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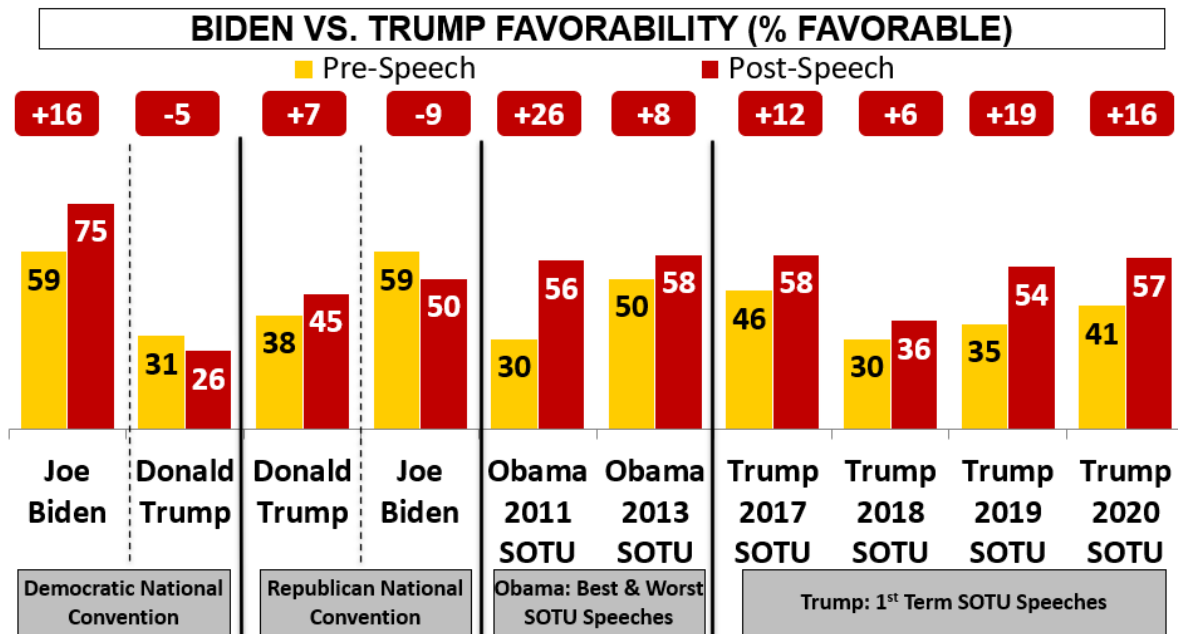
To: Interested Parties

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Dial meter reactions to Biden and Trump's acceptance speeches

Joe Biden's acceptance speech was more impactful and defining than was Donald Trump's — though each barely moved Trump's job approval ratings or the winning margins in the race. Biden and Trump got comparable and modest vote shifts after their DNC and RNC acceptance speeches — neither big enough to change race's structure. The contest, as you will see in the polling between and during the conventions, is very locked into current the structure.

On behalf of the Center for Voter Information and the Voter Participation Center, Democracy Corps on August 20th and 27th, 2020, conducted online dial meter research during Vice President Joe Biden's acceptance speech for the Democratic nomination for President and President Donald Trump's acceptance speech for the Republican nomination, among 210 registered voters nationally. Key line groups include African Americans, Hispanics and Latinos, white millennials, white unmarried women, white working-class women, white college women, and white working-class men.



Biden's gains on personal favorability and in the vote shift were more impressive — and certainly, much bigger than anything Donald Trump achieved with his State of the Union addresses. Trump's speech was less impactful on favorability than Biden's — and matches his and Obama's weakest State of the Union shifts and fell far short of Obama's best.

Biden's speech touched the Rising American Electorate of African Americans, Hispanic and Latino voters, and white unmarried women, but also college women and white working-class women. It further branded Trump as someone who works only for his own party, and further defined Biden as uniting the country, dealing with racial strife and good for the middle class and its values.

Trump's speech, which was more political than factual, artificially raised Biden's unfavorability with white working-class women, white unmarried women and African Americans.

Trump's speech seemed to get his strongest response with white working-class men, followed by white working-class women. When Trump spoke about asserting America's interests, such as with NATO and energy independence, white college women and millennials responded as well.

Biden did not make gains on who would be better on health care – the most important issue. Trump made gains compared to Biden on health care and China, which is a real potential issue. It is important to note that Trump made his smallest gains, surprisingly, on handling “law and order.”

Rarely does a speech damage your image, but Trump's negativity may have backfired and the number thinking he is self-dealing jumped 10 points, as well as those strongly believing he, “governs for billionaires.” He made only modest gains on governing for the “forgotten Americans.”