**Swing State Suburban Voter Survey**

**Sample Size**: 1200

**Margin of Error**: ± 2.8%

**Scheduled Field Date**: September 2020

**Language:** English and Spanish

**Methodology:** Voter panel

**Respondents**: Likely November 2020 voters from AZ, FL, MI, NC, PA, WI. Suburban voters.

**SCREENING**

1. Do you prefer to take this survey in Spanish or English?

|  |  |  |
| --- | --- | --- |
| Spanish | 1 |  |
| English | 2 |  |
| Don’t know | 8 | **🡪ENGLISH** |
| Prefer not to say | 9 | **🡪TERMINATE** |

Thank you for responding to this survey. There are no right or wrong answers, we are only asking for your opinions and perspectives. Your personal opinions are very important to this study. Thank you for taking the time.

1. In which state do you currently live?

|  |  |  |
| --- | --- | --- |
| SHOW STATES |  |  |
| Prefer not to say | 99 | **🡪 TERMINATE** |

1. What is the zip code at your primary residence?

|  |  |  |
| --- | --- | --- |
| ALLOW FIVE NUMBERS |  |  |
| Prefer not to say |  | **🡪 TERMINATE** |

1. What is your gender?

|  |  |  |
| --- | --- | --- |
| Female | 1 |  |
| Male | 2 |  |
| Other (Specify: \_\_\_\_\_\_) | 3 |  |
| Prefer not to say | 9 | **🡪TERMINATE** |

1. What is your age?

|  |  |
| --- | --- |
| OPEN-END | \_\_\_ |
| Prefer not to say | 999 | **🡪 TERMINATE** |

**If UNDER AGE 18🡪TERMINATE**

1. Which of the following best describes you?

|  |  |  |
| --- | --- | --- |
| White or Caucasian | 1 |  |
| Latino or Hispanic | 2 |  |
| Black or African American | 3 |  |
| Asian American or Pacific Islander | 4 |  |
| Native American | 5 |  |
| Mixed Race | 6 |  |
| Other (Specify: \_\_\_) | 8 |  |
| Prefer not to say | 9 | **🡪 TERMINATE** |

1. Which of the following describes your educational background?

|  |  |
| --- | --- |
| Did not graduate high school | 1 |
| High school graduate or equivalent | 2 |
| Some college classes but not a college graduate | 3 |
| Technical or vocational school or certification | 4 |
| College graduate | 5 |
| Post Graduate | 6 |
| Prefer not to say | 9 |

1. Are you currently registered to vote?

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | **🡪 TERMINATE** |
| Don’t know | 8 | **🡪 TERMINATE** |

1. With which political party do you currently identify?

|  |  |  |
| --- | --- | --- |
| Democrat | 1 |  |
| Republican | 2 |  |
| Independent | 3 |  |
| Other Party | 4 |  |
| Not currently registered | 5 | **🡪 TERMINATE** |
| Don’t know | 8 | **🡪 TERMINATE** |

1. On November 3, there will be an election to vote for President, members of Congress and for state and local offices. How likely are you to vote in the November election or have you already voted? (SHOW SCALE OF 0 TO 10, SHOW ENDPOINTS OF 0 (DEFINITELY WILL NOT VOTE) AND 10 (DEFINITELY WILL VOTE)

|  |  |  |
| --- | --- | --- |
| RECORD. | \_\_\_\_\_ | **🡪TERMINATE 0 TO 4** |
| Already voted | 97 |  |
| Don’t know | 98 |  |
| Prefer not to say | 99 | **🡪TERMINATE** |

**ELECTION**

For each of the following names, please indicate if you have a favorable or unfavorable impression. If you haven’t heard of the person, just indicate so and move on. (**RANDOMIZE)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **FAVORABLE** | | **UNFAVORABLE** | | **NO OPINION** | |
| **Strongly** | **Some-what** | **Some-what** | **Strongly** | **Heard of-** | **Have Not Heard Of** |
|  | Donald Trump | 1 | 2 | 3 | 4 | 5 | 6 |
|  | Joe Biden | 1 | 2 | 3 | 4 | 5 | 6 |

1. **(IF ALREADY VOTED FROM Q10)** In the 2020 election for president, for whom did you vote? **(IF PREFER NOT TO SAY**: Please remember that your responses are absolutely confidential, and for the purposes of this study, it is important to get your responses.)

**(IF ALREADY VOTED FROM Q10: ALLOW CODES 1, 3, 5, 7, 9)**

**(IF HAVE NOT VOTED FROM Q10)** If the 2020 election for president were held today, would you vote for…(**ROTATE 1-2 and 3-4)**

|  |  |  |
| --- | --- | --- |
| Trump, definitely | 1 |  |
| Trump, but still may change | 2 |  |
| Biden, definitely | 3 |  |
| Biden, but still may change | 4 |  |
| Someone else, definitely (Specify:) | 5 |  |
| Someone else, but still may change (Specify:) | 6 |  |
| Won’t vote for president | 7 | **🡪TERMINATE** |
| Don’t know | 8 |  |
| Prefer not to say | 9 | **🡪TERMINATE** |

**IF ALREADY VOTED FROM Q10 SKIP TO DEMOGRAPHICS AFTER THIS QUESTION.**

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

|  |  |
| --- | --- |
| Did not change mind in the past month | 1 |
| Was previously Trump, now voting for Biden | 2 |
| Was previously Trump, now completely undecided | 3 |
| Was previously Biden, now voting for Trump | 4 |
| Was previously Biden, now completely undecided | 5 |
| Was previously undecided, now voting for Biden | 6 |
| Was previously undecided, now voting for Trump | 7 |
| Other (Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | 8 |

1. Which one of these issues is most important to you in considering whom you will vote for in the presidential election? **(ALLOW ONE ANSWER) (RANDOMIZE 1-12.)**

|  |  |
| --- | --- |
| Health care | 1 |
| Jobs and the economy | 2 |
| Gun laws | 3 |
| Criminal justice reform | 4 |
| Immigration | 5 |
| Coronavirus | 6 |
| Education | 7 |
| Climate change | 8 |
| National security | 9 |
| Cleaning up corruption in Washington | 10 |
| Infrastructure | 11 |
| Racial justice | 12 |
| Civil unrest and public safety | 13 |
| Supreme Court | 14 |
| Something else (SPECIFY:\_\_\_\_\_\_\_\_) | 97 |
| Don’t know | 98 |

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

|  |  |  |
| --- | --- | --- |
| Watched or listened to all of it | 1 |  |
| Watched or listened to some of it | 2 |  |
| Did not watch or listen to any of it, but read or watched some highlights | 3 |  |
| Did not watch or listen to any of it, and did not read or watch any highlights | 4 | **🡪 SKIP NEXT TWO QUESTIONS** |

**(ONLY CODES 1, 2, 3 ON Q16)**

1. Which candidate do you feel won the debate? **(ROTATE 1-2)**

|  |  |  |
| --- | --- | --- |
| Trump | 1 |  |
| Biden | 2 |  |
| It was a tie | 3 |  |
| Don’t know | 8 |  |

**(ONLY CODES 1, 2, 3 ON Q16)**

1. How did the debate affect your thinking on your vote for president?

|  |  |  |
| --- | --- | --- |
| Made me much more likely to vote for Trump | 1 |  |
| Made me somewhat more likely to vote for Trump | 2 |  |
| Made me much more likely to vote for Biden | 3 |  |
| Made me somewhat more likely to vote for Biden | 4 |  |
| Did not affect my vote in any way | 5 |  |

1. Which is closer to your view regarding filling the vacancy on the U.S. Supreme Court following the death of Justice Ruth Bader Ginsburg? **(ROTATE 1-2)**

|  |  |  |
| --- | --- | --- |
| We should wait so whoever wins the Presidential election can nominate the next Justice. | 1 |  |
| We should fill the vacancy on the Supreme Court immediately. | 2 | **🡪 SKIP NEXT QUESTION** |
| Don’t know | 8 | **🡪 SKIP NEXT QUESTION** |

**(IF CODE 1 ON PREVIOUS QUESTION)**

1. What is the reason or reasons that you feel we should wait so whoever wins the Presidential election can nominate the next Justice?

|  |  |  |
| --- | --- | --- |
| OPEN END |  |  |
| Don’t know | 98 |  |

**RACIAL JUSTICE**

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

|  |  |  |
| --- | --- | --- |
| Much more positive | 1 |  |
| Somewhat more positive | 2 |  |
| No change | 3 |  |
| Somewhat more negative | 4 |  |
| Much more negative | 5 |  |

1. Who do you blame the most for the violence happening in some cities? **(RANDOMIZE)  
   (Allow one answer.)**

|  |  |  |
| --- | --- | --- |
| Black Lives Matter protestors | 1 |  |
| Police | 2 |  |
| Civilians who oppose the protests | 3 |  |
| Democratic Governors, mayors, and local officials | 4 |  |
| Donald Trump | 5 |  |
| Republican Governors, mayors, and local officials | 6 |  |
| Other (Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_) (ANCHOR) | 7 |  |
| Don’t know (ANCHOR) | 8 |  |

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

|  |  |  |
| --- | --- | --- |
| Restore calm | 1 |  |
| Add more fuel to the fire | 2 |  |
| Don’t know | 8 |  |

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

|  |  |  |
| --- | --- | --- |
| Biden | 1 |  |
| Trump | 2 |  |
| Don’t know | 8 |  |

1. 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?

|  |  |  |
| --- | --- | --- |
| Agree strongly | 1 |  |
| Agree somewhat | 2 |  |
| Disagree somewhat | 3 |  |
| Disagree strongly | 4 |  |
| Don’t know | 8 |  |

1. 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?

|  |  |  |
| --- | --- | --- |
| Agree strongly | 1 |  |
| Agree somewhat | 2 |  |
| Disagree somewhat | 3 |  |
| Disagree strongly | 4 |  |
| Don’t know | 8 |  |

**CANDIDATE COMPARISON**

1. Do you approve or disapprove of the job Donald Trump is doing overall?

|  |  |
| --- | --- |
| Strongly approve | 1 |
| Somewhat approve | 2 |
| Somewhat disapprove | 3 |
| Strongly disapprove | 4 |
| Don’t know | 8 |

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

**(RANDOMIZE)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Trump, much better | Trump, somewhat better | | Both equally | Biden, somewhat better | Biden, much better | Neither/Don’t know |
|  | The economy | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | The coronavirus | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Health care | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Civil unrest and public safety | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Job creation | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Race relations | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Immigration | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Abortion | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Supreme Court nominations | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Policing policy | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Free and fair elections | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | LGBT issues | 1 | | 2 | 3 | 4 | 5 | 8 |

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

**(RANDOMIZE)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Trump, much better | Trump, somewhat better | | Both equally | Biden, somewhat better | Biden, much better | Neither/Don’t know |
|  | Strong | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Leader | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Compassionate | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Influenced by special interests | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Effective | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Weak | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Selfish | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Steady | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Confused | 1 | | 2 | 3 | 4 | 5 | 8 |
|  | Honest | 1 | | 2 | 3 | 4 | 5 | 8 |

1. 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?

|  |  |  |
| --- | --- | --- |
| Strongly approve | 1 |  |
| Somewhat approve | 2 |  |
| Somewhat disapprove | 3 |  |
| Strongly disapprove | 4 |  |
| Don’t know | 8 |  |

1. 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?

|  |  |  |
| --- | --- | --- |
| Makes me much more likely to vote for Trump | 1 |  |
| Makes me somewhat more likely to vote for Trump | 2 |  |
| Makes me much more likely to vote for Biden | 3 |  |
| Makes me somewhat more likely to vote for Biden | 4 |  |
| Doesn’t affect my vote in any way | 5 |  |

**GOP ATTACKS**

**(RANDOMIZE Q52-53 WITH Q54-55 WITH Q56-57)**

1. How concerning is the following statement when considering voting for Joe Biden?

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.

|  |  |
| --- | --- |
| Very concerning | 1 |
| Somewhat concerning | 2 |
| Just a little concerning | 3 |
| Not concerning at all | 4 |
| Don’t know | 8 |

1. How effective is the following response at eliminating concern you may have about Joe Biden?

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.

|  |  |
| --- | --- |
| Eliminates all concern | 1 |
| Eliminates most concern | 2 |
| Eliminates just some concern | 3 |
| Does not eliminate any concern at all | 4 |
| Never had concern in this area | 5 |
| Don’t know | 8 |

1. How concerning is the following statement when considering voting for Joe Biden?

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 | 1 |
| Somewhat concerning | 2 |
| Just a little concerning | 3 |
| Not concerning at all | 4 |
| Don’t know | 8 |

1. How effective is the following response at eliminating concern you may have about Joe Biden?

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.

|  |  |
| --- | --- |
| Eliminates all concern | 1 |
| Eliminates most concern | 2 |
| Eliminates just some concern | 3 |
| Does not eliminate any concern at all | 4 |
| Never had concern in this area | 5 |
| Don’t know | 8 |

1. How concerning is the following statement when considering voting for Joe Biden?

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.

|  |  |
| --- | --- |
| Very concerning | 1 |
| Somewhat concerning | 2 |
| Just a little concerning | 3 |
| Not concerning at all | 4 |
| Don’t know | 8 |

1. How effective is the following response at eliminating concern you may have about Joe Biden?

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.

|  |  |
| --- | --- |
| Eliminates all concern | 1 |
| Eliminates most concern | 2 |
| Eliminates just some concern | 3 |
| Does not eliminate any concern at all | 4 |
| Never had concern in this area | 5 |
| Don’t know | 8 |

1. How convincing is the following statement at causing you to vote for Donald Trump?

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 | 1 |
| Somewhat convincing | 2 |
| Just a little convincing | 3 |
| Not convincing at all | 4 |
| Don’t know | 8 |

1. How convincing is the following response at causing you to vote for Joe Biden?

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.

|  |  |
| --- | --- |
| Very convincing | 1 |
| Somewhat convincing | 2 |
| Just a little convincing | 3 |
| Not convincing at all | 4 |
| Don’t know | 8 |

1. If Biden becomes President as opposed to Trump being reelected, will there be**… (ROTATE.)**

|  |  |
| --- | --- |
| More order | 1 |
| More lawlessness | 2 |
| Don’t know | 8 |

1. If Biden becomes President as opposed to Trump being reelected, will there be**… (ROTATE.)**

|  |  |
| --- | --- |
| A stronger economic recovery | 1 |
| A weaker economic recovery | 2 |
| Don’t know | 8 |

1. If Biden becomes President as opposed to Trump being reelected, will there be**… (ROTATE.)**

|  |  |
| --- | --- |
| Better race relations in America | 1 |
| Worse race relations in America | 2 |
| Don’t know | 8 |

1. If Biden becomes President as opposed to Trump being reelected, will there be**… (ROTATE.)**

|  |  |
| --- | --- |
| More opportunities for the middle class | 1 |
| Fewer opportunities for the middle class | 2 |
| Don’t know | 8 |

1. If Biden becomes President as opposed to Trump being reelected, will there be**… (ROTATE.)**

|  |  |
| --- | --- |
| More opportunities for small businesses | 1 |
| Fewer opportunities for small businesses | 2 |
| Don’t know | 8 |

1. If Biden becomes President as opposed to Trump being reelected, will there be**… (ROTATE.)**

|  |  |
| --- | --- |
| More progress on getting the virus under control | 1 |
| Less progress on getting the virus under control | 2 |
| Don’t know | 8 |

1. What worries or nagging concerns, if any, do you have about a Joe Biden presidency if he is elected?

|  |  |
| --- | --- |
| OPEN END | \_\_\_ |
| Don’t know | 98 |

**DEMOGRAPHICS**

1. Do you have children under the age of 18 living at home?

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| Prefer not to say | 9 |

1. What best describes your marital status?

|  |  |
| --- | --- |
| Currently married or partnered | 1 |
| Previously married or partnered but not currently | 2 |
| Never been married or partnered | 3 |
| Prefer not to say | 9 |

1. How would you describe yourself politically?

|  |  |
| --- | --- |
| Liberal | 1 |
| Moderate | 2 |
| Conservative | 3 |
| Don’t know | 8 |
| Prefer not to say | 9 |

1. Thinking about your total annual household income, do you consider your household to be…

|  |  |
| --- | --- |
| Upper income | 1 |
| Middle income | 2 |
| Lower income | 3 |
| Don’t know | 8 |
| Prefer not to say | 9 |

1. Which of these categories best describes your total household income before taxes for the year 2019?

|  |  |
| --- | --- |
| Under $25,000 | 1 |
| $25,000 to just under $50,000 | 2 |
| $50,000 to just under $75,000 | 3 |
| $75,000 to just under $100,000 | 4 |
| $100,000 to just under $150,000 | 5 |
| $150,000 to just under $200,000 | 6 |
| $200,000 or more | 7 |
| Don’t know | 8 |
| Prefer not to say | 9 |

1. At any time during the past 18 months, have you or anyone in your household been unemployed and looking for work?

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| Prefer not to say | 9 |

1. Are you or is anyone in your household a member of a labor union or employee association?

|  |  |
| --- | --- |
| Yes, myself only | 1 |
| Yes, household member only | 2 |
| Yes, both myself and a household member | 3 |
| No, no one | 4 |
| Prefer not to say | 9 |

1. Have you joined a rally, protest, demonstration, or march in the last two months?

|  |  |
| --- | --- |
| Yes, to support racial justice and oppose police brutality | 1 |
| Yes, to oppose wearing masks | 2 |
| Yes, to oppose lockdowns | 3 |
| No | 4 |
| Prefer not to say | 9 |

1. For whom did you vote in the 2016 Presidential election?

|  |  |  |
| --- | --- | --- |
| Hillary Clinton | 1 |  |
| Donald Trump | 2 |  |
| Someone else | 3 |  |
| Did not vote | 4 |  |

1. For whom did you vote in the 2018 U.S. House elections?

|  |  |  |
| --- | --- | --- |
| The Democrat | 1 |  |
| The Republican | 2 |  |
| Someone else | 3 |  |
| Did not vote | 4 |  |

Thank you for your time.