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# The change campaign that can contest America

Report on the new baseline battleground web-survey

November 5-11, 2023

## THE THREE PARTS

### Part 1: Web Dials

September 2023

#### Overview

A web-dial survey conducted by PSG Consulting and Democracy Corps analyzed voter responses to video clips featuring Biden, Trump, and other candidates.

### Part 2: Focus Groups

September 2023

#### Overview

Focus Groups conducted in pivotal battleground states (Georgia & Arizona) with diverse groups within the Republican electorate.

### Part 3: Battleground Survey

November 2023

#### Overview

A battleground poll conducted by Democracy Corps & PSG Consulting, involving 2,500 voters in presidential, House, and Senate battlegrounds for the 2024 general election.

# Web Dial Clips



# Dial Color Key



**Black**



**White College Women**



**Hispanic**



**Trump Loyalists**



**Asian**



**Evangelical Trump Loyalists**



**White Millennials/  
Gen Z**



**Moderate Republicans**



**White Unmarried Women**



**Cheney Conservatives**

# Battleground Survey



## BATTLEGROUNDS SURVEY: METHODOLOGY

Democracy Corps conducted a web survey with 2,500 voters from Nov. 5-11, 2023 in the presidential, House seats and US Senate battlegrounds for the 2024 general election. The oversample data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of projected 2024 general election voters in the collective battleground.

The sample used voter file data for proportions on race, age, and gender, along with 2020 CNN exit polling data to ensure that difficult-to-reach conservative subgroups by race, gender, and education were properly represented. And it weighted the cultural thermometers (NRA and pro-life groups), to offset the bias of on-line panels.

### **The total sample of 2,500 Registered Voters (1,000 Weighted) includes:**

- 1,534 Registered Voters in Presidential Battleground States (685 Weighted)
- 1,194 Registered Voters in Senate Battleground States (553 Weighted)
- 533 Registered Voters in Congressional Battleground Districts (188 Weighted)
- 742 White Voters (750 Weighted)
- 633 Black/African-American Voters (120 Weighted)
- 574 Hispanic/Latino Voters (80 Weighted)
- 511 Asian American (Asian) Voters (30 Weighted)

## Key findings

- President Biden trails Donald Trump by 5 points in the battleground states and loses at least another point when we include the independent candidates who get 17 percent of the vote.
- Biden is trying to win these states where three quarters believe country is on the wrong track and 48 percent say, “I will never vote for Biden.”
- Biden can win. Partisan polarization, abortion, and Trump threat is a dangerous strategy when the base of Blacks, Hispanics, Asians, LGBTQ+ community, Gen Z, millennials, unmarried and college women give Trump higher approval ratings than Biden.
- Congressional Democrats enter the election year in a more competitive position than the Biden-Trump contest.
- All Democratic campaigns need to understand voter anger and disappointment.
- 76 percent believe the country is headed in the wrong direction. They desperately want to change. Reciting accomplishments doesn't move them.

## Key findings

- Reasons voters think the country is off track?
- Inflation and the cost of living: 64 percent choose it as the top problem — about 30 points higher than any other. The Biden presidency is defined by that inflation. This is only issue for Gen Z, millennials, unmarried women, & white working- class voters under 50.
- Democrats talking about this strong economy and things moving in the right direction sounds like you are talking about a different country.
- Black, Hispanics and Asian voters put crime, homelessness and violence as their second worry. Democratic erosion is multi-faceted.
- Trump and Republicans get higher ratings on wages staying ahead of prices, handling crime and the border. Many in Democratic base support Trump's policy pronouncements.
- The Trump-led polarization and success in defining Biden and Democrats means for many that a Biden victory will bring open borders allowing America to be infested with impoverished migrants and drug dealers, creating violent cities with more homelessness and crime.

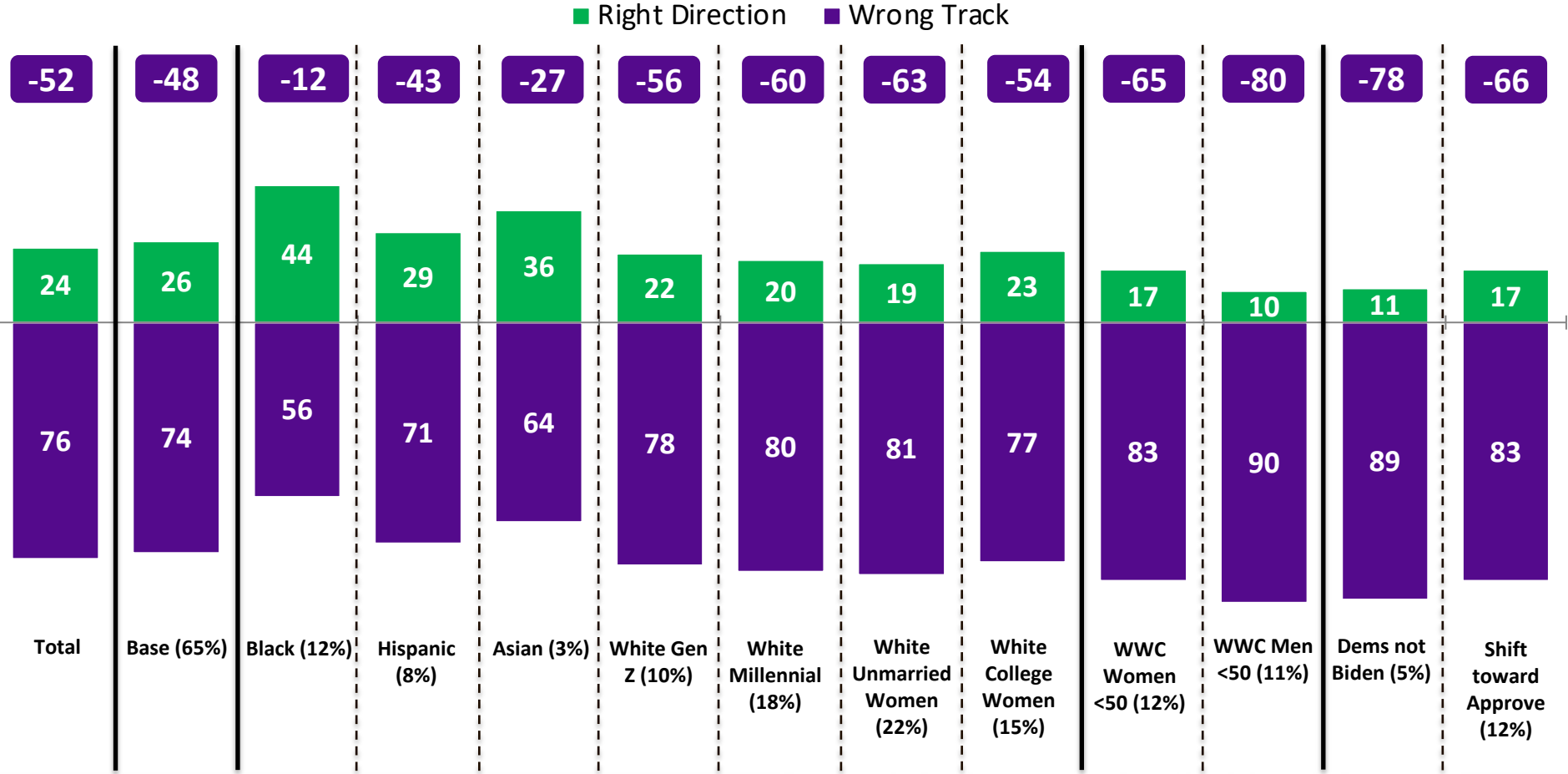


## Key findings

- A Trump victory signifies for large pluralities chaos, violence, emboldened white nationalists, and the loss of democracy.
- “Dual haters” are a third of the electorate. One in ten say they won’t vote for either Trump or Biden. This increases third party voting.
- President Biden and the Democrats need to to show who they are fighting for, talk about the pain of rising prices and highlight their efforts to address economic hardship( reducing drug costs, Child Tax Credit).
- The strongest narrative: shifting economic power away from the big corporations to workers. The most popular policy is raising their taxes.
- A powerful message that creates a future choice that contrasts Biden and the Democrats helping with family costs, creating jobs, protecting Social Security and securing abortion **versus** Republicans blocking help for families, threatening Social Security, and siding with the biggest corporations leads to a **12- point margin for Biden.**

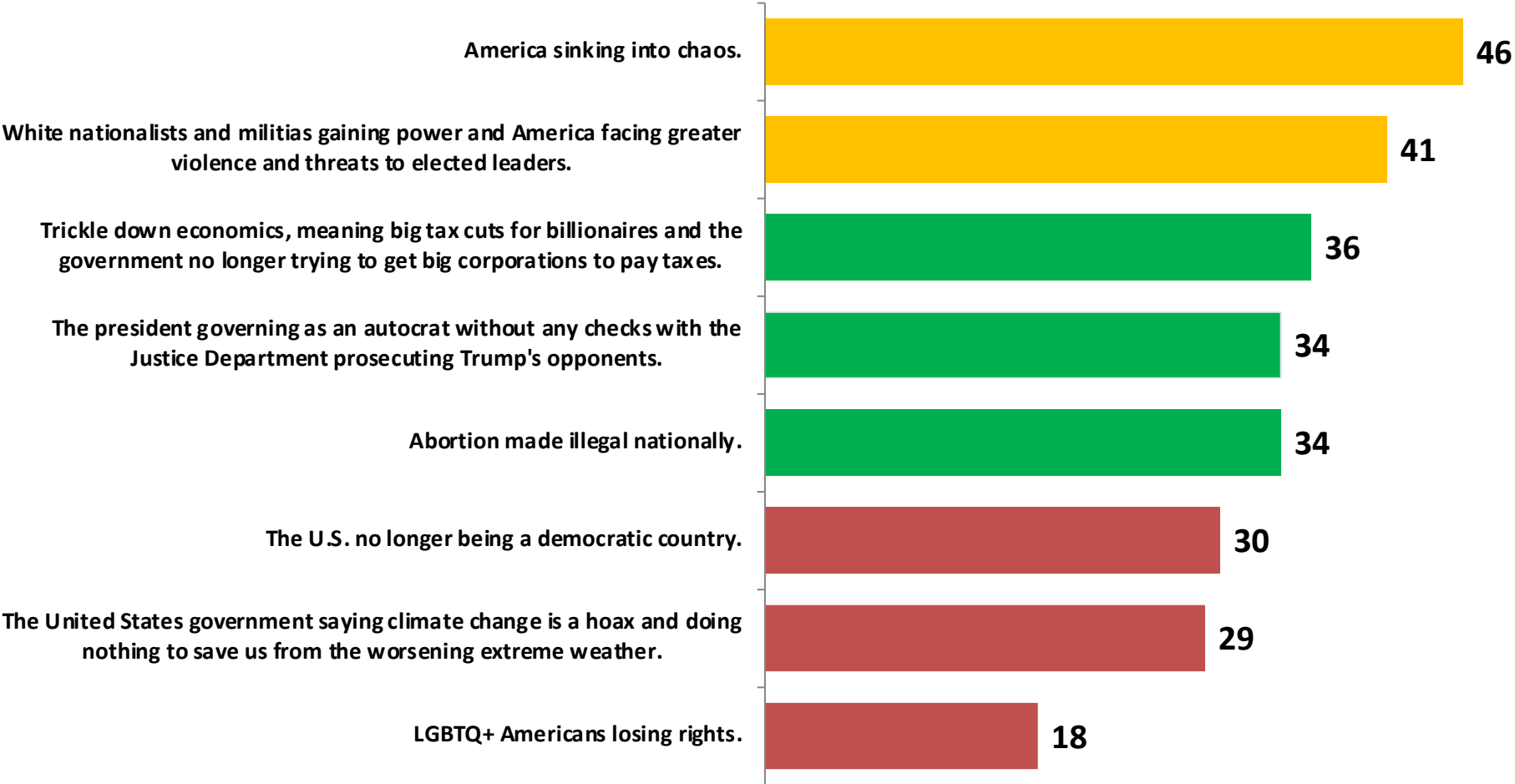
# Three-quarters of the country and Democrat's base voters think country moving in the wrong direction

Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



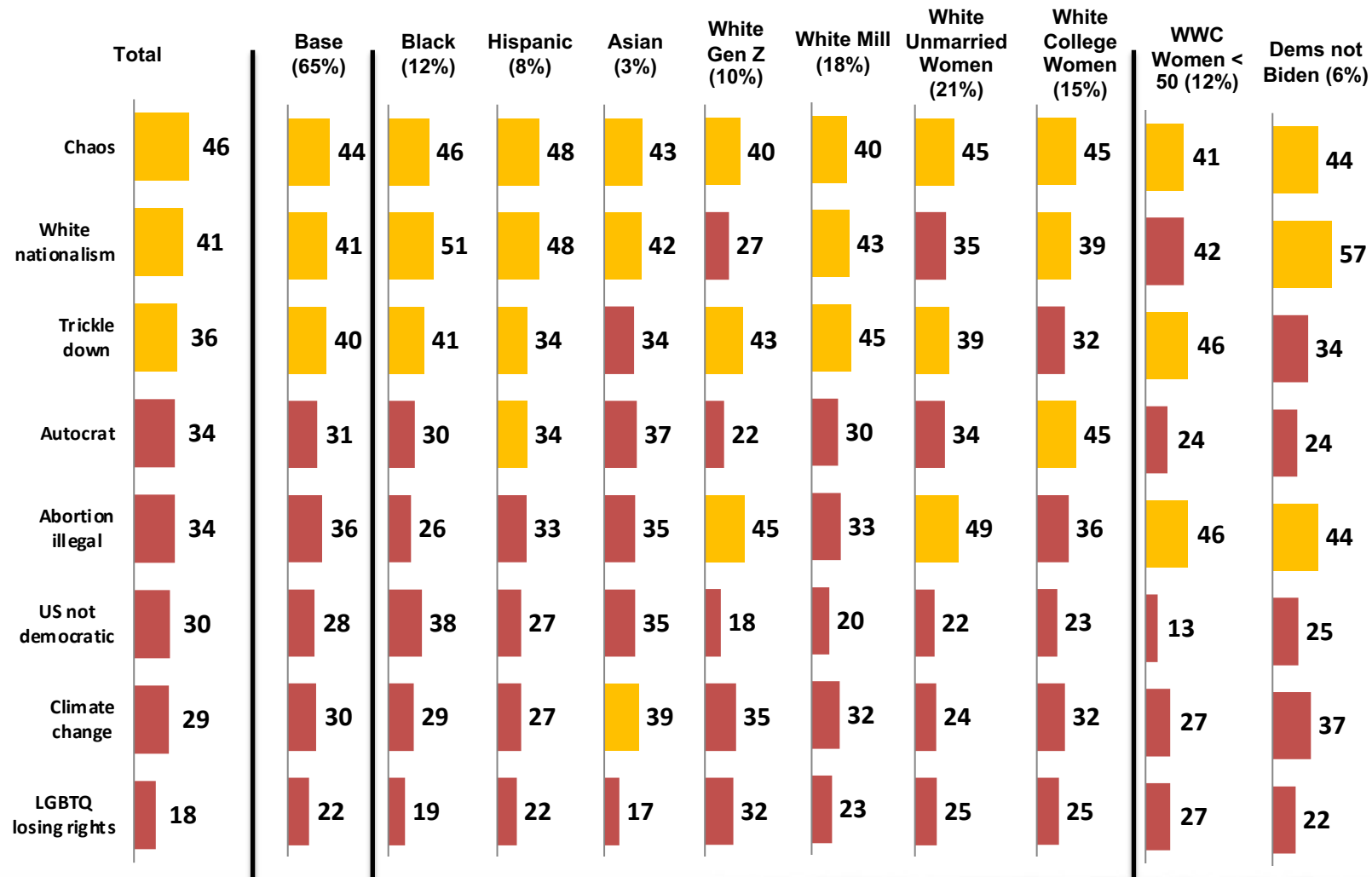
# If Trump re-elected, voters first fear chaos, white nationalist violence & an autocrat. Then, trickle down & abortion illegal

Imagine that Donald Trump is re-elected as President. Which THREE of these would upset you the most?



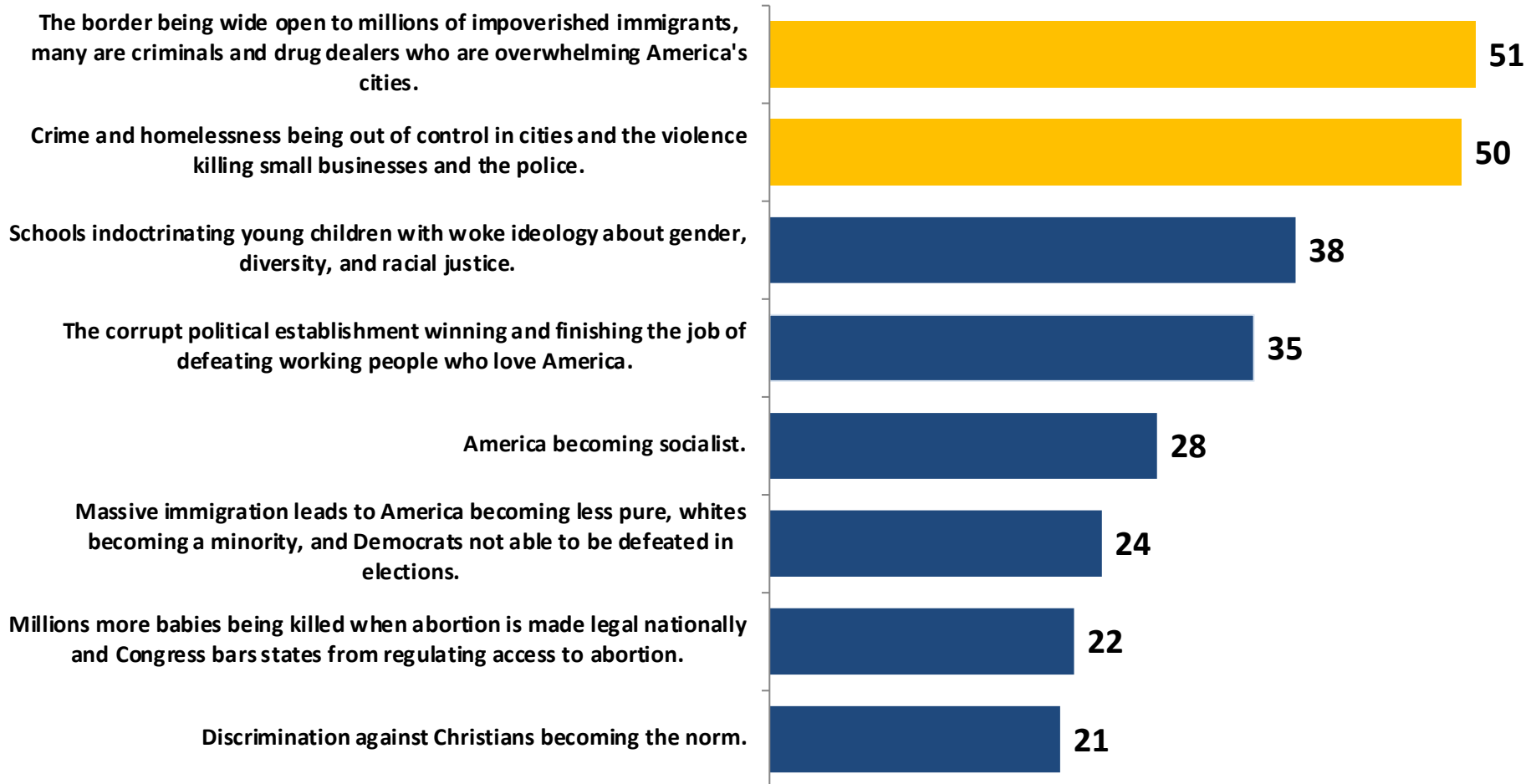
# Chaos is top Trump fear overall, but White nationalism, trickle-down economics, and abortion all stand out among some base groups

Imagine that Donald Trump is re-elected as President. Which THREE of these would upset you the most?



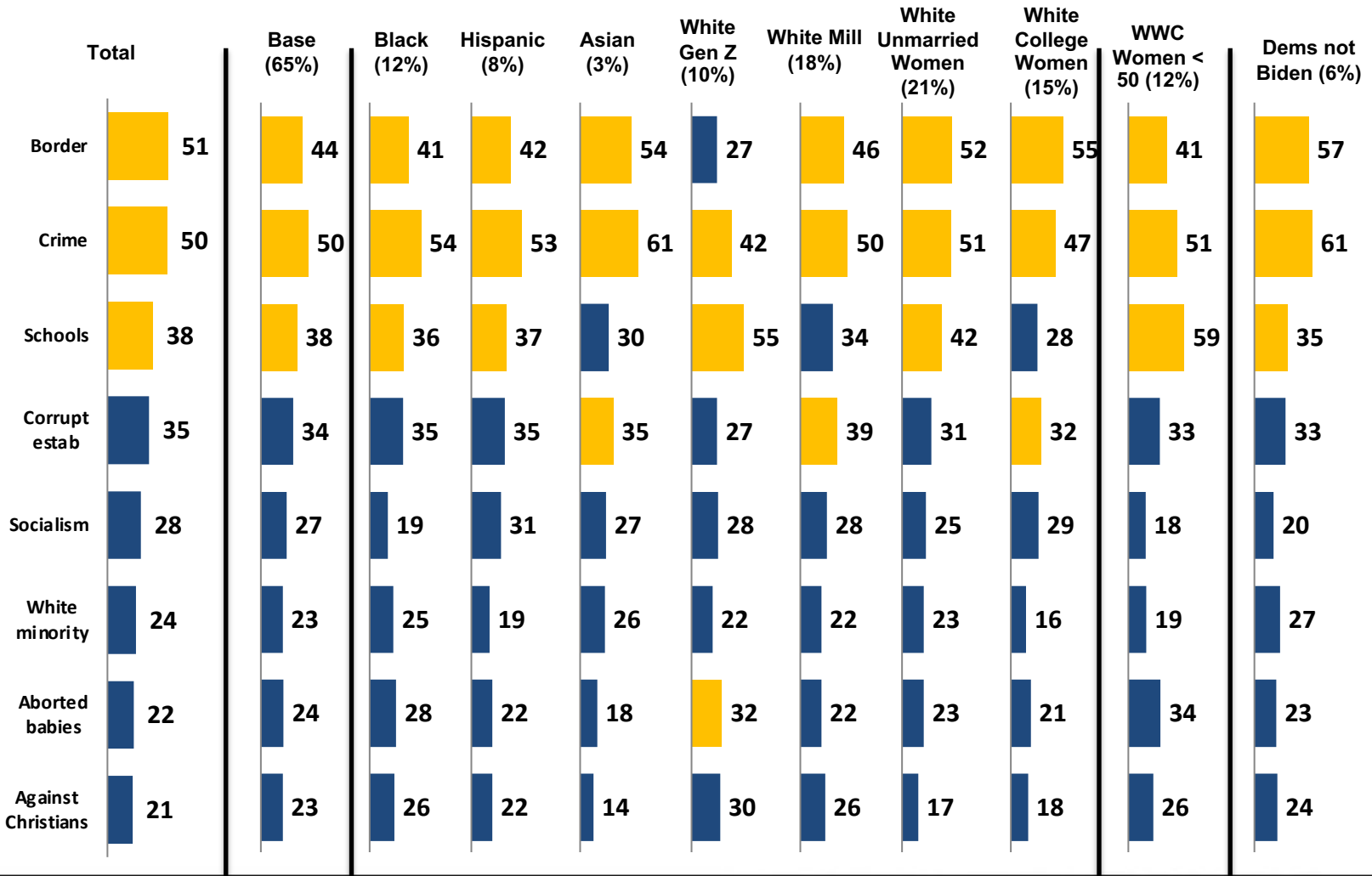
# If Biden wins, even more voters see open borders, crime and homelessness; school indoctrination & corruption lower, but high; little worry about abortion

Imagine that Joe Biden is re-elected as President. Which **THREE** of these would upset you the most?



# Concern with border high across base groups. Concern about crime is highest in the base and especially with Blacks, Hispanics and Asians.

Imagine that Joe Biden is re-elected as President. Which THREE of these would upset you the most?



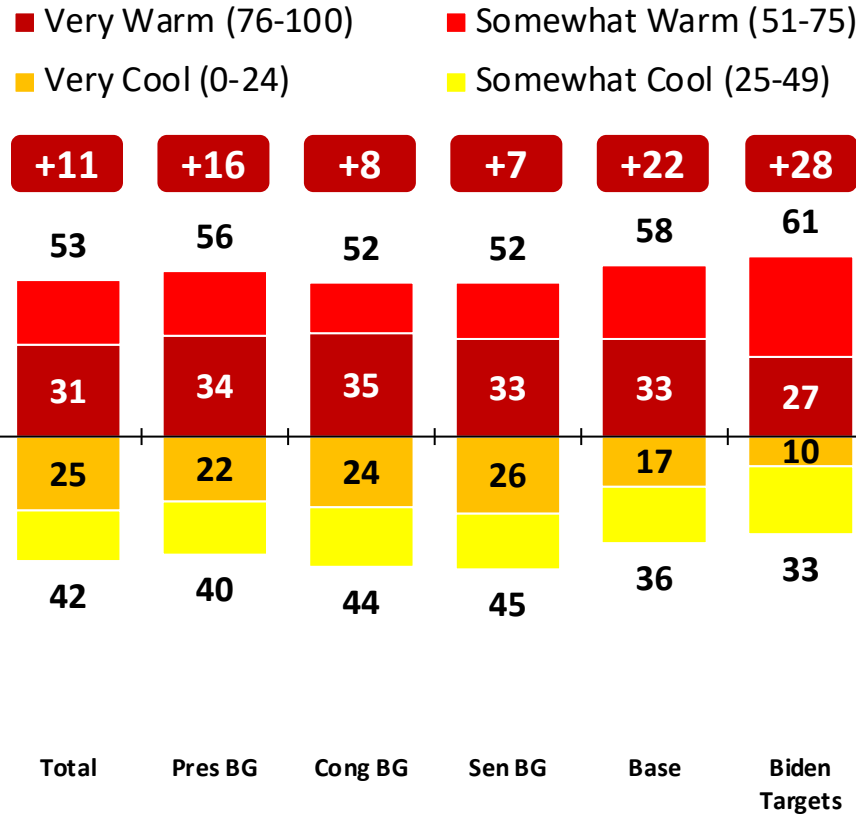
# Biden's Narrative



# Strongest Biden message attacks big corporations and emphasizing worker power

Below is a statement about the Biden administration. Based on this statement, please rate your feelings toward the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

**(SPLIT F) (POPULIST/CORPORATE TAXES)**  
 Economic power is increasingly concentrated in the hands of big banks and corporations. President Biden's agenda to shift power away from corporate giants and corporate executives is making a difference. He passed a minimum tax that big corporations must pay. He's cracked down on executives and given working people more power to shape our economy. President Biden is taking real steps to keep the American dream within reach and fostering a more equal and inclusive society for all of us

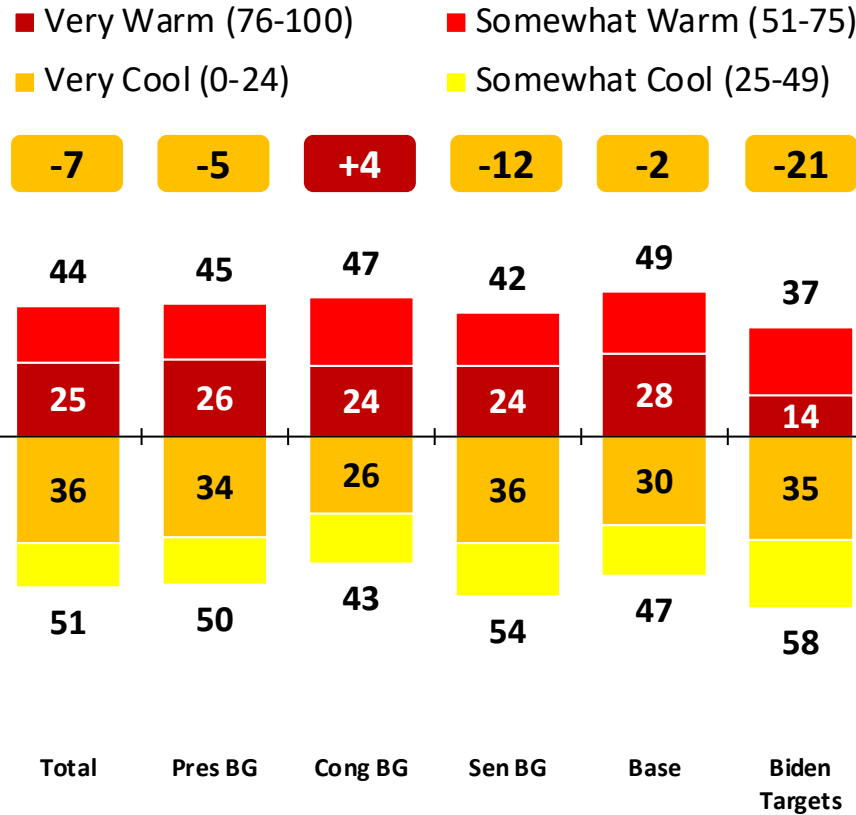




# Branding Biden’s economic policies as “Bidenomics” result in a negative response, particularly with targets

Here is a statement by Joe Biden. Based on this statement, please rate your feelings toward Joe Biden and the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

**(SPLIT E) (BIDENOMICS)** I came to office to change the economic direction of this country, to get rid of trickle-down economics for everyone. It's called Bidenomics. I'm proudest that it's working everywhere, not just on the coasts and big cities. Factories are being built, and jobs are being created. Over 13 million new jobs have been created since I took office, more jobs than any president has ever created in their first two years. Nearly 800,000 manufacturing jobs. Inflation is less than half of what it was a year ago. And I backed the unions that just won higher wages from the auto companies.



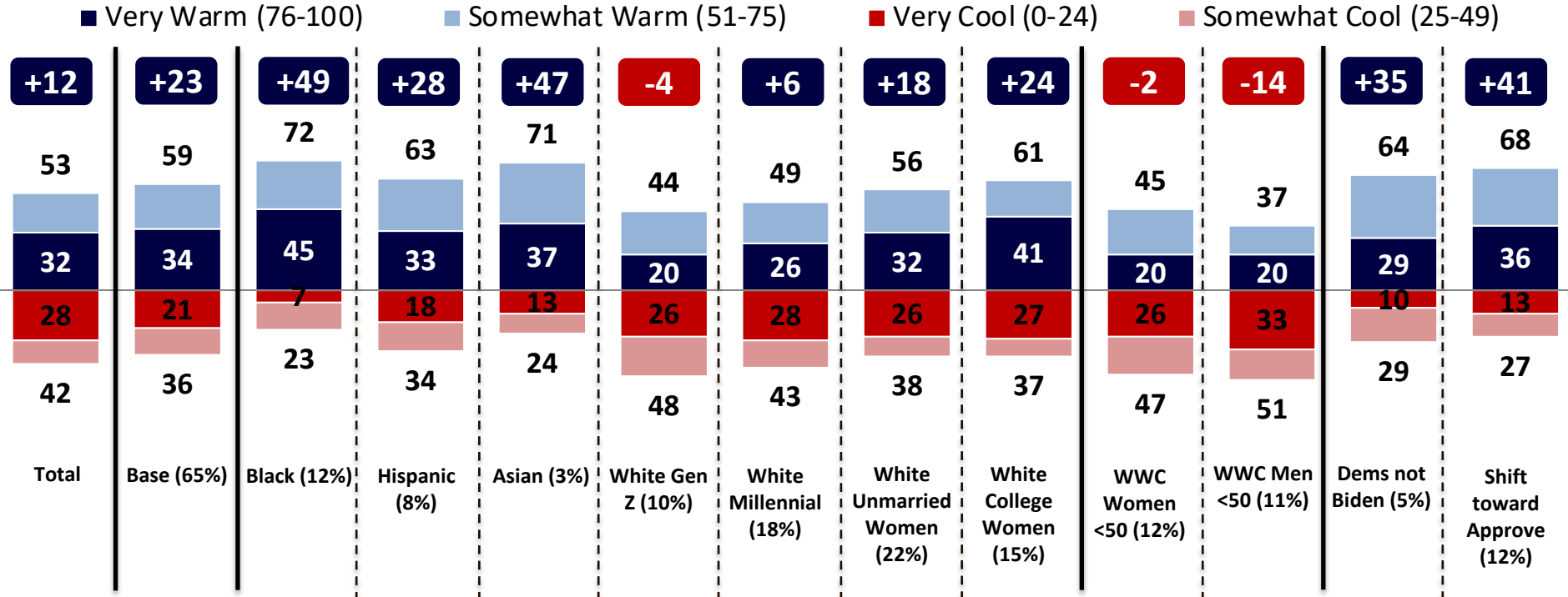
# Closing Message



# Biden & Democratic closing message wins by a stunning 12 points.

Below is a statement by the Joe Biden and the Democrats about working people. Based on this statement, please rate your feelings toward the Democrats with 100 meaning a very warm FAVORABLE feeling; 0 meaning a very cold, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100.

**Joe Biden and the Democrats worked to benefit the middle class. We decreased prescription drug costs, invested in American Infrastructure, tackled climate change, and prioritized building things in America. We dropped unemployment to the lowest level in the last 50 years. Our child tax credit cut poverty in half. But this election is a choice for the future. We will make the biggest corporations pay taxes and pass the Child Tax Credit again. We will protect your right to a legal abortion, while they will bar it. And we'll protect Medicare and Social Security from Republicans who want to cut them drastically. You can count on us fighting for blue-collar middle class and higher-paid American jobs.**



# CONTACT US



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