

The logo for End Citizens United, featuring the text "END CITIZENS UNITED" in white, bold, sans-serif font on a dark blue square background. A vertical red line is positioned to the left of the text.

**END
CITIZENS
UNITED**

The logo for Anzalone Liszt Grove research, featuring the text "ANZALONE LISZT GROVE" in white, bold, sans-serif font stacked vertically, with the word "research" in a smaller, lowercase, sans-serif font to the right, separated by a vertical line.

**ANZALONE
LISZT
GROVE** | research

End Citizens United

Findings and Recommendations from a Survey
of Likely Voters in Battleground Presidential
States

April 2020

Methodology

- ALG Research conducted an online survey of n=1200 likely 2020 voters in the following 10 states: Arizona, Florida, Maine, Michigan, Minnesota, Nevada, New Hampshire, North Carolina, Pennsylvania and Wisconsin from April 21-April 26, 2020.
- Because the survey was conducted online, all respondents have Internet access and took the survey through a computer, tablet, or smartphone. Additionally, because it was conducted online, there is not a margin of error.

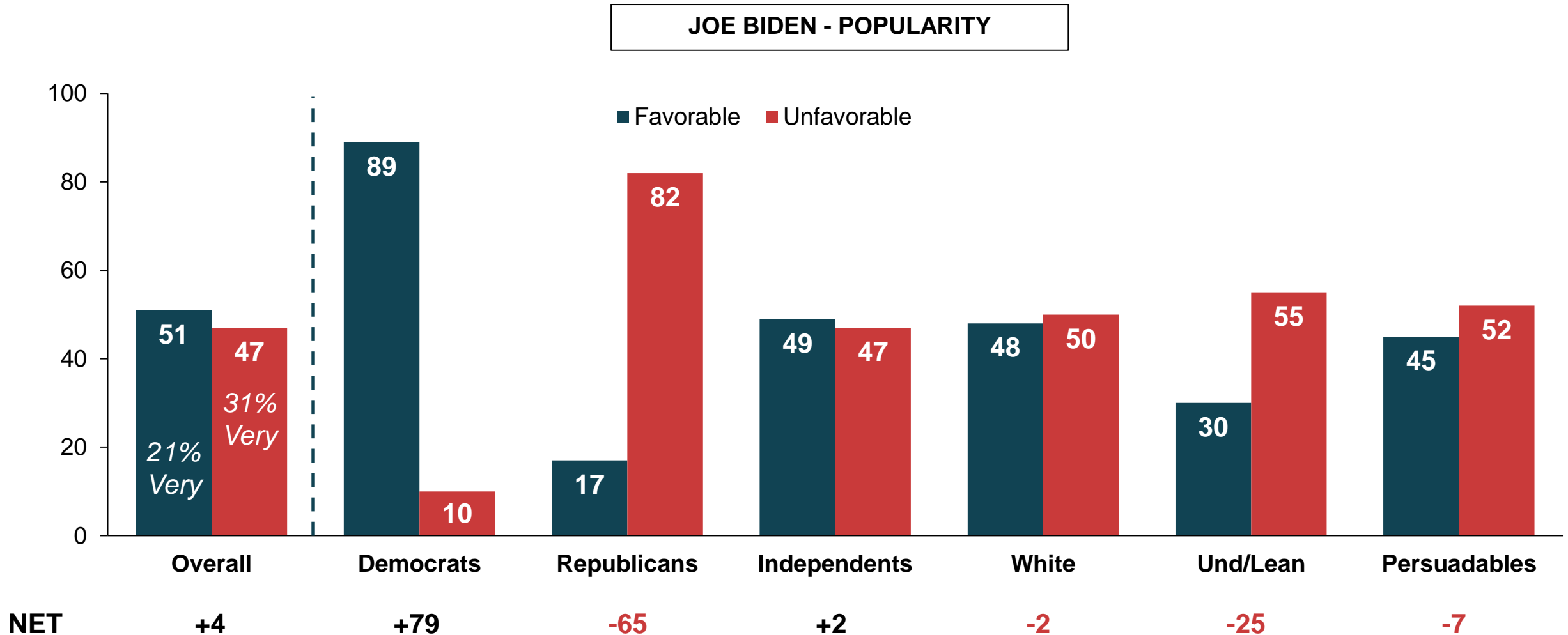
Definition of Persuadables (14% of the electorate):

- Independents or soft partisans who are not strong supporters of Biden or Trump OR those who move in the vote post-messaging.

JOE BIDEN AND DONALD TRUMP

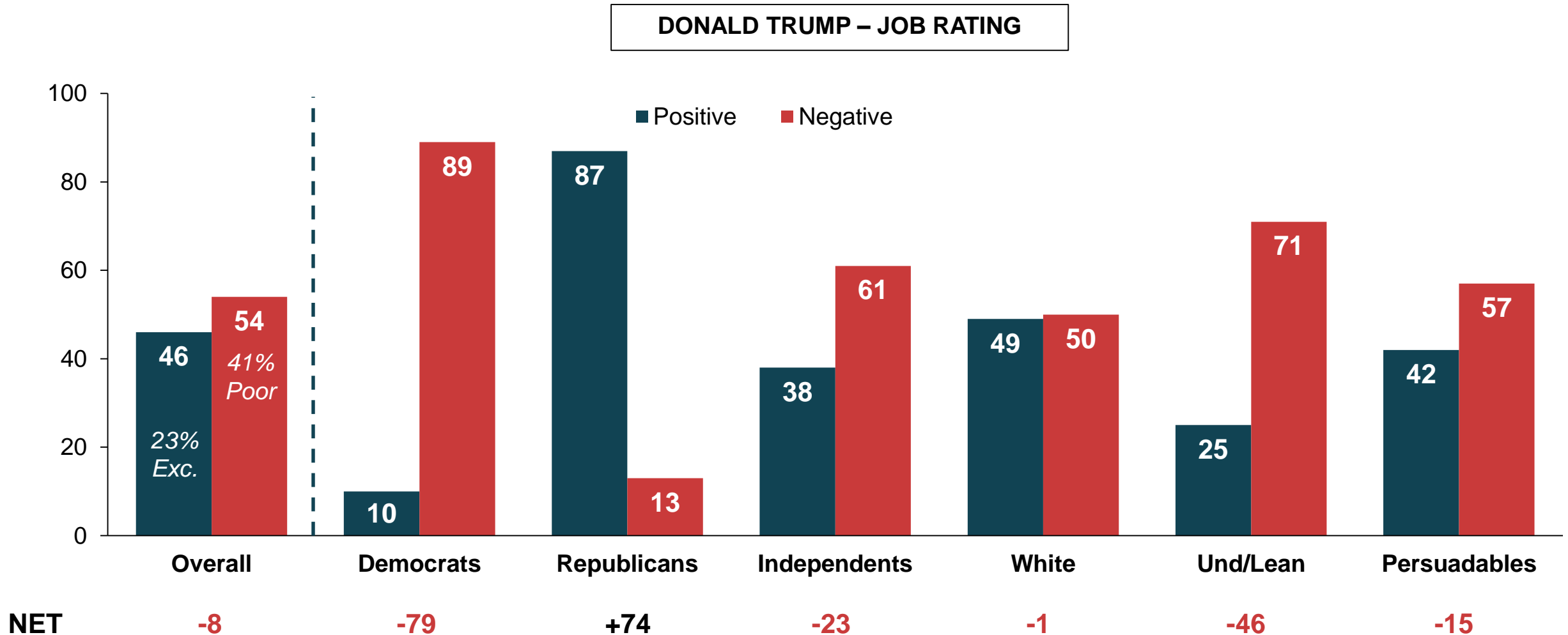
Joe Biden's overall popularity rating is slightly above water. He has a slight net-favorable rating with Independents, but is deeply underwater among undecided voters.

At this point in 2016, Hillary's net rating was -14 and her very unfavorable was 44%.

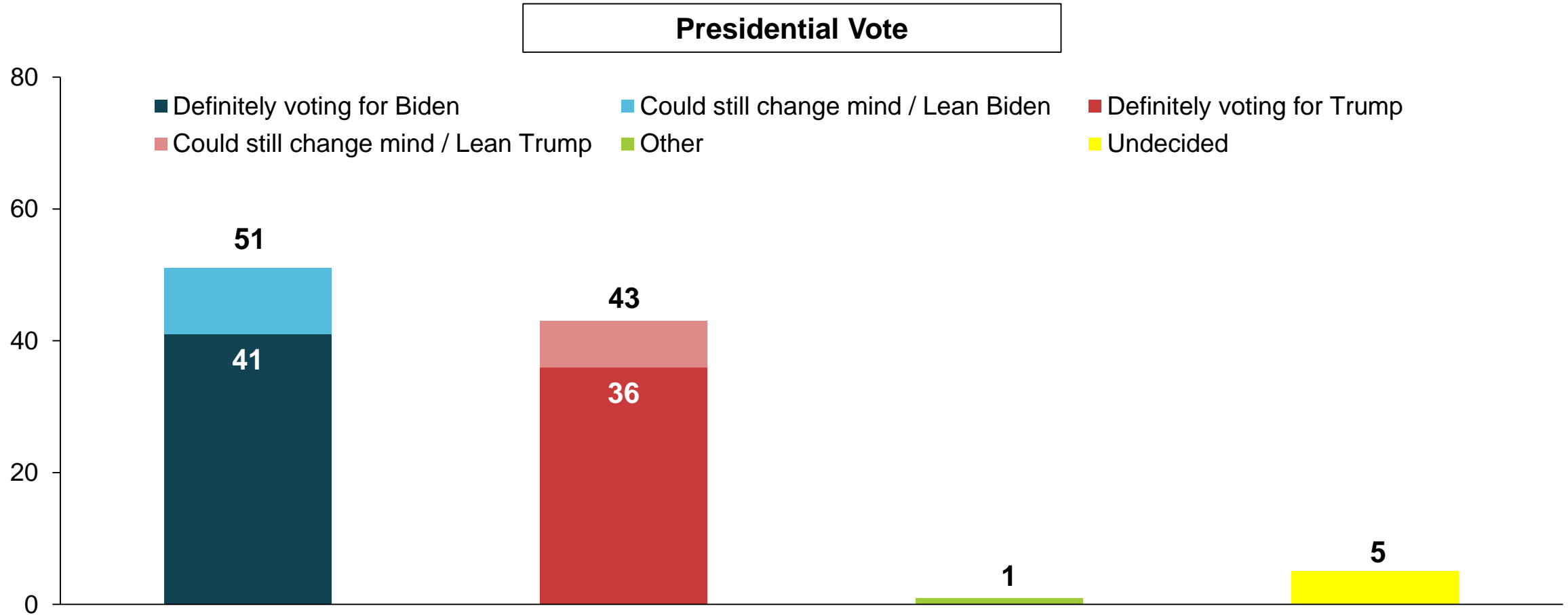


Trump's positive job rating stands at 46% and he is deeply underwater with Independents and undecideds.

His intense negative rating is nearly double his intense positive rating.



Joe Biden starts the race leading Donald Trump by eight points with only 5% undecided.



Biden is tied with white voters, though he has room to grow with Black voters. He also has a substantial lead among Independents, voters unfavorable to both candidates, and those most motivated to vote.

His vote share with strong Bernie supporters is 13 points higher than Hillary's at this point in 2016.

Biden / Trump	Biden	Trump	NET
Overall	51	43	+8
White	47	47	+0
Black	76	18	+58
Hispanic	65	34	+31
White men	42	53	-11
White women	52	41	+11
White men <55	46	50	-4
White men 55+	39	55	-16
White women <55	50	42	+8
White women 55+	54	40	+14

Biden / Trump	Biden	Trump	NET
Democrats	94	4	+90
Republicans	9	89	-80
Independents	51	35	+16
White Independents <55	50	34	+16
White Independents 55+	48	39	+9
White Non-College Grad Men	37	57	-20
White College Grad Men	47	49	-2
White Non-College Grad Women	45	47	-2
White College Grad Women	65	30	+35
Unfav Biden and Trump	46	20	+26
Persuadables	50	47	+3
Extremely motivated to vote	55	41	+14
Very Fav Bernie	86	8	+78

Voters are skeptical about Trump's record on reducing corruption and draining the swamp in DC, but more divided on whether he stands up to special interests.

Trump Job Ratings: Corruption

■ Positive ■ Negative

	NET	UND	IND
Standing up to special interests	-8	-38	-24
Draining the swamp in Washington D.C.	-17	-37	-33
Reducing corruption in Washington D.C.	-18	-44	-30

Standing up to special interests



Draining the swamp in Washington D.C.



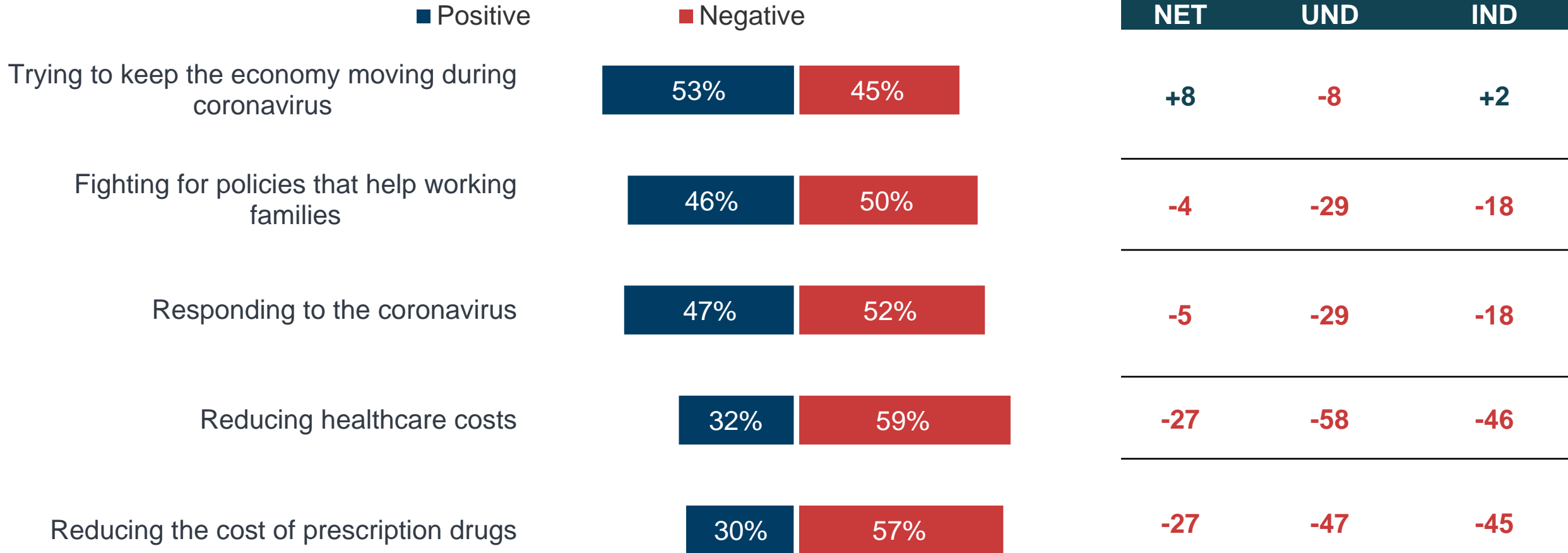
Reducing corruption in Washington D.C.



Voters credit Trump on the economy during Coronavirus, though he's narrowly underwater on his overall response.

Voters give Trump poor ratings on healthcare and prescription drug costs.

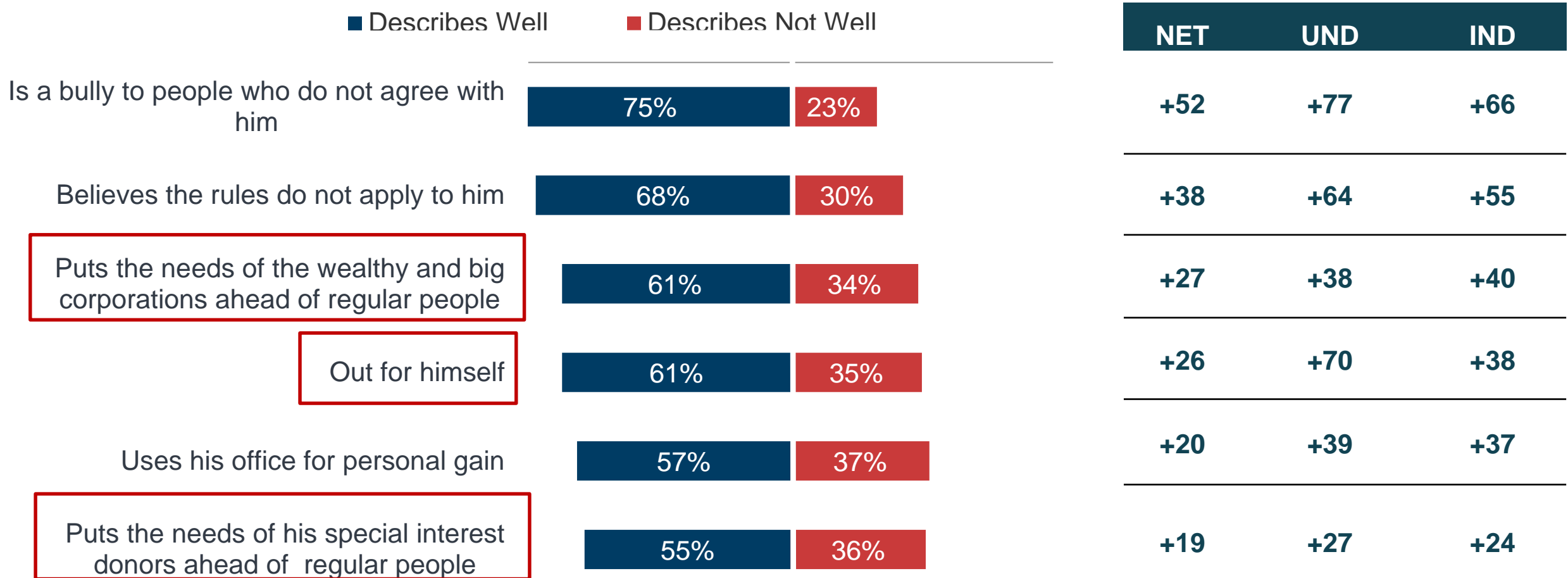
Trump Job Ratings: Economy, COVID and Healthcare



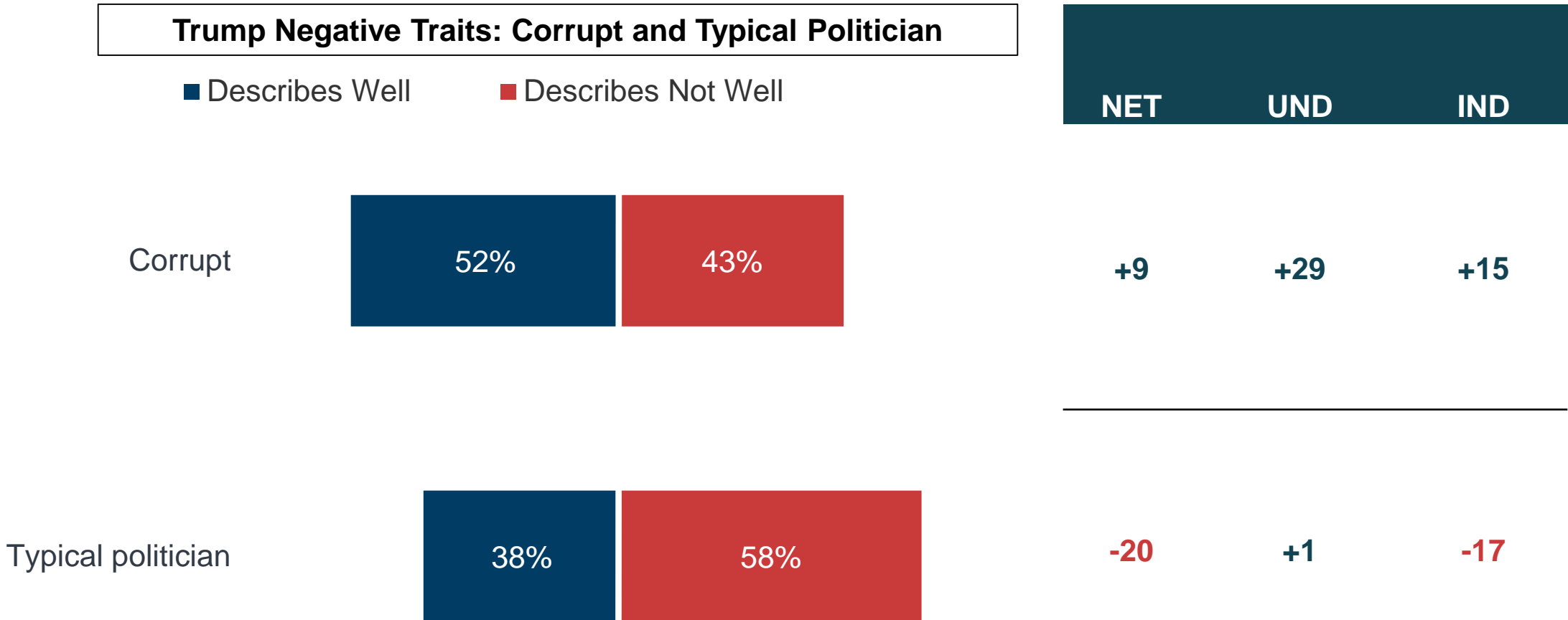
Strong majorities believe Trump puts the wealthy, big corporations, special interest donors, and himself first.

Trump Negative Traits: Significant Weaknesses

■ Describes Well ■ Describes Not Well



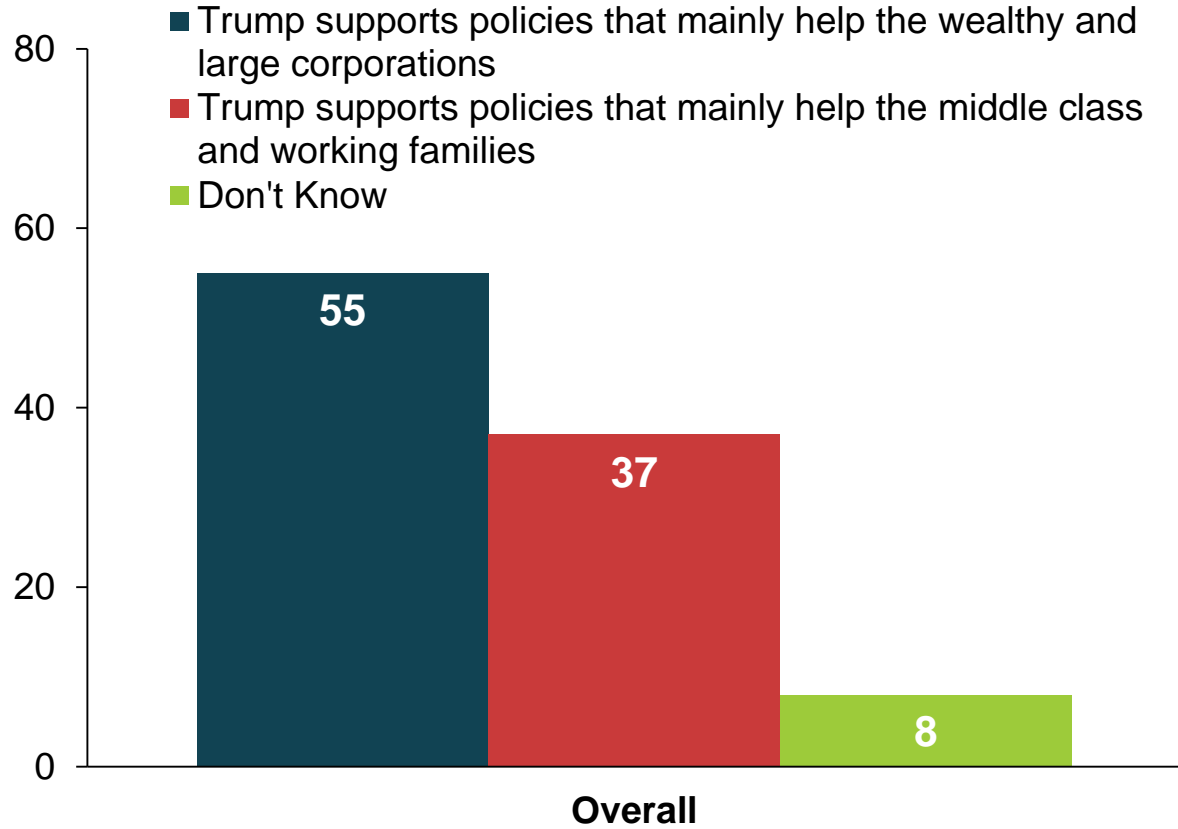
The corrupt label is less connected to Trump than other negative traits and voters reject the notion that he is a typical politician.



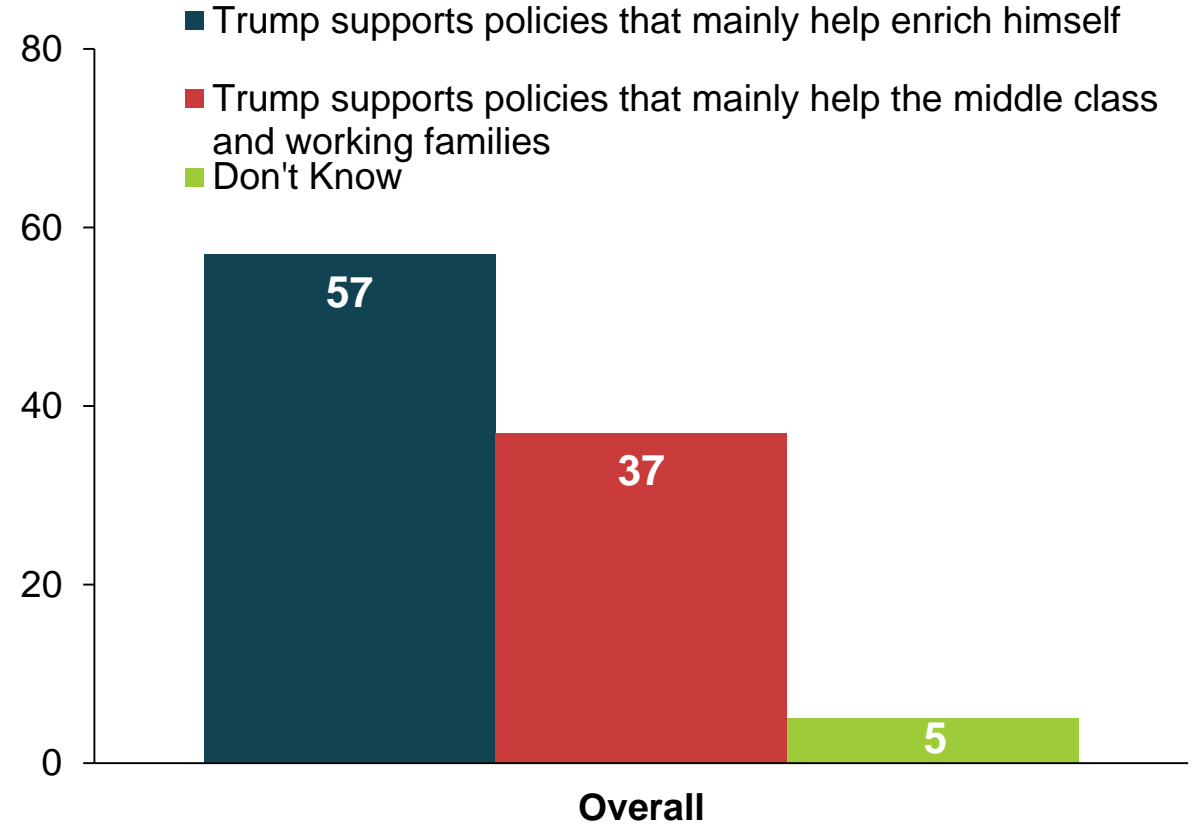
TRUMP AND CORRUPTION

Strong majorities believe Trump's policies help the wealthy, large corporations, and himself over the middle class and working families.

Which of the following statements do you agree with more, even if neither is exactly right? [SPLIT A]



Which of the following statements do you agree with more, even if neither is exactly right? [SPLIT B]



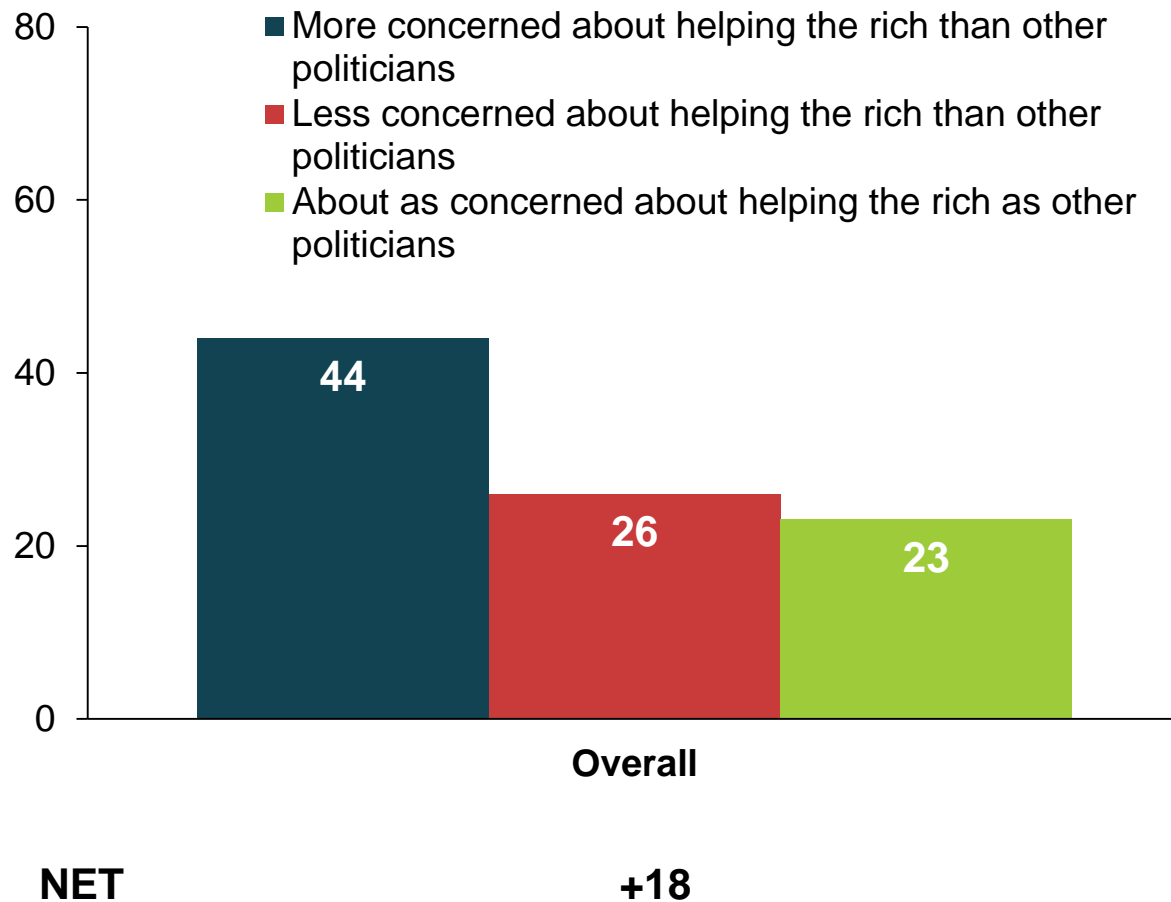
NET

+18

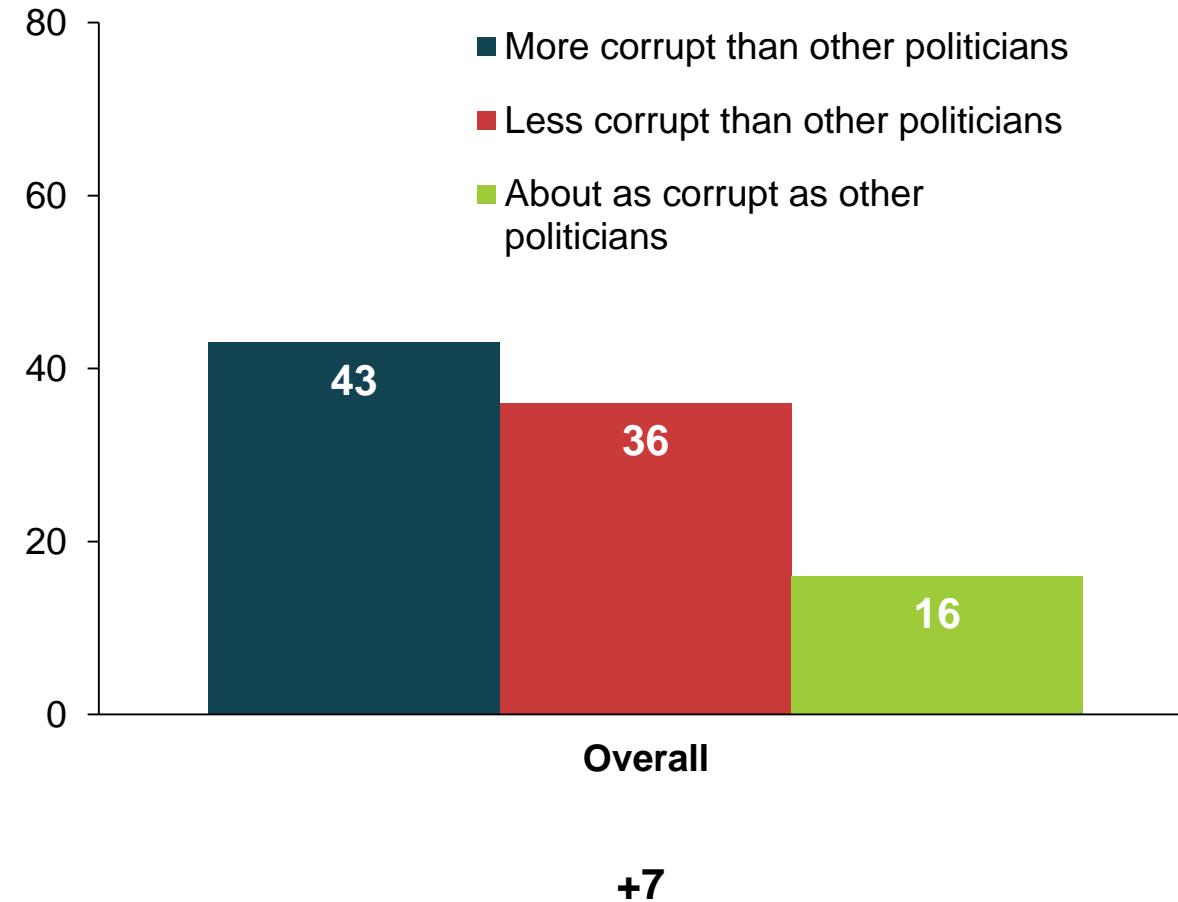
+20

A clearly plurality believes Trump is more concerned about helping the rich than other politicians. A plurality also believes he is more corrupt but by a narrower margin.

From what you know, is Donald Trump... [SPLIT B]

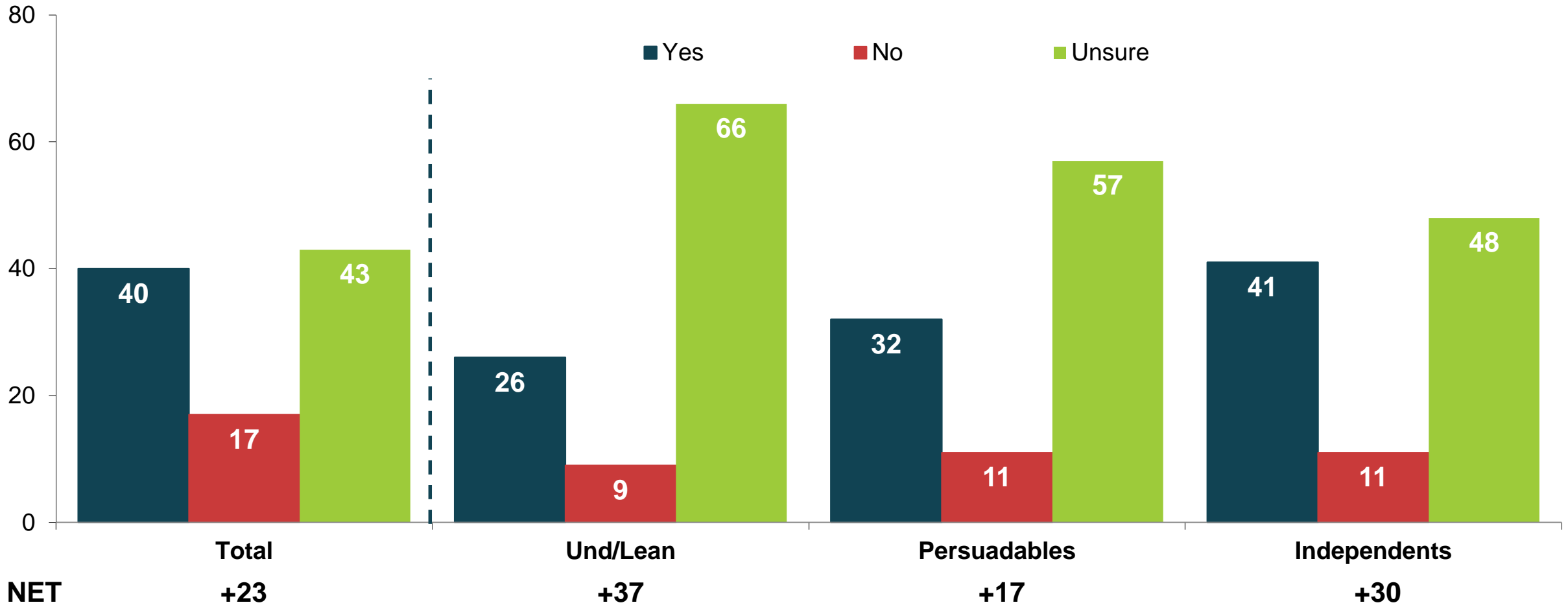


From what you know, is Donald Trump... [SPLIT A]



A plurality of voters (43%) are unsure of whether Trump accepts campaign money from corporate special interests, with the share even higher with key target audiences. We have the opportunity to show that he is just another politician who takes their money.

From what you know has Donald Trump accepted campaign money from corporate special interests?



NEGATIVE MESSAGES ON TRUMP

Of the 13 messages tested against Trump, the top three are all linked to money in politics: tax cuts for the rich, siding with corporations in refusing to use the Defense Production Act, and siding with the health insurance industry on healthcare.

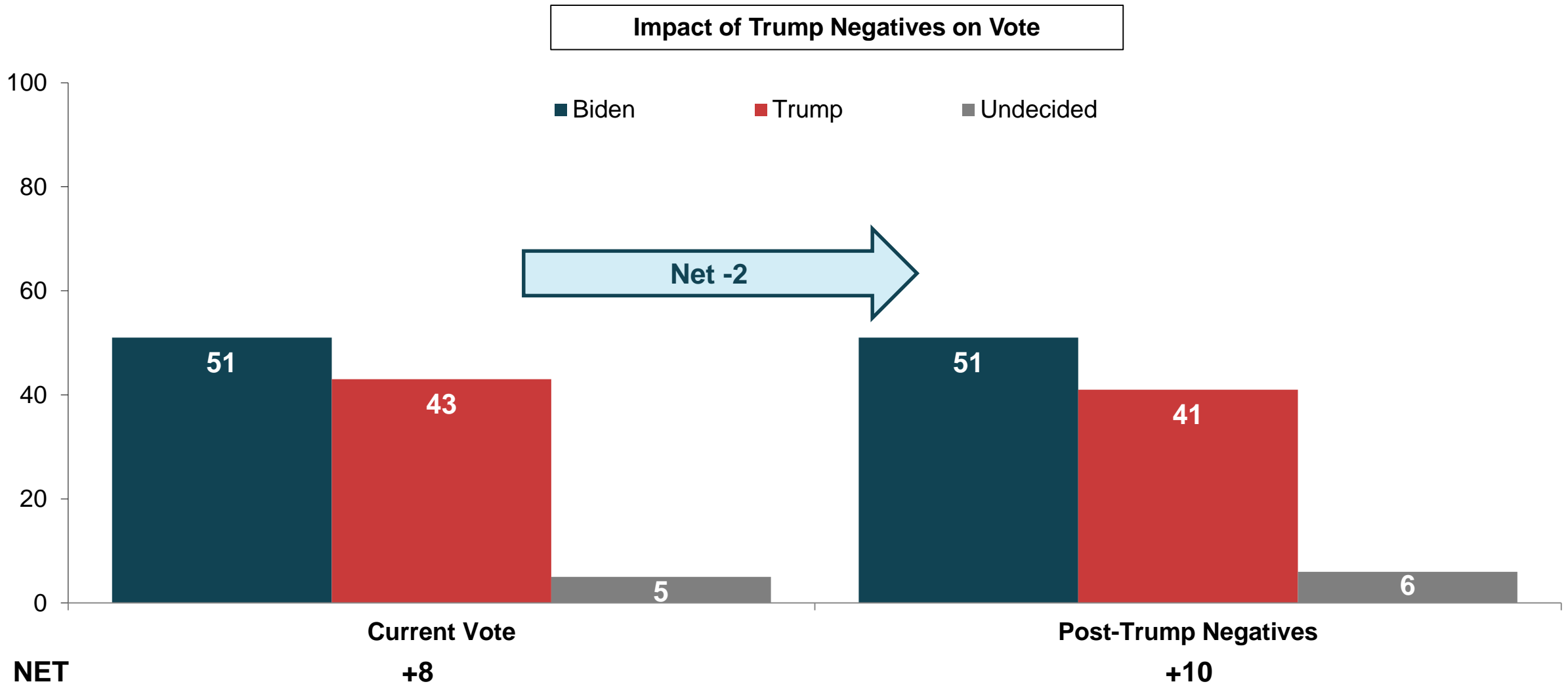
The tax cut hit is especially effective with persuadables and Independents.

TRUMP NEGATIVE MESSAGES: TOP TIER <i>% Top 3 Most concerning</i>	Total	Pers	Und / Lean	Ind
[TAX CUTS – MEDICARE / SS] Trump’s tax law gives 83% of its benefits to the richest 1% while increasing the deficit by almost 2 trillion dollars, threatening cuts to Social Security and Medicare, and raising taxes on 86 million middle class families.	49	50	48	53
[DEFENSE PRODUCTION ACT] Trump is siding with big corporations over doctors and nurses at local hospitals who need masks and protective equipment to combat the Coronavirus. Trump has refused to require U.S. companies to produce more equipment and has allowed costs for medical equipment to get out of control.	38	36	47	33
[HEALTHCARE] Trump has taken hundreds of thousands of dollars from the health insurance industry , and then released a healthcare plan that would allow them to gut coverage for people with pre-existing conditions, raise premiums for older Americans by \$3,000 a year, and kick millions off their coverage.	36	35	36	39

The 2nd tier of messages included messages not focused on money in politics, such as Trump's refusal to open healthcare exchanges and focusing on himself even in times of crisis.

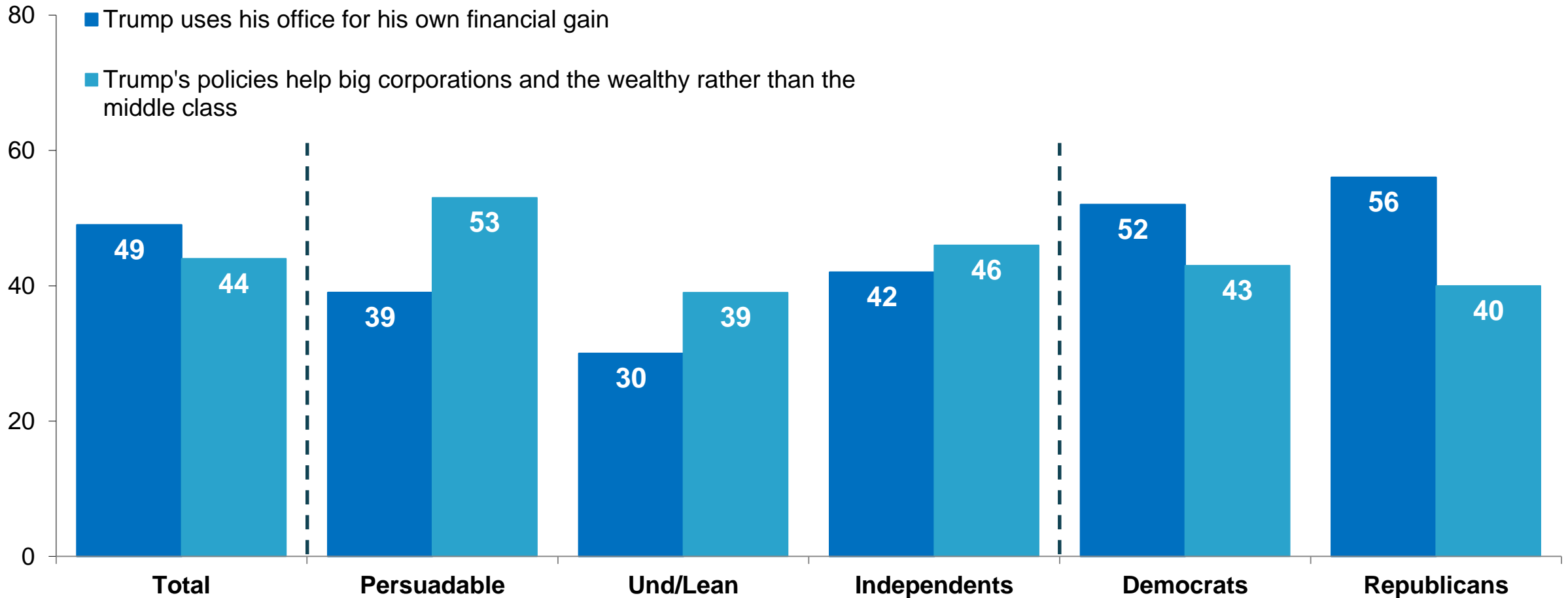
TRUMP NEGATIVE MESSAGES: 2 nd TIER <i>% Top 3 Most concerning</i>	Total	Pers	Und / Lean	Ind
[ACA] As the Coronavirus is threatening the health of millions of Americans, Trump has refused to re-open the healthcare exchanges, which give people more health coverage options and force insurance companies to compete against one another, lowering prices for consumers.	27	27	28	22
[HIS NEEDS BEFORE OTHERS] Trump puts himself first even in times of crisis. After a hurricane devastated North Carolina, Trump asked whether it affected his golf club. Trump also called the coronavirus a hoax, even though his own officials told him it could kill hundreds of thousands of Americans.	22	27	23	21
[TAX CUTS – TRUMP] Trump passed a massive tax cut for the wealthy and corporations, including a \$15 million dollar tax break for himself, and he bragged about it at his country club after passing it, telling his wealthy friends, “you all just got a lot richer.”	22	24	21	25
[DEVOS - EDUCATION] After Betsy DeVos and her family donated potentially \$200 million to Republicans, Trump appointed her to be Secretary of Education, despite DeVos having no experience in public schools and having a long history of promoting taxpayer money to subsidize private schools.	19	20	18	20
[ENVIRONMENT] Trump has appointed oil and coal industry lobbyists to be in charge of determining regulations for their own industries. He sided with them to allow coal plants to pollute waterways and allow oil companies to expand drilling on public land.	19	18	19	20
[GUNS] The NRA spent \$31 million supporting Trump, and during his presidency, Trump has opposed even the most common sense gun safety policies that could prevent mass shootings, including universal background checks and eliminating loopholes that allow dangerous people to get guns.	19	19	16	18

The vote movement is marginal, but given Biden's lead, our objective is keeping Trump down and holding onto our soft supporters rather than expanding our lead.

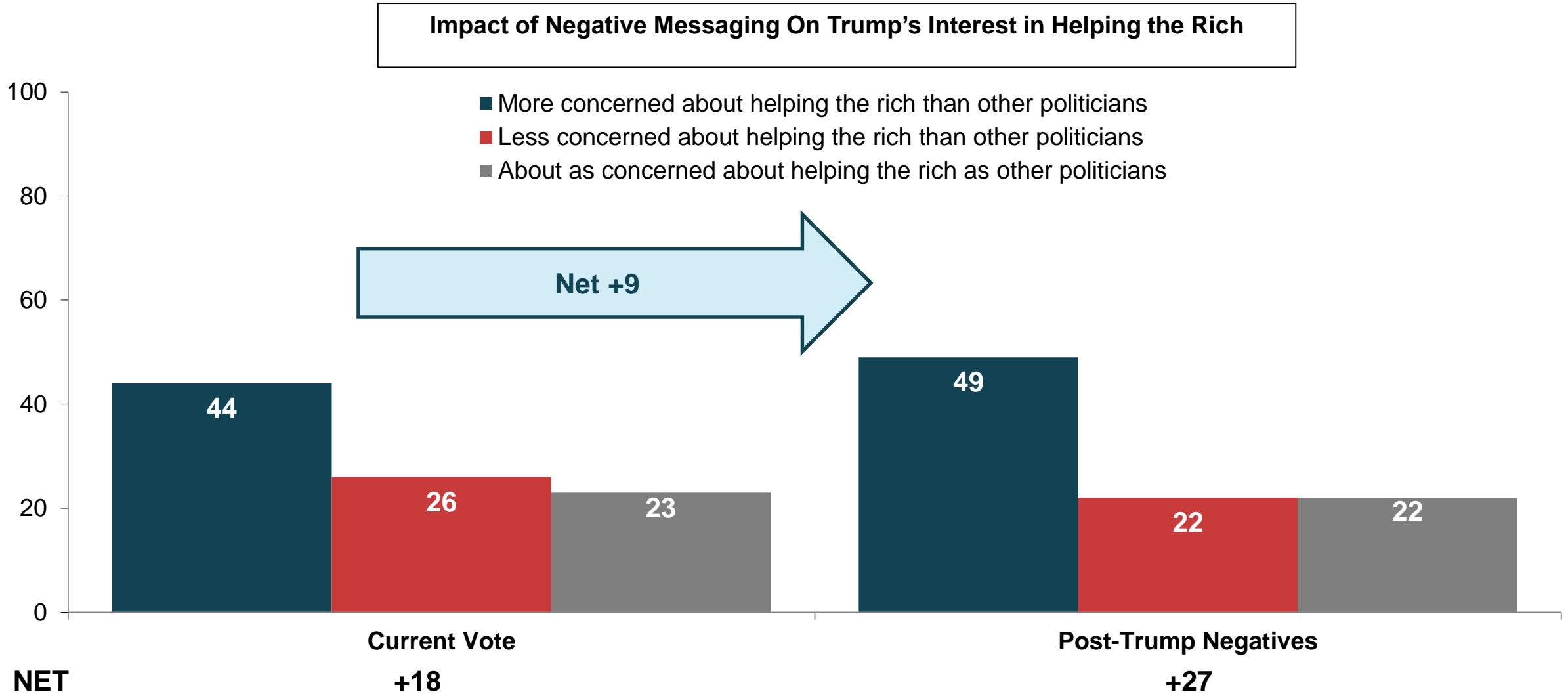


While a plurality tilt towards Trump using the office for personal gain, it is driven by partisans – our targets care more about the impact of his policies.

After reading those statements, which of the following bothers you most about Donald Trump? [ASKED IF NOT TRUMP IN REVOTE]



We see movement on the idea that Trump cares more about helping the rich than other politicians.



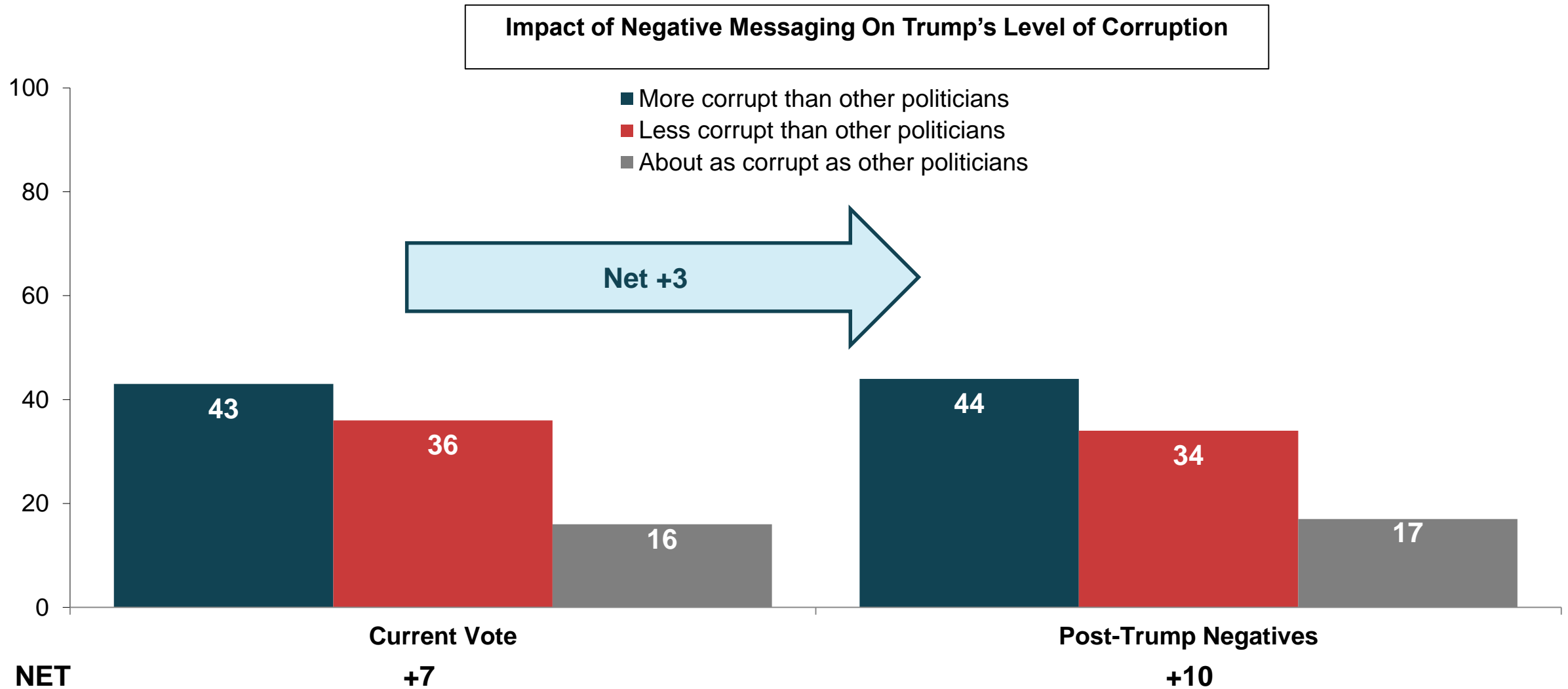
Younger women, younger white non-college grads, and voters employed in the service industry are most likely to move towards believing Trump cares more about the rich.

Most Likely to Gain on saying that “Trump is more concerned than other politicians about helping the rich”	
Overall	9%
White Women <55	21%
White <55 Non-College Grad	20%
Employed in the service industry	19%
White Non-College Grad Women	17%

After messaging, we also see significant shifts in the amount of voters who think Trump is a typical politician, prioritizes special interest donors, and is abusing his office.

TRUMP TRAITS (% well / % not well)	Initial	Post Messaging	Net Shift
Typical politician	38 / 58	44 / 54	+10
Puts the needs of special interest donors ahead of regular people	55 / 36	61 / 33	+9
Uses his office for personal gain	57 / 37	63 / 34	+9

However, after messaging, the percentage of voters who believe that Trump is more corrupt than other politicians stays about the same.

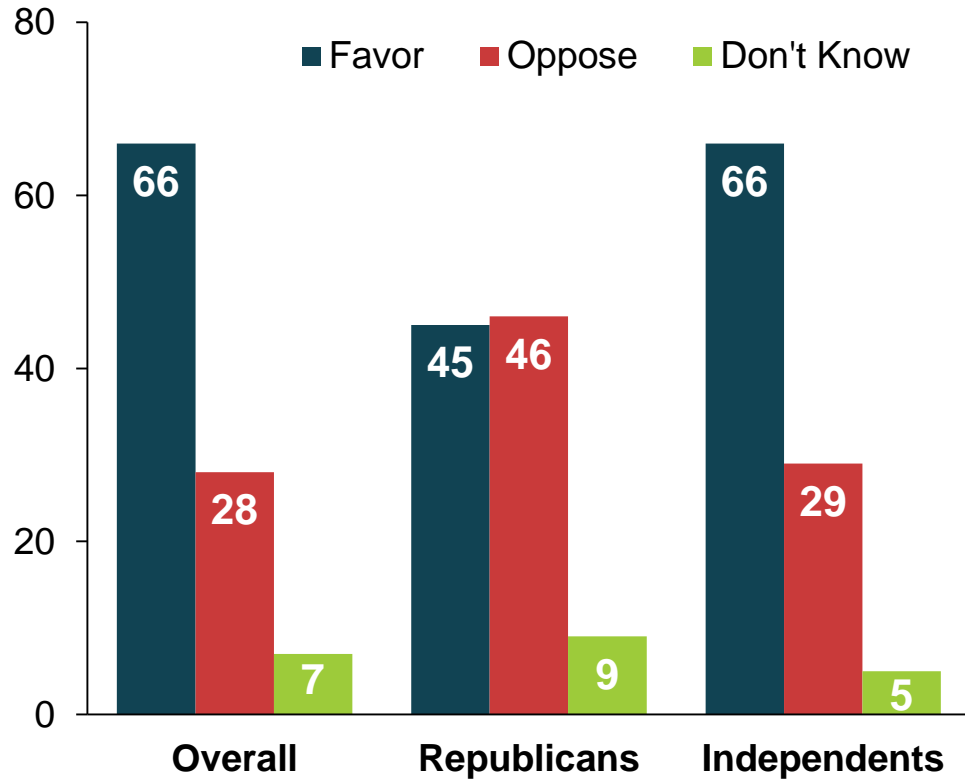


VOTE BY MAIL

Support for early voting and VBM is popular, but noting the public health argument makes it a net seven points stronger.

Republicans support early voting and VBM if the public health argument is given.

Do you favor or oppose expanding vote by mail and early voting for this November's election? **[SPLIT A]**



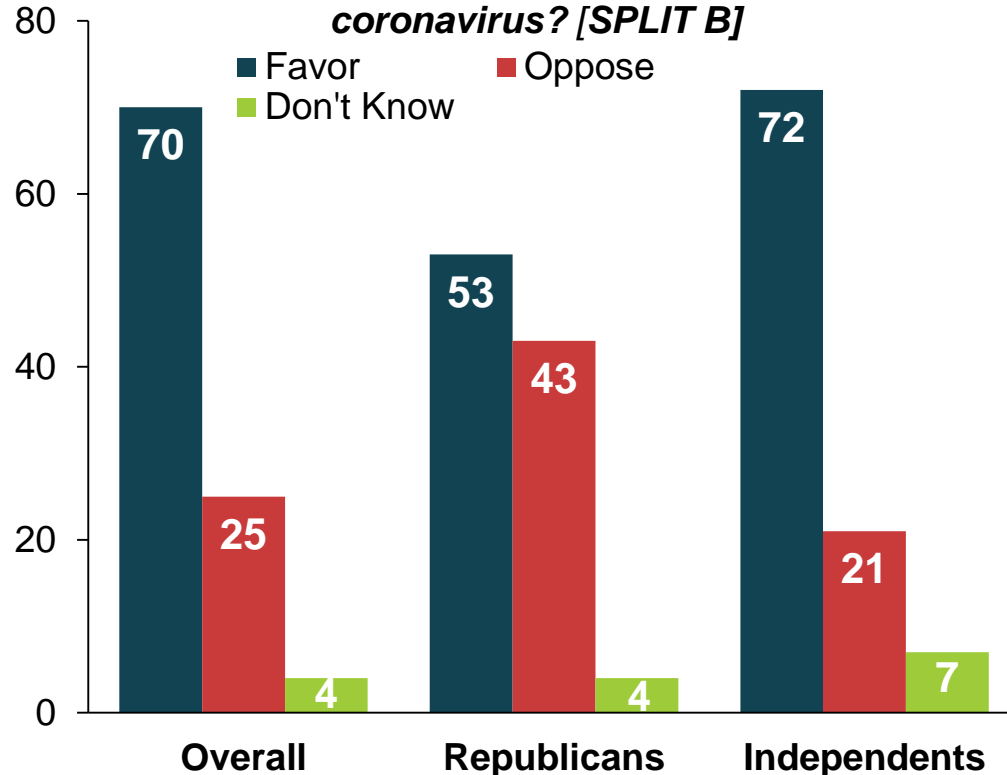
NET

+38

-1

+37

Do you favor or oppose expanding vote by mail and early voting for this November's election to **prevent the spread of coronavirus?** **[SPLIT B]**



+45

+10

+51

COMBINED SPLITS:

OVERALL:
68% FAVOR
27% OPPOSE

REPUBLICANS:
49% FAVOR
44% OPPOSE

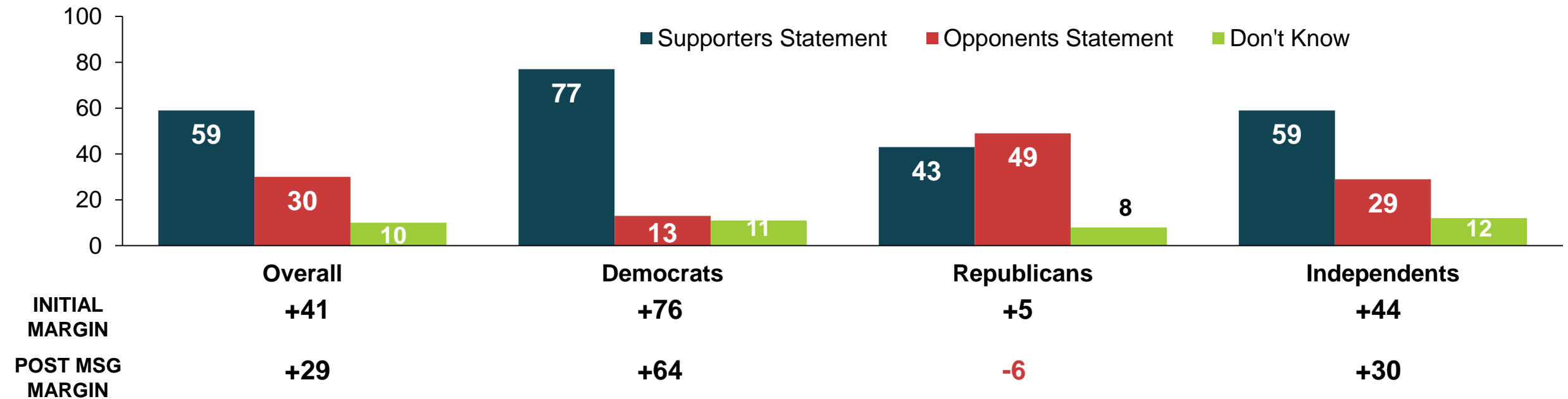
INDEPENDENTS:
69% FAVOR
25% OPPOSE

An engaged debate over expanding voting options narrows our margin but we still maintain a 29-point advantage on VBM.

Please indicate which statement comes closest to your view...

Supporters say that even if the Coronavirus is contained by November, many vulnerable people, including seniors and people with health conditions, should avoid large public gatherings. If we don't expand early voting and voting by mail, many will have to choose between protecting their health and exercising their right to vote. Many states already allow for this and have seen no rise in instances of fraud or abuse.

Opponents say that we have evidence that foreign governments are trying to interfere in our elections, and we need to do everything we can to protect our democracy. Rather than spending 4 billion dollars and switching over voting systems, we need to simply take measures to ensure that it is safe for people to vote in person, like having poll workers wear masks. Changing our voting system leaves room for too many errors and fraud.



FINDINGS AND RECOMMENDATIONS

Key Findings

- The strongest frames all relate to money in politics and that Trump is putting the needs of special interests (big corporations like health insurers) and the wealthy ahead of regular people.
- We see movement over the course of the survey in the number of voters who believe that Trump cares more about special interest donors than regular people and who say he cares more about the rich. We only see marginal movement on the question of whether he is corrupt.
- The strongest frames all highlight how Trump sides with corporate special interests and the wealthy, and jeopardizes healthcare (and public health) by doing it:
 - The top testing message is Trump's tax cut for the wealthy which threatens cuts to Medicare and Social Security and raises tax on the middle class.
 - Trump siding with corporations in this pandemic by refusing to use the Defense Production Act.
 - Trump siding with health insurers by taking actions to deny coverage for preexisting conditions, raise premiums, and kick people off of their coverage.
- For all his faults, Trump is not viewed as a "typical politician" but we can increase the sense that he is by highlighting the money he takes from corporate special interests and how his policies help them at the expense of regular people.

Recommendations

- **Take on the perception that Trump gets things done by driving a message that he gets things done for corporate special interests and the wealthy – not regular people.** We can undercut Trump’s strength on getting things done by highlighting what he has done to hurt regular people (ie his tax cut for the wealthy and healthcare plan). These might help us undercut his strength on the economy as well.
- **Use healthcare proof points to lay the indictment against Trump that he puts special interest donors ahead of regular people – including during the Coronavirus.** All three of the top hits on Trump have a healthcare component: cuts to Medicare, siding with corporations over doctors and nurses, and siding with the healthcare care industry to deny coverage for pre-existing conditions and raise premiums.
- **Frame Trump as a typical politician in his actions.** Voters do not view Trump as a typical politician because of how he behaves, but they move towards this notion after they hear messages about the money he takes from corporate special interests and his policies.
- **Build awareness around Trump’s relationship with corporate special interest donors.** There is a large share of voters that are not aware that he takes money from corporate special interests. Highlighting this can provide an important rationale for why his policies benefit these special interests.
- **We do not need to avoid the word/terminology “corrupt” but framing him as a typical politician looking out for special interests is likely a better message.** Voters are inclined to believe that Trump is corrupt, however, there is better movement on traits that focus on special interests and the rich.