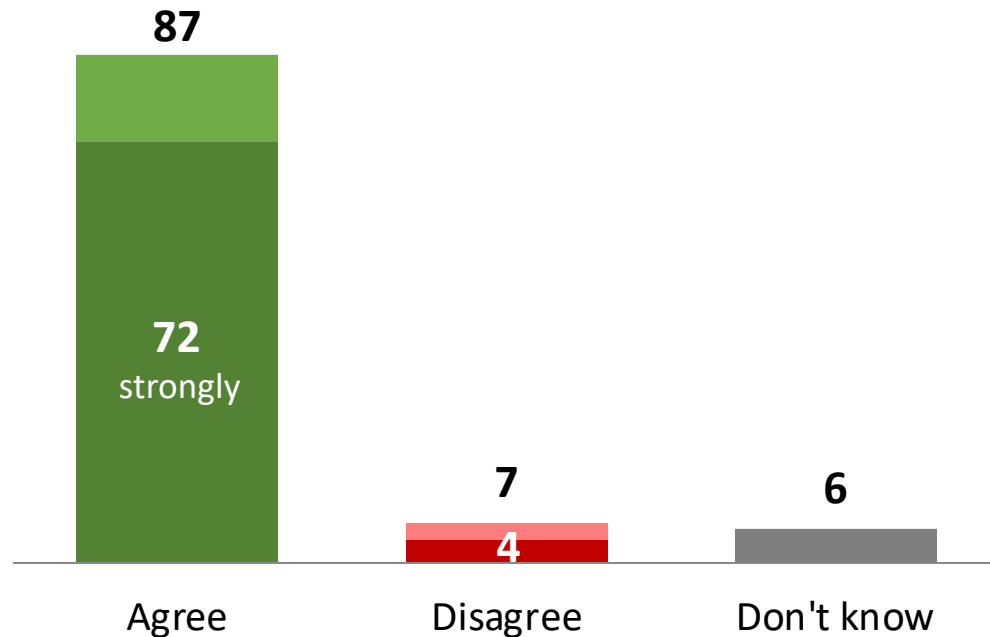


Fewer than one-third of independents, moderates, or persuadables say quality of life would be better under Trump

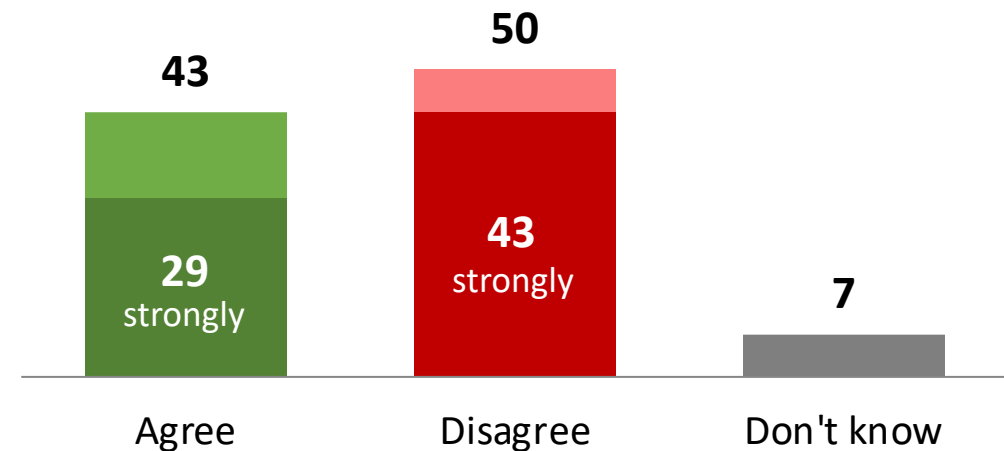


Overwhelming majority agree with Biden's statement criticizing rioting, while only 43% agree with Trump that a Biden presidency will bring problems to the suburbs

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?

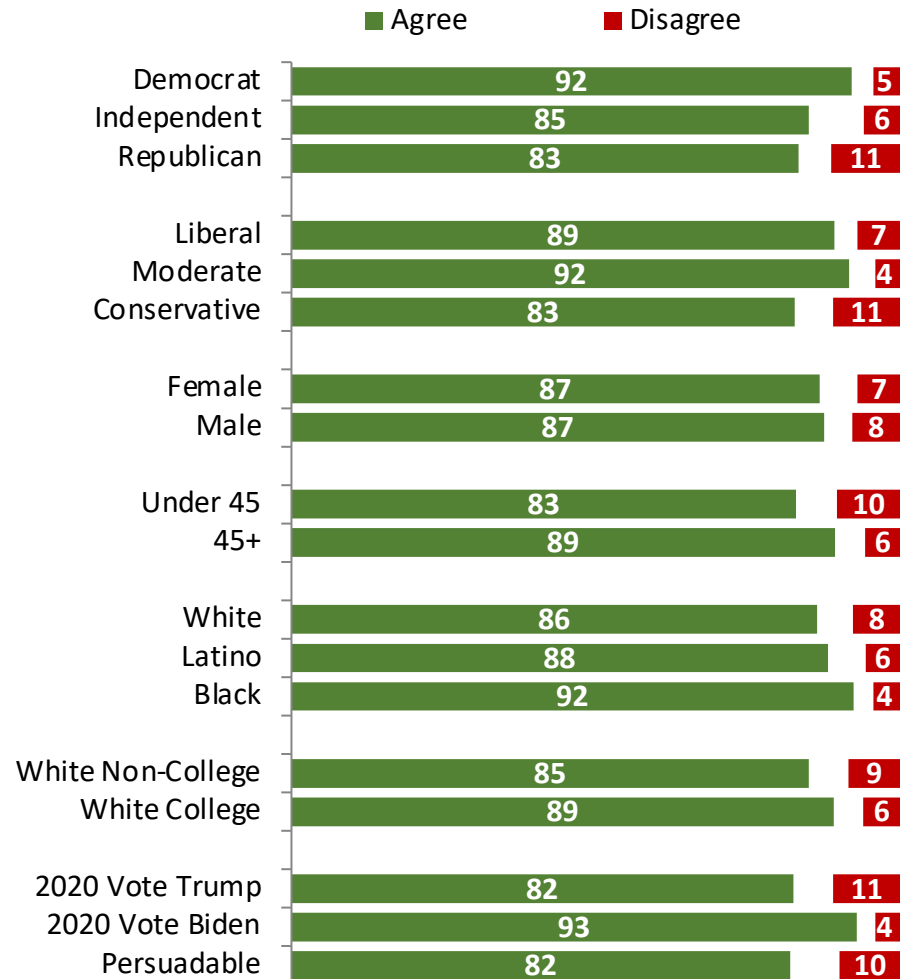


President Trump recently said that a Joe Biden Presidency will bring low-income housing and "a lot of other problems, including crime" to the suburbs. Do you agree or disagree that a Biden Presidency will result in more crime and other problems in suburbs around the country?

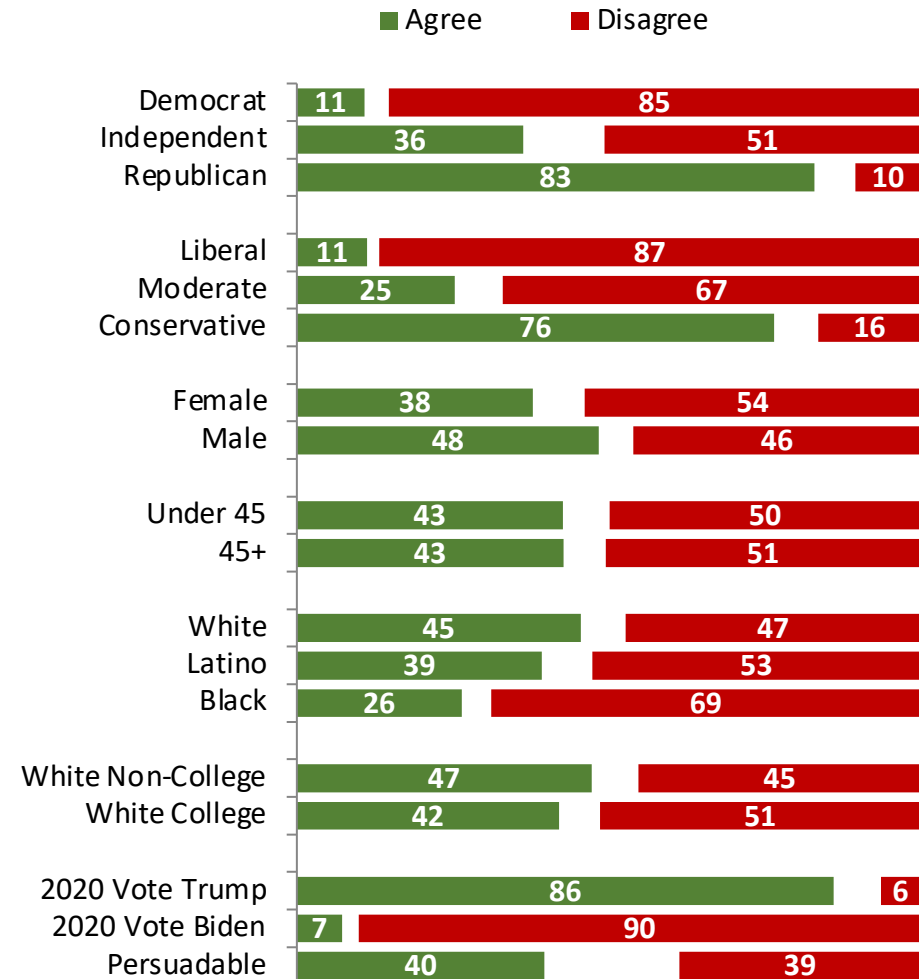


At least half of independent, moderate, White college, Latino, and Black voters disagree with Trump; persuadables are closely divided

BIDEN ON RIOTS



TRUMP ON SUBURBS UNDER BIDEN



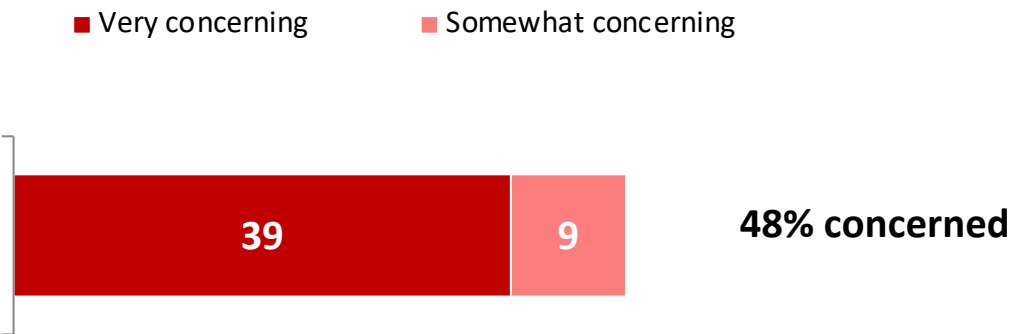


GOP Attacks

48% say attack about Biden being a trojan horse for the left is concerning; 17% are put at ease by the unity response

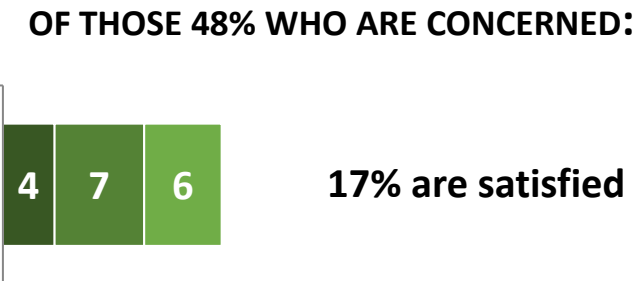
Attack and Response: Trojan Horse

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

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.

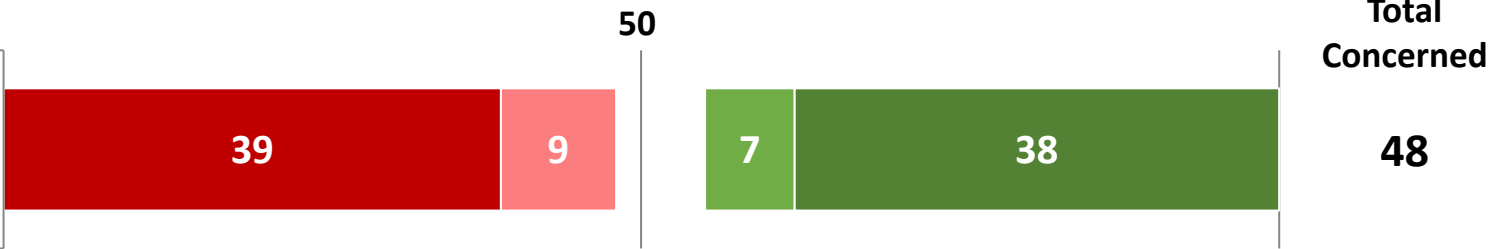


48% say attack about Biden being a trojan horse for the left is concerning; the same number are not concerned, or say a response based on Biden’s moderation is effective

Attack and Response: Trojan Horse

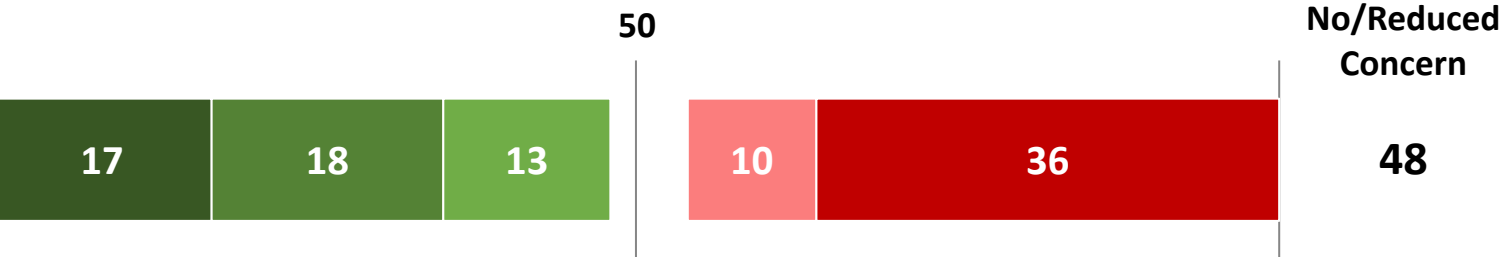
Very concerning Somewhat concerning A little concerning Not concerning at all

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.



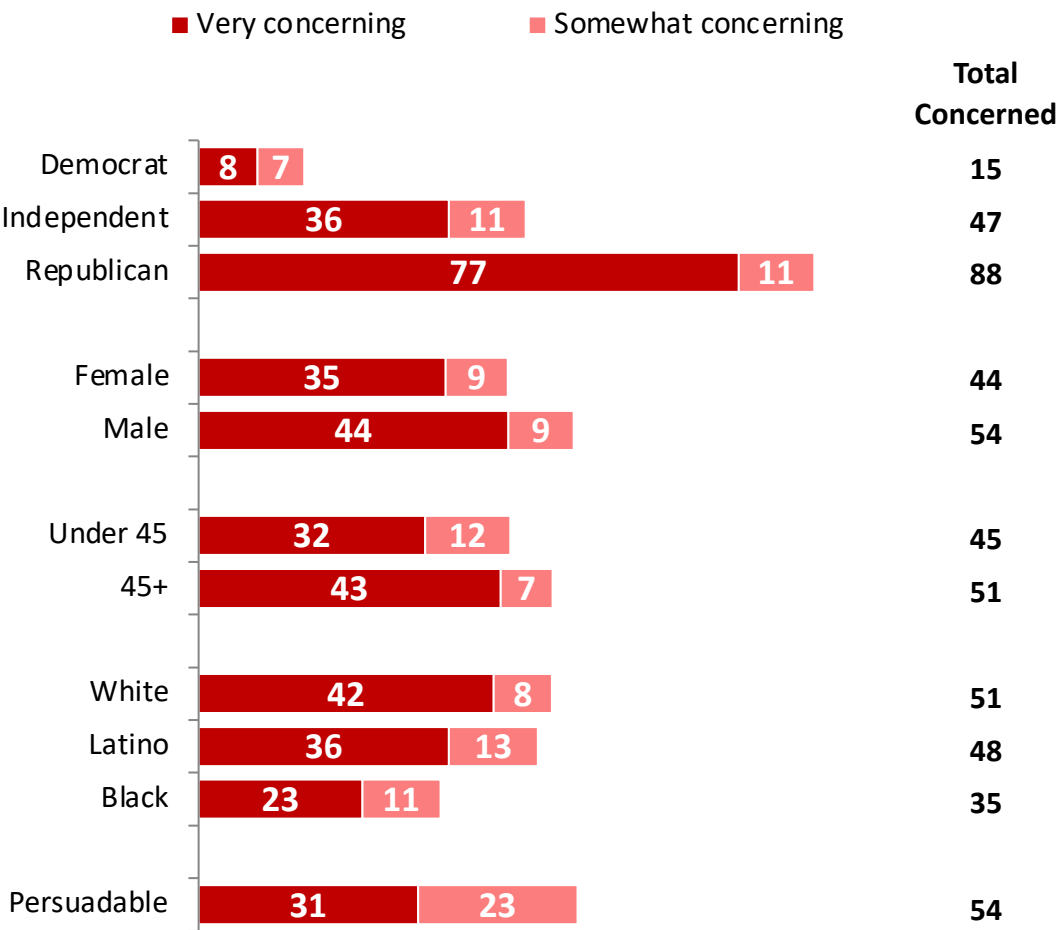
Never had this concern Eliminates all concern Eliminates most concern
Eliminates some concern Does not eliminate any concern

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.

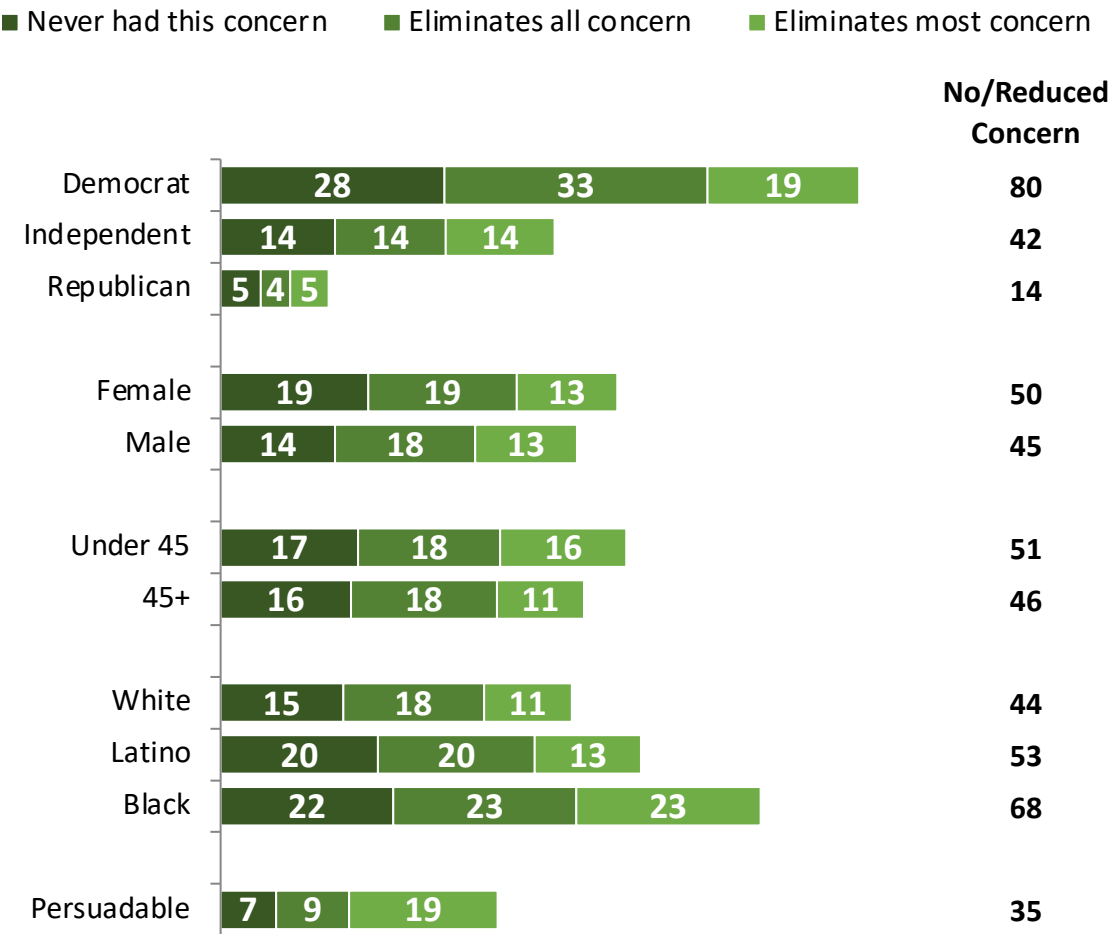


54% of persuadables are concerned about Biden as a trojan horse; women, young, Latino, and Black voters are least concerned after response

ATTACK: TROJAN HORSE



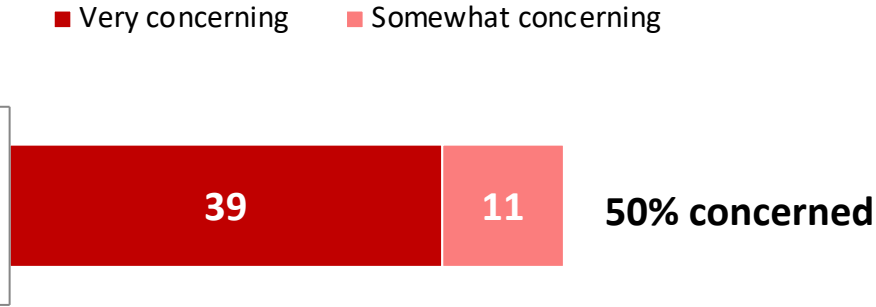
RESPONSE: MODERATE



Half say an attack about Biden being weak on crime is concerning; 17% are satisfied by the Biden as a unifier response and 18% are satisfied by the response that Biden will keep us safe

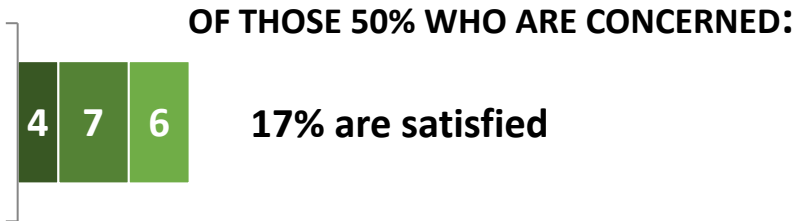
Attack and Response: Weak on Crime

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.

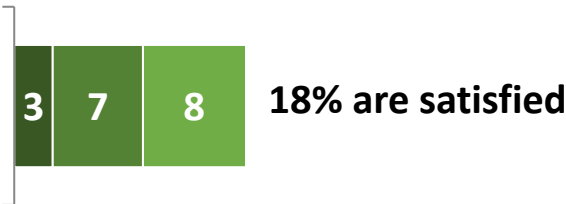


Biden will bring calm to America’s cities because he listens, he cares, and he unifies. He won’t add to the chaos with tweets and statements that pour gasoline on the fire. There is a reason this violence has happened on President Trump’s watch.

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



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.

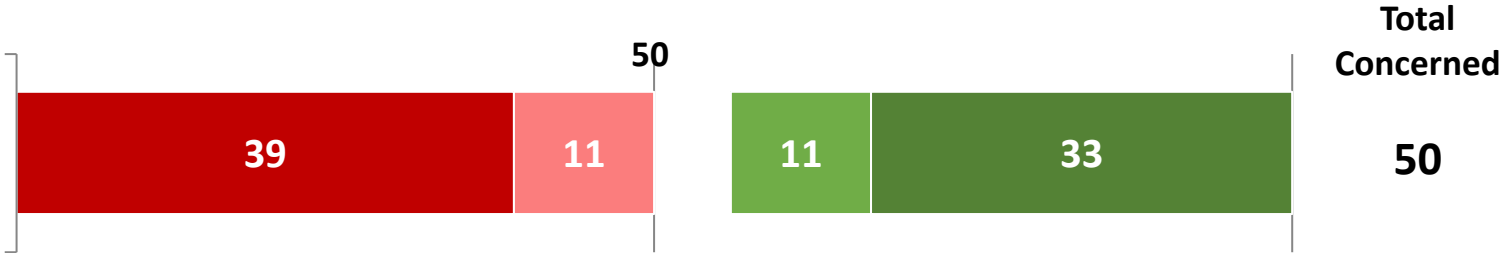


Half say an attack about Biden being weak on crime is concerning; half are not concerned or say a response about Biden as a unifier is effective

Attack and Response: Weak on Crime

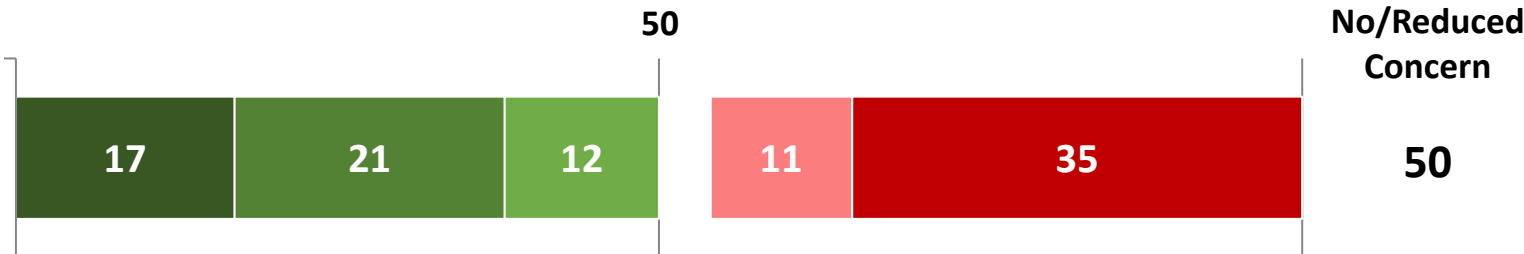
■ Very concerning ■ Somewhat concerning ■ A little concerning ■ Not concerning at all

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.



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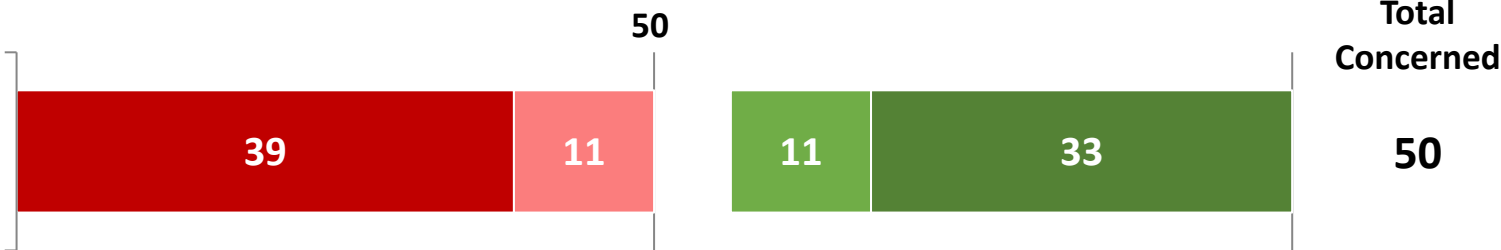


A response saying Biden will make America safe is slightly less effective than a unifier message

Attack and Response: Weak on Crime

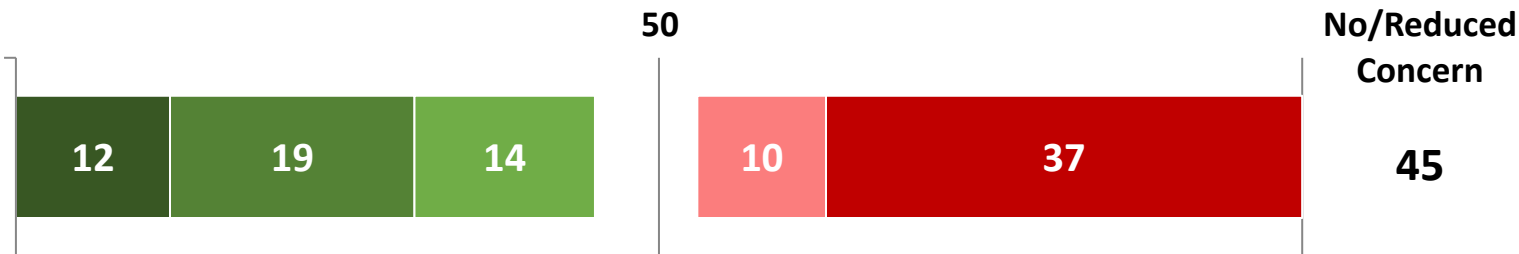
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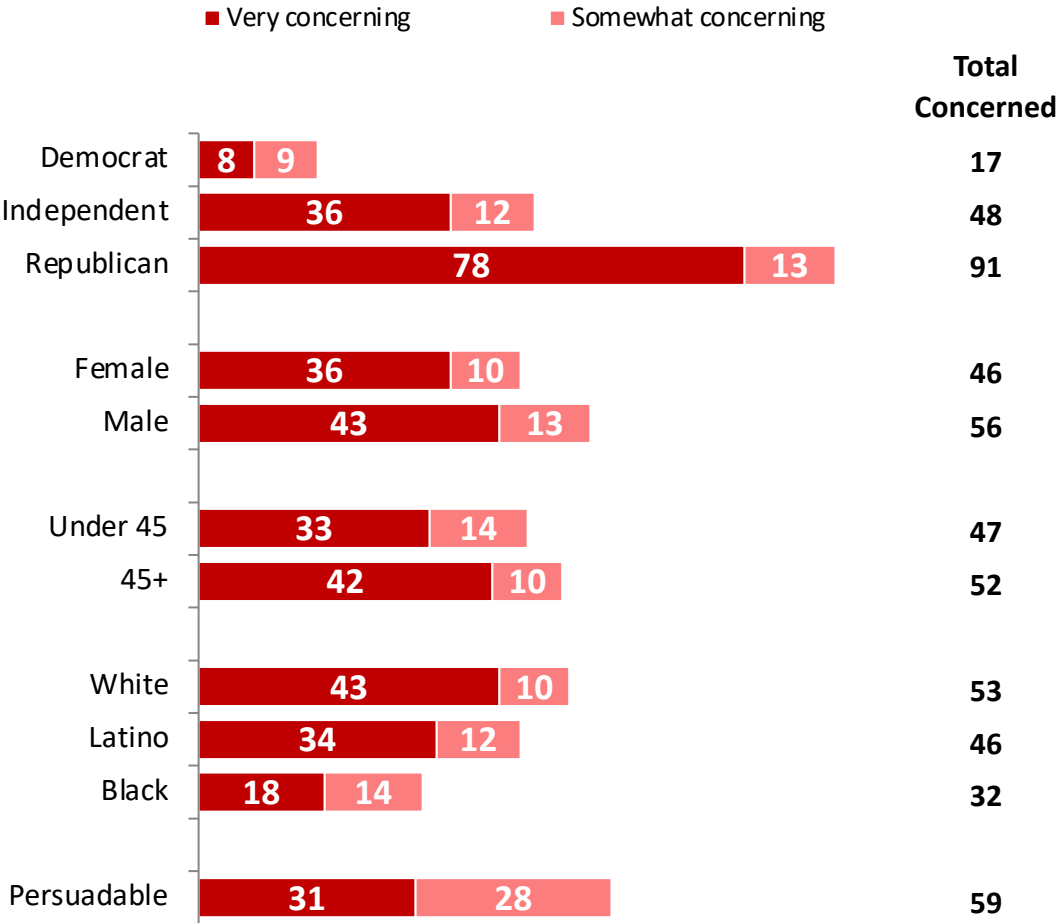
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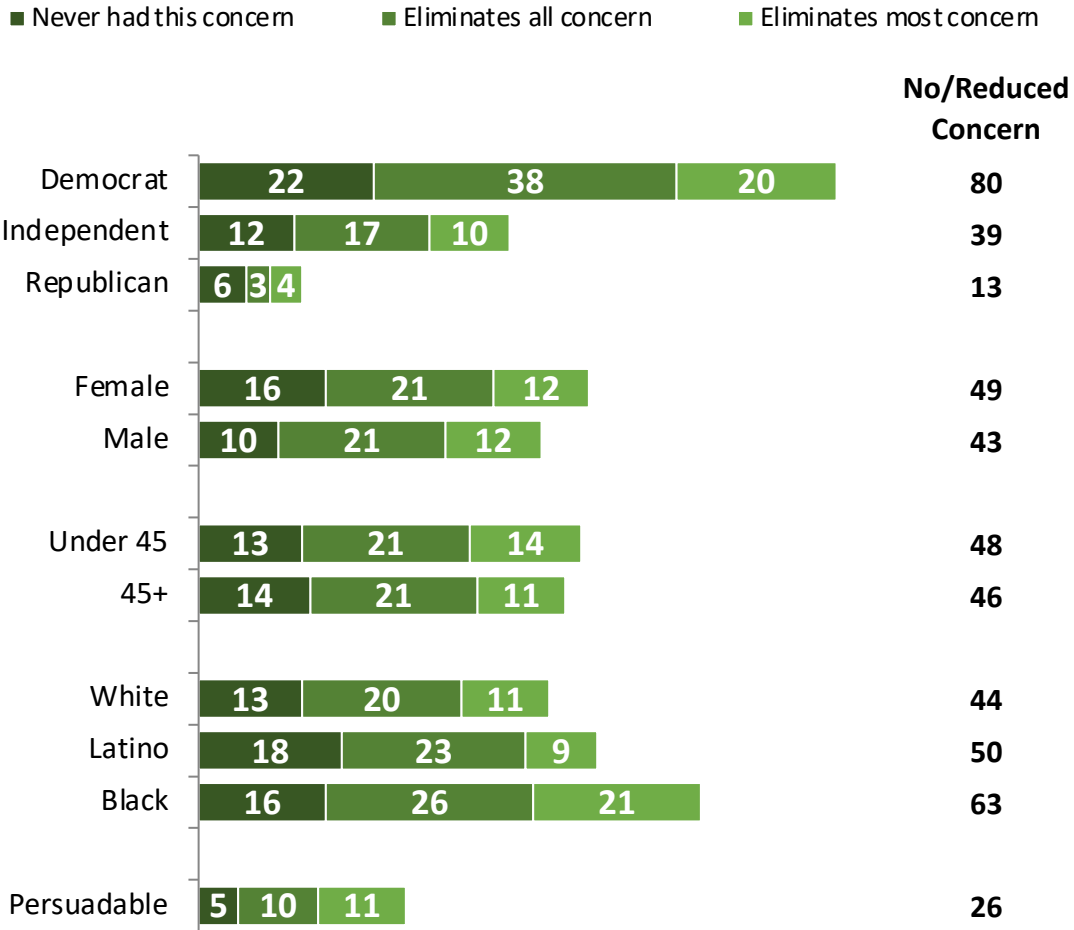


6 in 10 persuadables are concerned about Biden as weak on crime; women and Black voters are least concerned after unifier response

ATTACK: WEAK ON CRIME

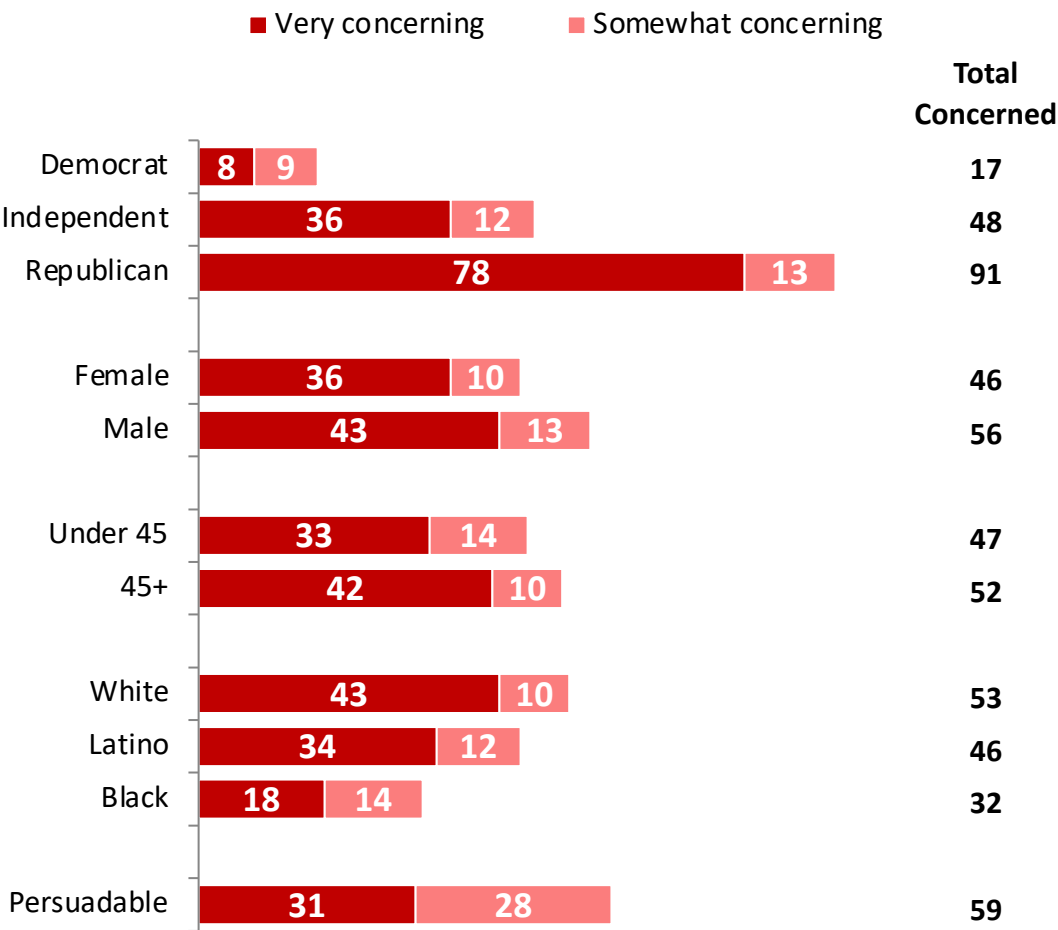


RESPONSE: UNIFIER

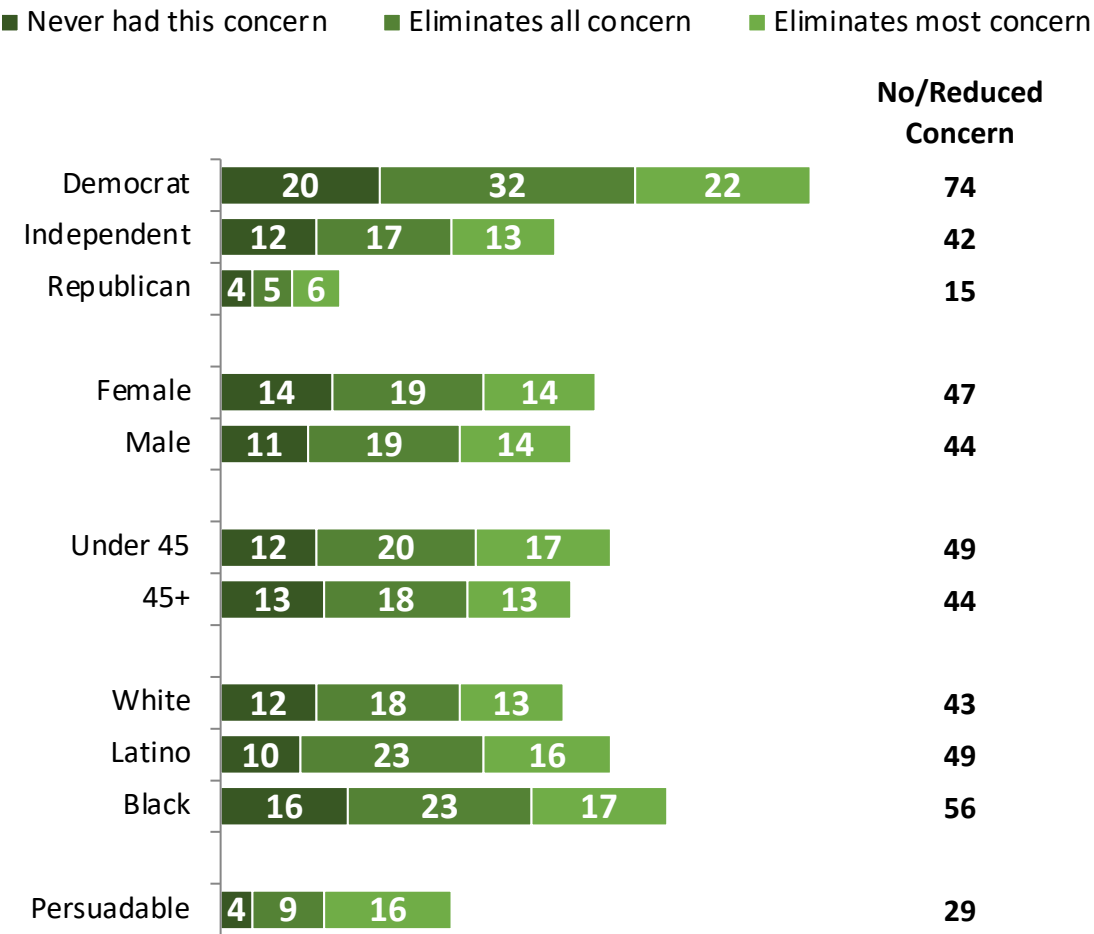


6 in 10 persuadables are concerned about Biden as weak on crime; Black and young voters are least concerned after safety response

ATTACK: WEAK ON CRIME



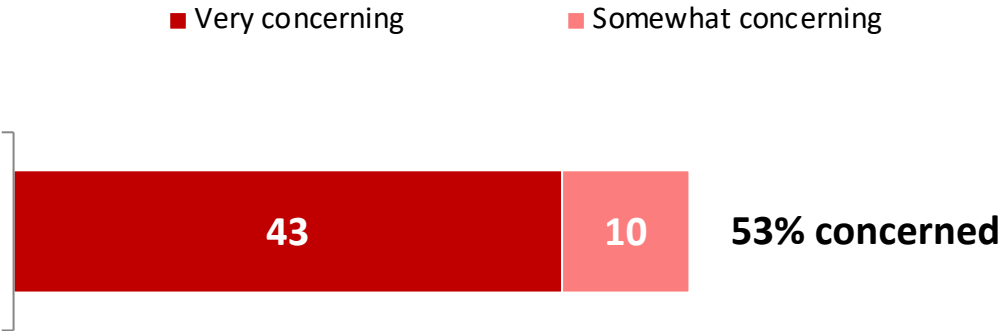
RESPONSE: SAFE



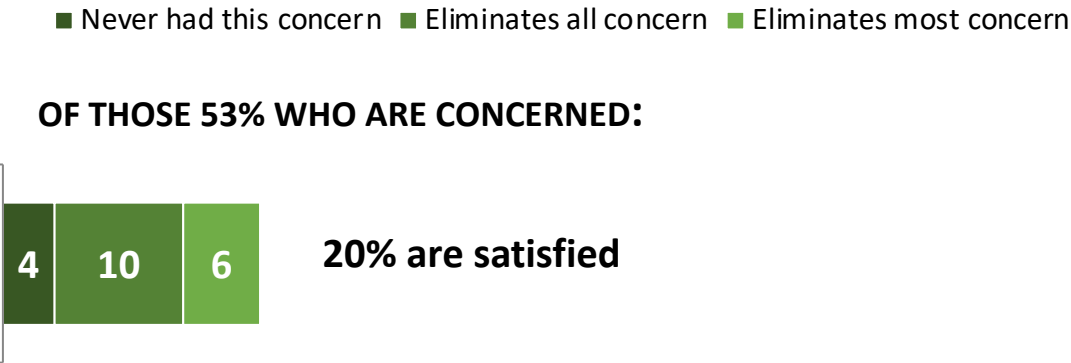
53% say an attack about Biden’s economic agenda is concerning; 20% of those concerns are put at ease by the “Build Back Better” response

Attack and Response: Economic Agenda

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.

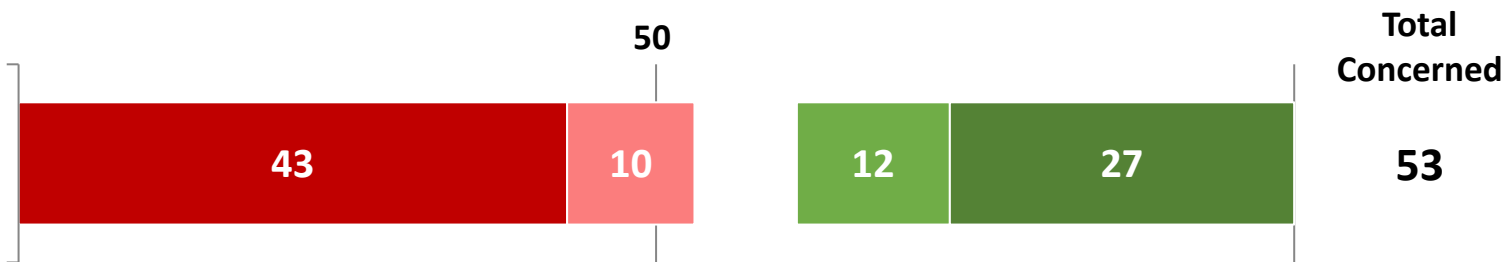


53% say an attack about Biden’s economic agenda is concerning; 46% are not concerned or say a response is effective

Attack and Response: Economic Agenda

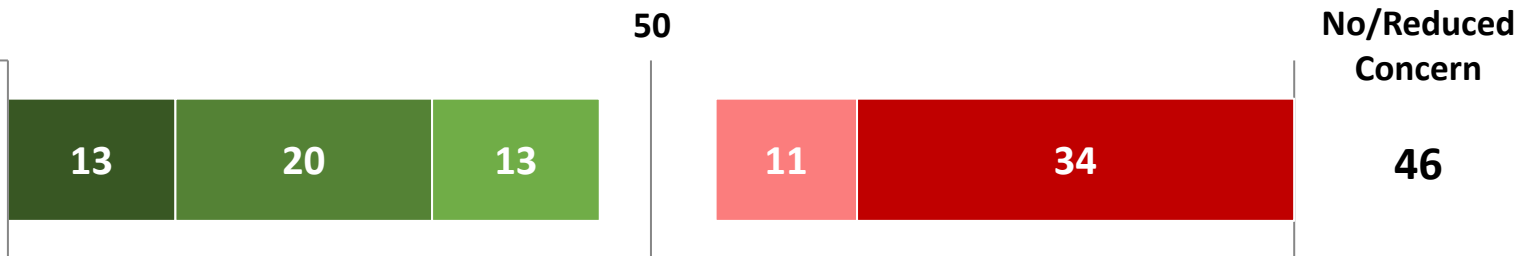
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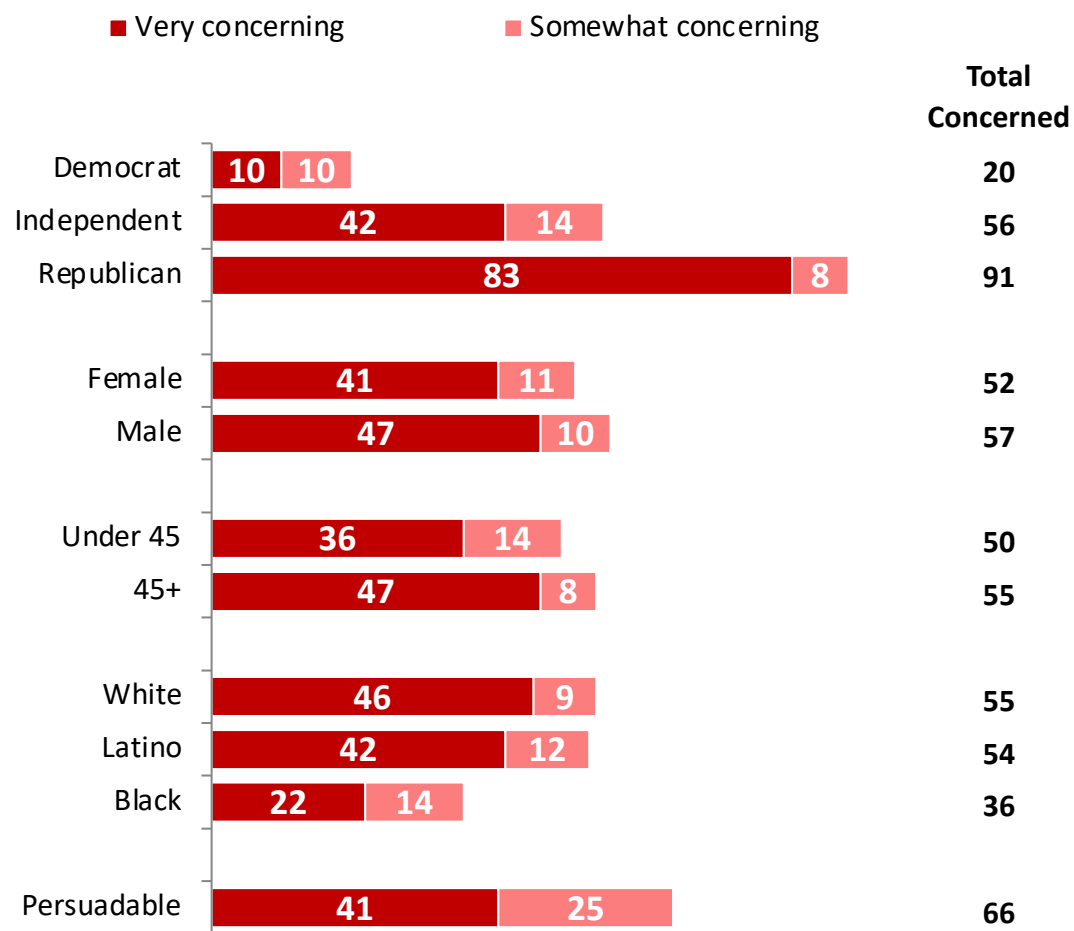
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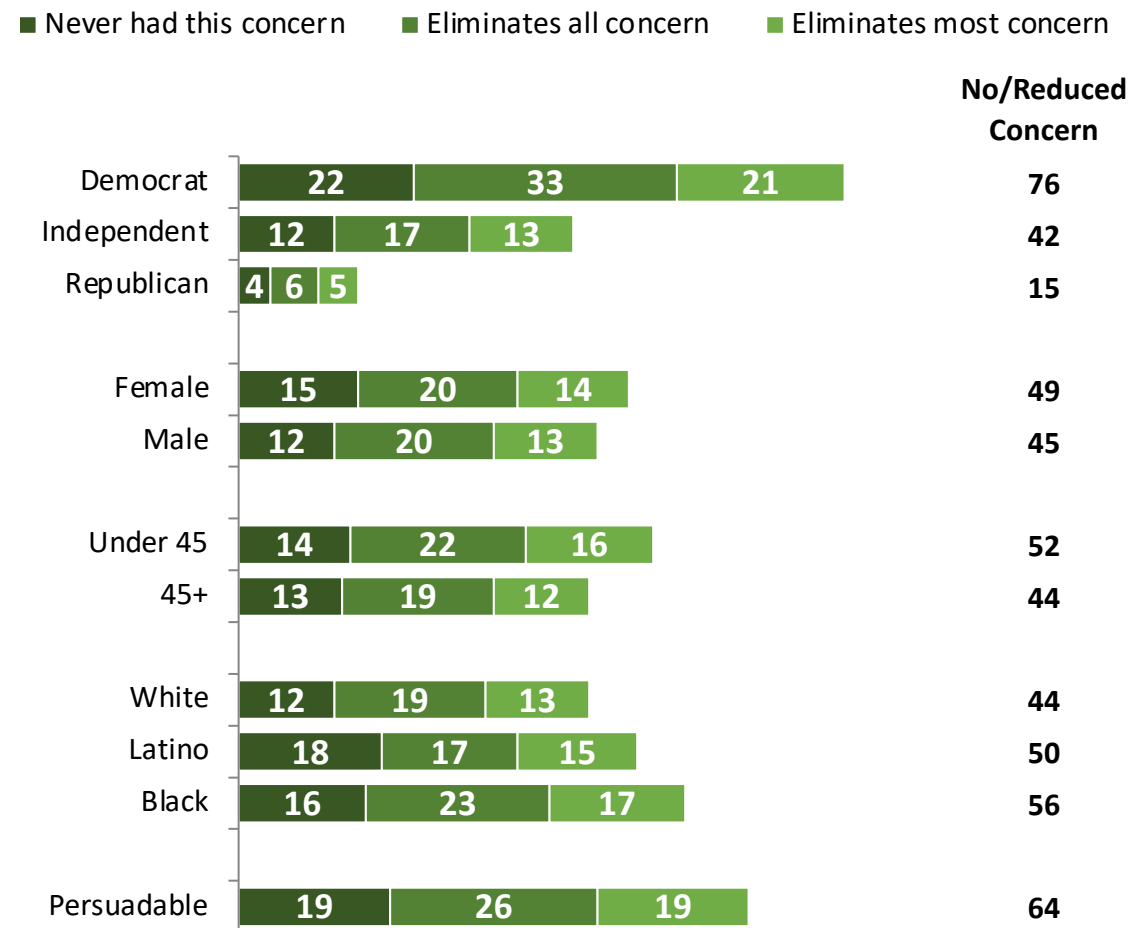


2 in 3 persuadables are concerned about Biden’s economic agenda; women, young, and Black voters are least concerned after response

ATTACK: ECONOMIC AGENDA



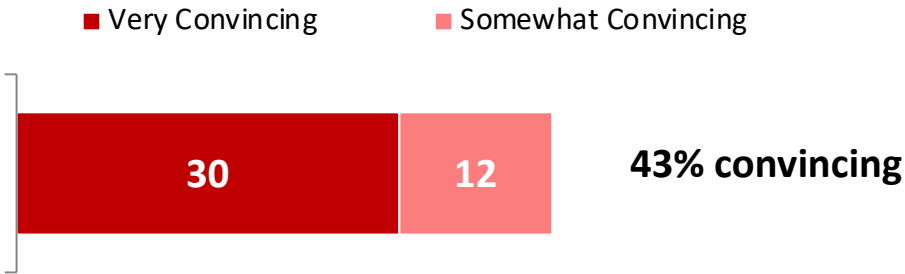
RESPONSE: BUILD BACK BETTER



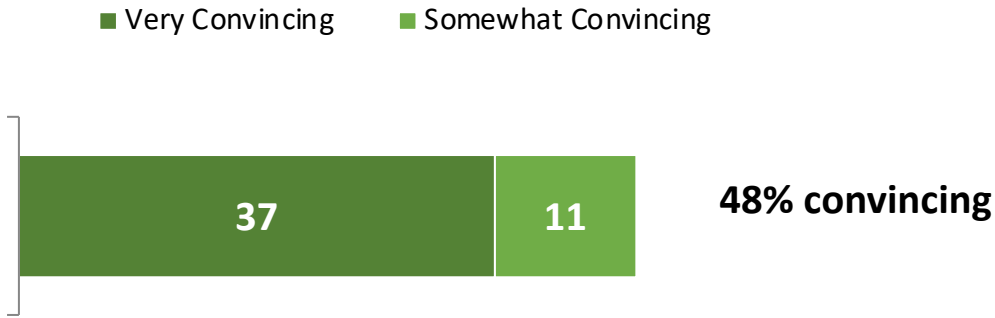
43% say a positive message about Trump’s handling of the coronavirus is convincing; while 48% say a positive message about Biden is convincing

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.

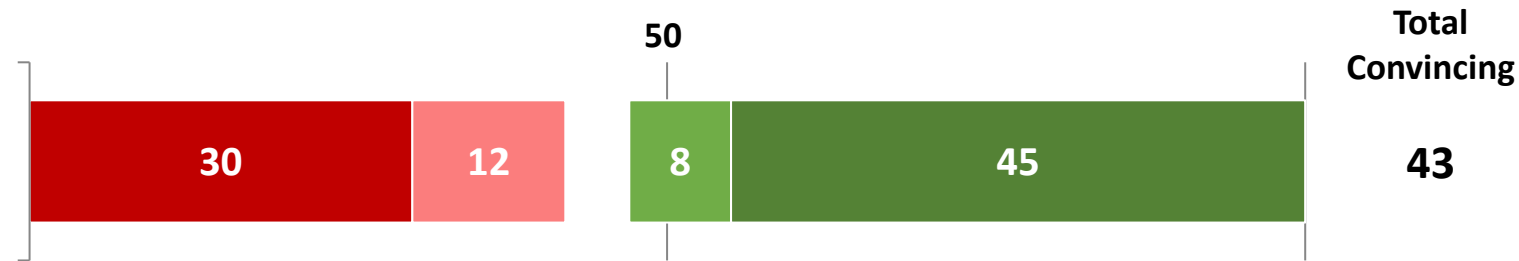


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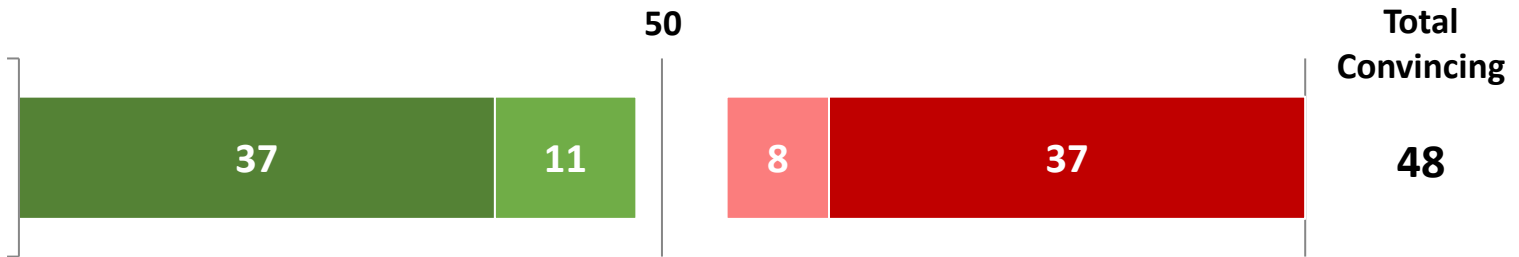
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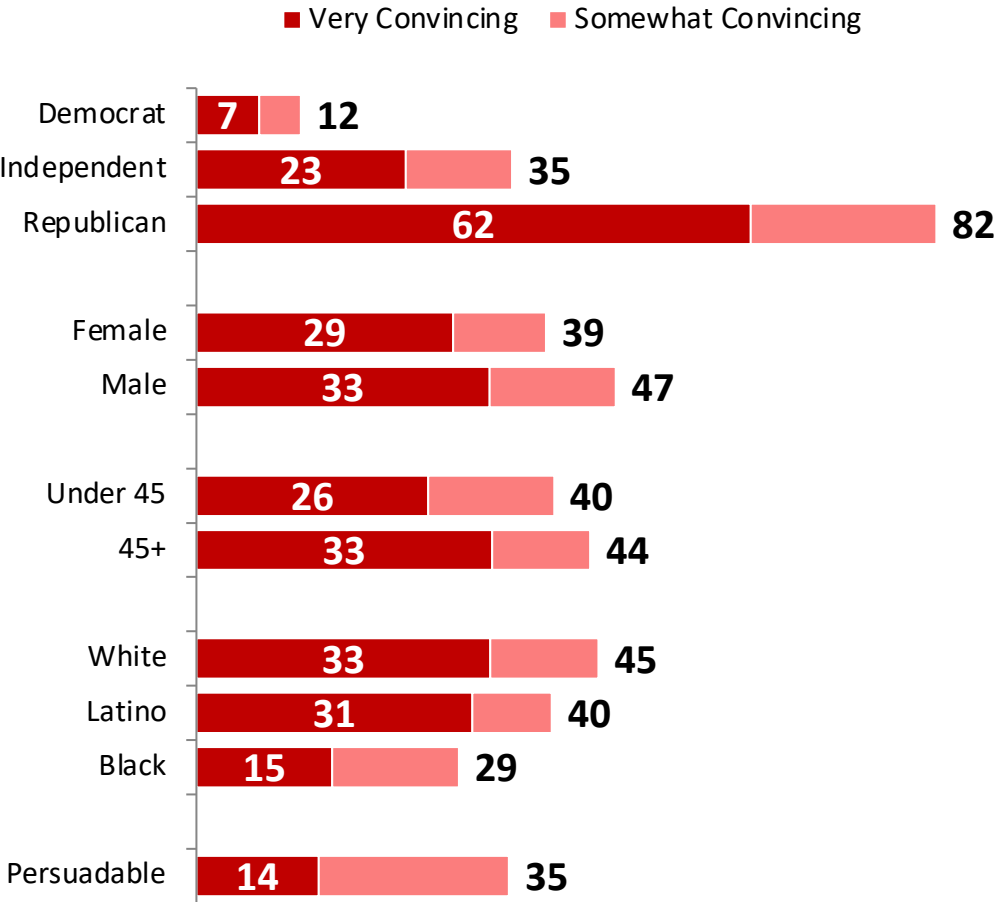
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The Biden coronavirus message is more convincing among women, young, Latino, and Black voters

CORONAVIRUS: TRUMP



CORONAVIRUS: BIDEN

