Survey Methodology - Who and Where?

3,531
English-speaking Infrequent Voters

8
Battleground States

+/- 1.6%
Margin of Error

Other key notes:
- Does not include Trump Supporters
- Survey conducted online
- Survey date: August 27 - September 9
Survey Methodology - Who and Where?

744
Spanish-speaking Infrequent Voters

5
Battleground States

+/- 3.6%
Margin of Error

Other key notes:
- Does not include Trump Supporters
- Survey conducted online
- Survey date: August 27 - September 14
Who’s in this Survey

Gender
- Men: 48%
- Women: 49%
- Other: 1%

Race
- Black: 43%
- Latinx: 29%
- API: 11%
- White: 21%
- Other: 8%

Age
- 18-24: 28%
- 25-34: 19%
- 35-49: 34%
- 50-64: 14%
- 65+: 4%

Education Level
- High School, Tech School or Some College: 67%
- 4 year college grad: 19%
- Grad Degree: 11%
Who’s in this Survey

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

Marital Status
- Married: 34%
- Single: 52%
- Divorced: 10%
- Other: 3%

Kids Under 18 in the Home
- Kids: 39%
- No Kids: 58%
- Don't know: 2%
Black Voters

- Afro-Caribbean: 15.8%
- Afro-Latino: 7.9%
- Other: 2.0%
- Don’t know: 9.9%

Place where they, their parents or grandparents were born:

- Don’t know: 40%
- English speaking Caribbean, Central or South America: 15%
- Haiti: 10%
- Spanish speaking Caribbean, Central or South America: 5%
- West Africa: 5%
Latinx Voters

- Afro-Latino: 29.4%
- Afro-Caribbean: 10.8%
- Neither: 48.0%
- Other: 2.9%
- Don't know: 8.8%

Place where they, their parents or grandparents were born:
- Mexico: 30.0%
- Puerto Rico: 15.0%
- Dominican Republic: 10.0%
- South America: 10.0%
- Central America: 10.0%
- Cuba: 7.0%
- Spain: 6.0%
API Voters

Place where they, their parents or grandparents were born

- China
- India
- Philippines
- Korea
- Vietnam
- Thailand
- Southeast Asia
Goals
Goals of the Survey

1. Measure progress in likelihood to vote to ensure our program is effective

2. Retest candidate and top messenger favorabilities as well as issue priorities

3. Determine our universe’s current attitudes toward vote by mail, in-person early voting and in-person Election Day voting

4. Test positive Biden messages with the addition of Senator Harris to the ticket
Vote Likelihood, Biden Support and Favs/Unfavs
Strong Correlation Between Intensity of Biden Support and Likelihood to Vote

This trend has been consistent since the early summer.

“How likely is it that you will vote in the November 2020 election for president and other offices?”
Our Program is Increasing Likelihood To Vote Among Our Targeted Audiences
However, Motivation to Vote in each group trails Likelihood to Vote by 7-12 points

How motivated are you to vote in November?
Biden Favorabilities Are Improving

Note: We did not have a white or Spanish speaking voter universe in our June Poll
Harris’ Favorabilities Have Grown Significantly Since Joining the Ticket

Note: We did not have a white or Spanish speaking voter universe in our June Poll
President Obama is still our most popular messenger

Note: We did not have a white or Spanish speaking voter universe in our June Poll
Trump Unfavorables Have Remain Largely Stable, and Dipped Among Latinx Voters

Note: We did not have a white audience in our June Poll
Beating Trump, Protecting Rights and Lives and Changing of Direction are top reasons why our audiences would vote

What will be the most important factor for you in deciding whether to vote in November?
VBM vs Early Vote vs Election Day
If you vote in the 2020 election, what’s the most likely way you’d vote?
White and API voters want to Vote by Mail at Significantly Higher Rates

If you vote in the 2020 election, what’s the most likely way you’d vote?
VBM/Absentee voters prefer mailing to dropping their ballots off

<table>
<thead>
<tr>
<th></th>
<th>Mail in my ballot</th>
<th>Drop it off in person at a ballot box or polling location</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>71%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>Latinx</td>
<td>71%</td>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td>API</td>
<td>65%</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>White</td>
<td>65%</td>
<td>29%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**ONLY IF VOTE BY MAIL OR ABSENTEE: How do you plan to send your ballot in?**
Our audiences know how they want to vote - period

If you vote in the 2020 election, what’s the most likely way you’d vote?
Pro-Biden Messaging
Coronavirus Contrast: The coronavirus is hitting our communities especially hard, both in terms of our health and our economic well-being. Joe Biden gets it. As our next president, Joe will do what Donald Trump has failed to do by working hard to stop the spread of coronavirus. Joe will fight to get everyone the quality healthcare they need, and make sure no one is left out of the financial recovery.
Obama’s Partner: 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 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.
Biden Immigration Contrast: Everyone, regardless of citizenship status, deserves to be able to live in America free from harm. But, by ripping children from their parents' arms and making racist attacks on immigrants, Donald Trump broke that promise. As our next President, Joe Biden will end this assault on the immigrant community and reform our immigration system to make it fairer, more humane and restore America’s place as a nation that welcomes immigrants.
**Biden-Harris Ticket Message**

Most effectiveness with Black and Latinx voters

![Bar chart showing effectiveness with different voter categories.](chart.png)

**Biden-Harris Ticket:** With Kamala Harris set to become the first woman of color ever to serve as vice president, the Biden-Harris team is ready to lead our country forward. With strong records of fighting to make healthcare more accessible and affordable, advancing racial justice for all Americans and holding the Trump administration accountable for its failure to contain the coronavirus pandemic, we can count on Joe and Kamala to stand up for our community.
Biden Healthcare: 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 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.
Biden Econ/Bio: Joe Biden grew up in a working class community and he knows what happens when people lose their jobs or they can’t make enough to get by. With the spread of the coronavirus, too many of our families are struggling to make ends meet and with Donald Trump in charge, things aren’t getting better. Joe gets it and, as president, he’ll work to rebuild a better economy where everyone can get ahead, not just the rich and powerful.
Measuring Biden Support | Messaging

1. **Message Name: Coronavirus Contrast**
   a. This message had the widest appeal among pro-Biden audiences
   b. This message was particularly effective with our white audiences compared to other messages tested

2. **Message Name: Obama’s Partner**
   a. Obama’s Partner had wide appeal, particularly with soft Biden voters of color
   b. Obama’s Favorabilities earlier in this poll were well ahead of Biden and Harris - he’s an essential messenger for us

3. **Message Name: Immigration Contrast**
   a. This message was exceptionally effective with English-speaking Latinx audiences as well as API audiences

4. **Message Name: Biden-Harris Ticket**
   a. High effectiveness with Black and Latinx audiences
      i. NOTE: We split sample tested a similar version that focused just on Harris to see if it was more effective with voters of color. Including Biden made the message much more stronger.

5. **Message Name: Biden Healthcare**
   a. Strongest with white, API and English-speaking Latinx voters

6. **Message Name: Biden Bio/Econ**
   a. Strength with API and Latinx voters
   b. Top message with Spanish-speaking Latinx voters
Top Messages Across Black Infrequent Voters

1. **OBAMA’S PARTNER:** 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 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.

2. **BIDEN-HARRIS TICKET:** With Kamala Harris set to become the first woman of color ever to serve as vice president, the Biden-Harris team is ready to lead our country forward. With strong records of fighting to make healthcare more accessible and affordable, advancing racial justice for all Americans and holding the Trump administration accountable for its failure to contain the coronavirus pandemic, we can count on Joe and Kamala to stand up for our community.

3. **CORONAVIRUS CONTRAST:** The coronavirus is hitting our communities especially hard, both in terms of our health and our economic well being. Joe Biden gets it. As our next president, Joe will do what Donald Trump has failed to do by working hard to stop the spread of coronavirus. Joe will fight to get everyone the quality healthcare they need, and make sure no one is left out of the financial recovery.
Top Messages Across English-speaking Latinx Infrequent Voters

1. **IMMIGRATION**: Everyone, regardless of citizenship status, deserves to be able to live in America free from harm. But, by ripping children from their parents' arms and making racist attacks on immigrants, Donald Trump broke that promise. As our next President, Joe Biden will end this assault on the immigrant community and reform our immigration system to make it fairer, more humane and restore America’s place as a nation that welcomes immigrants.

2. **COVID-19 CONTRAST**: The coronavirus is hitting our communities especially hard, both in terms of our health and our economic well being. Joe Biden gets it. As our next president, Joe will do what Donald Trump has failed to do by working hard to stop the spread of coronavirus. Joe will fight to get everyone the quality healthcare they need, and make sure no one is left out of the financial recovery.

3. **HEALTH CARE**: 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 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.
Top Messages Across Spanish-speaking Latinx Infrequent Voters

1. **BIDEN ECON / BIO:** Joe Biden grew up in a working class community and he knows what happens when people lose their jobs or they can’t make enough to get by. With the spread of the coronavirus, too many of our families are struggling to make ends meet and with Donald Trump in charge, things aren’t getting better. Joe gets it and, as president, he’ll work to rebuild a better economy where everyone can get ahead, not just the rich and powerful.

2. **BIDEN-HARRIS TICKET:** With Kamala Harris set to become the first woman of color ever to serve as vice president, the Biden-Harris team is ready to lead our country forward. With strong records of fighting to make healthcare more accessible and affordable, advancing racial justice for all Americans and holding the Trump administration accountable for its failure to contain the coronavirus pandemic, we can count on Joe and Kamala to stand up for our community.

3. **COVID-19 CONTRAST:** The coronavirus is hitting our communities especially hard, both in terms of our health and our economic well being. Joe Biden gets it. As our next president, Joe will do what Donald Trump has failed to do by working hard to stop the spread of coronavirus. Joe will fight to get everyone the quality healthcare they need, and make sure no one is left out of the financial recovery.
Top 3 Messages Across API Infrequent Voters

1. **HEALTH CARE:** 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 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.

2. **IMMIGRATION CONTRAST:** Everyone, regardless of citizenship status, deserves to be able to live in America free from harm. But, by ripping children from their parents' arms and making racist attacks on immigrants, Donald Trump broke that promise. As our next President, Joe Biden will end this assault on the immigrant community and reform our immigration system to make it fairer, more humane and restore America’s place as a nation that welcomes immigrants.

3. **COVID-19 CONTRAST:** The coronavirus is hitting our communities especially hard, both in terms of our health and our economic well being. Joe Biden gets it. As our next president, Joe will do what Donald Trump has failed to do by working hard to stop the spread of coronavirus. Joe will fight to get everyone the quality healthcare they need, and make sure no one is left out of the financial recovery.
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Issues
COVID Continues To Be the #1 Issue

Note: We did not have a white voter universe in our June Poll. The outstanding balance in each column were lower scoring issues.
Top Issues Across Black Infrequent Voters

- Coronavirus, COVID-19: 20%
- Defeating Trump and Republicans: 12%
- Systemic Racism: 14%
- Jobs and the Economy: 8%
Top Issues Across Latinx Infrequent Voters

- Coronavirus, COVID-19: 20%
- Defeating Trump and Republicans: 10%
- Systemic Racism: 9%
- Jobs and the Economy: 11%
Top Issues Across Spanish-Speaking Latinx Infrequent Voters

- Coronavirus, COVID-19: 22%
- Defeating Trump and Republicans: 8%
- Systemic Racism: 12%
- Jobs and the Economy: 13%
Top Issues Across API Infrequent Voters

- Coronavirus, COVID-19: 24%
- Defeating Trump and Republicans: 11%
- Systemic Racism: 9%
- Jobs and the Economy: 11%
Top Issues Across White Infrequent Voters

- Coronavirus, COVID-19: 20%
- Defeating Trump and Republicans: 14%
- Systemic Racism: 8%
- Jobs and the Economy: 12%
Key Takeaways and Findings
Key Takeaways

Attitudes toward mode of voting:

● Infrequent voters have made up their minds about the way they plan to vote.

  ○ Black and Latinx infrequent voters have the highest rates of wanting to vote in person, mainly on election day.

  ○ White and API infrequent voters want to vote by mail at much higher rates.

  ○ The stronger an infrequent voter supports Biden, the more likely they are to want to vote by mail.

● Those who want absentee or VBM prefer mailing in their ballot rather than bringing it to a dropbox or polling site by about 2:1 across our demographics.
Key Takeaways

**Messaging:**

- The pro-Biden messaging SEIU has executed over the last two months has been effective at driving up Biden’s positives and, with it, likelihood to vote from our audiences across the board.

- Coronavirus is the #1 issue and our strongest message is contrasting Trump’s failure with Biden’s plan to stop the spread and ensure everyone is a part of the economic recovery.

- President Obama is still our most effective messenger, especially with Black voters.

- An immigration contrast message was very effective with English-speaking Latinx infrequent voters.
Key Takeaways

Biden Support/Trump Disapproval

- Among all infrequent voters, Biden support continues to rise along with likelihood to vote.

- Trump disapproval largely stayed stable with infrequent voters while increasing slightly among Black and API infrequent voters, except for English-speaking Latinx infrequent voters where Trump disapproval dropped 1 point.
Questions?