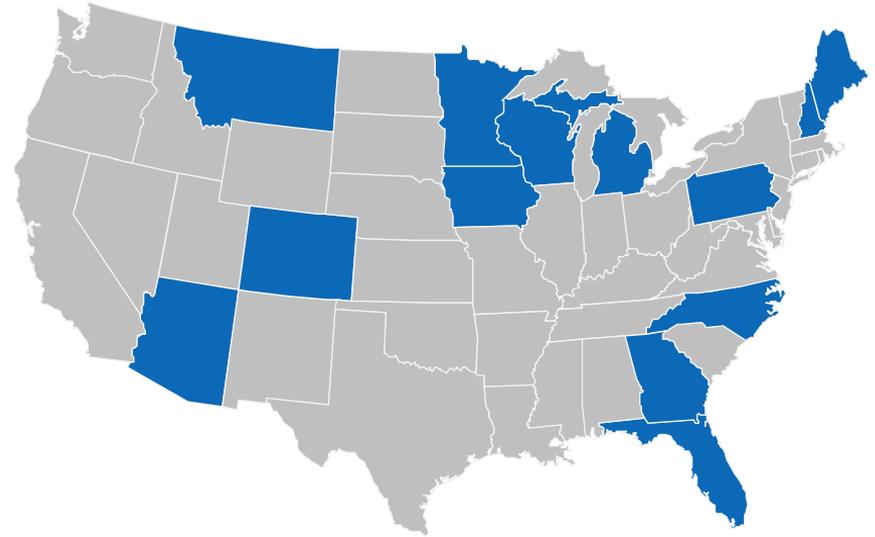


# The Politics of Identity and Othering in the 2020 Election

*Key findings from a nationwide online survey among registered voters  
conducted August/September 2020*

# Methodology

- Online survey among 1,000 non-Hispanic white voters\* and 400 voters of color in AZ, CO, FL, GA, IA, ME, MI, MN, MT, NC, NH, PA, WI
- Conducted August 28 to September 2, 2020



\*Through rest of analyses, we refer to non-Hispanic white voters as white voters.

# Key Takeaways

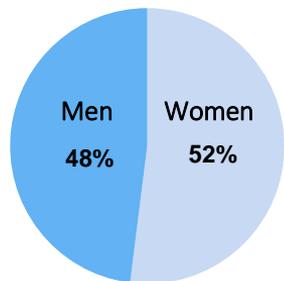
1. When it comes to racial and other pertinent cultural issues, there is a sharp dividing line between the Trump base and the rest of the electorate -- white non-trump voters and voters of color. Voters of color and the white voters who do not support Trump represent the majority of the electorate.
  - Voters of color and white Biden voters express profound concerns about racial injustice and systemic discrimination, the rise in right-wing extremism, sexual harassment in the workplace, and mistreatment of immigrants.
  - White Trump voters, on the other hand, express particular consternation with what they view as threats to the traditional American way of life. This includes efforts to erase history and heritage by taking down statues, immigrants trying to change America instead of adapting to it, and an overly politically correct culture that amplifies the voices of liberal elites while silencing those who disagree.
  - All voters—including voters of color and white voters across the political spectrum—voice major concerns about crime and violence in America’s cities. However, their perspectives on the *sources of that violence* differ: voters of color and white Biden voters are more concerned about police violence against Black people, whereas white Trump voters are singularly focused on the lack of law and order by residents, including looting and property damage.
2. In that same vein, nearly seven in 10 white Trump voters believe that they are losing power in the country today, with liberals and Black people (including the Black Lives Matter Movement) gaining power at their expense.
  - But liberals and voters of color do not see it that way: only 14% of white Biden voters and 32% of voters of color believe that they are gaining power; in fact, they are more likely to believe that they also are losing power. Voters of color and white Biden voters who believe that they are losing power tend to say it’s the wealthy those power is on the rise.

## Key Takeaways (*cont.*)

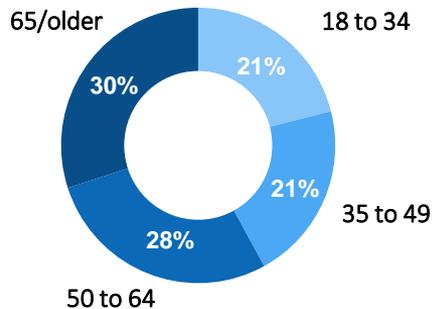
3. As of now, Trump's efforts to exploit these divisions have done little to expand his support beyond his core base. Potential new voters in the 2020 presidential election (e.g., those who did not vote in 2016 or voted third-party) lean heavily toward Biden.
  - At the same time, white Trump voters (including those who supported him in 2016 but don't strongly back him today) continue to view him as a patriot and an advocate for the "forgotten American"—validating their view that their voice in society is being diminished and offering to be their champion.
  - And, notably, there is a segment of white swing voters (who have not yet committed to a presidential candidate) for whom threats to law and order and efforts to erase history are seen as major concerns.
4. Among Trump's base and with white swing voters—particularly men—his rhetoric and advertising about “angry mobs tearing down statues” and trying to erase America's heritage have significant traction.
5. In terms of potential responses to Trump's racially motivated rhetoric, the most effective message among both white swing voters and voters of color who are not firmly committed to Biden is an economic populist appeal that simultaneously makes the case that all working people, across racial lines, want to see their hard work rewarded, while calling out Trump for pursuing policies that favor big corporations and hurt working people. (Explicitly calling Trump racist has the potential to backfire—particularly among white swing men, many of whom take it personally when others call Trump racist.)
  - For voters of color and white Biden voters, two approaches stand out as particularly resonant: the first is calling for people to stand together against hatred instead of letting Trump bring out our worst instincts, and the second is emphasizing that Trump is using divisive racial and cultural issues to distract us from his failures on the coronavirus.

# Overview of the Sample: White Voters

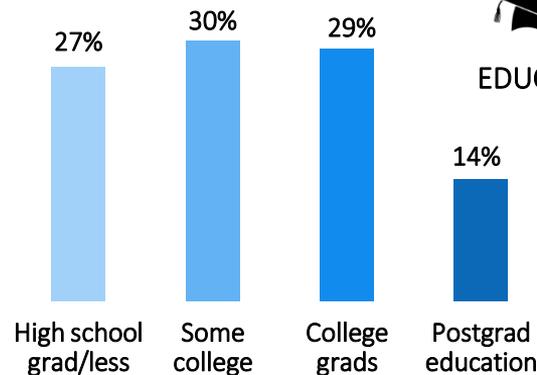
GENDER



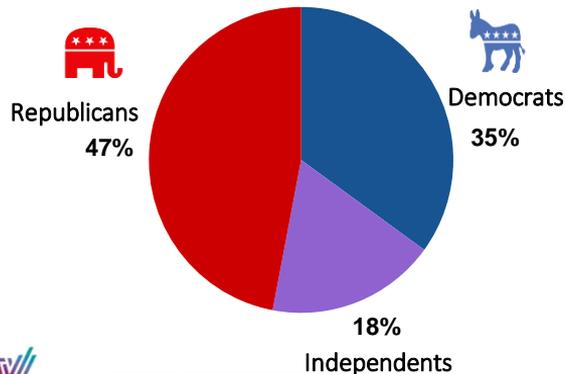
AGE



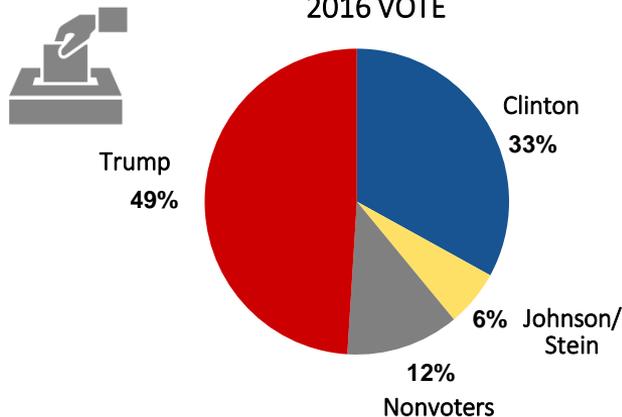
EDUCATION



PARTY ID



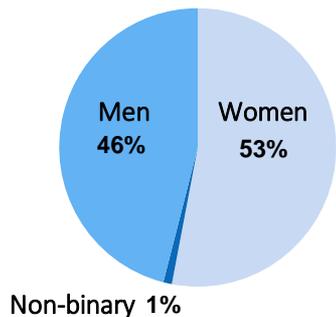
2016 VOTE



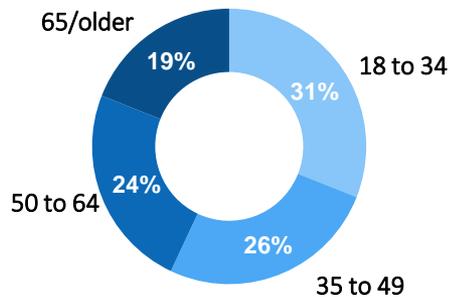
Evangelical  
27%

# Overview of the Sample: Voters of Color

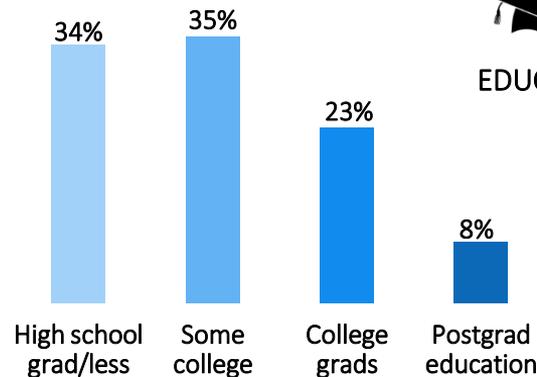
GENDER



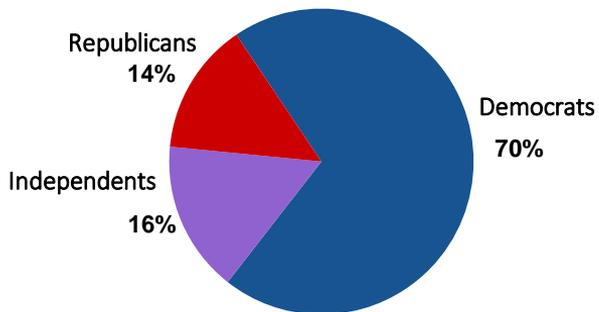
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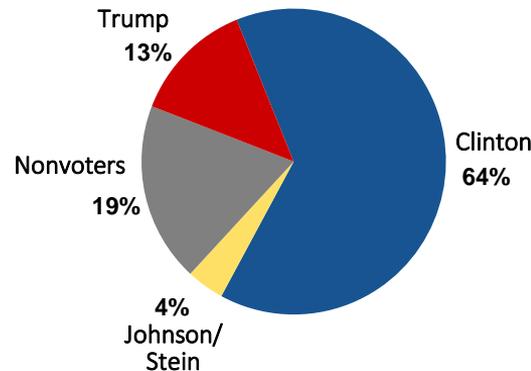
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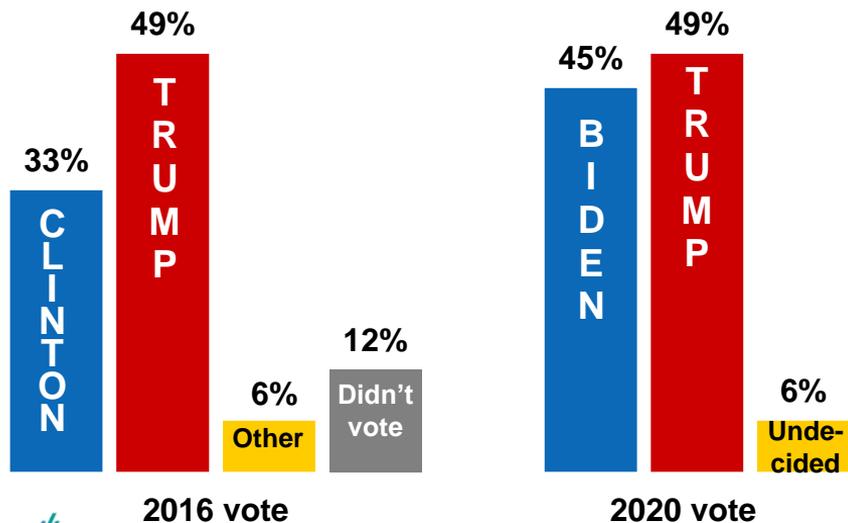
2016 VOTE



# THE 2020 ELECTION

# Among white voters, Trump is holding on to his supporters but failing to attract new voters; Biden is surpassing Clinton's support.

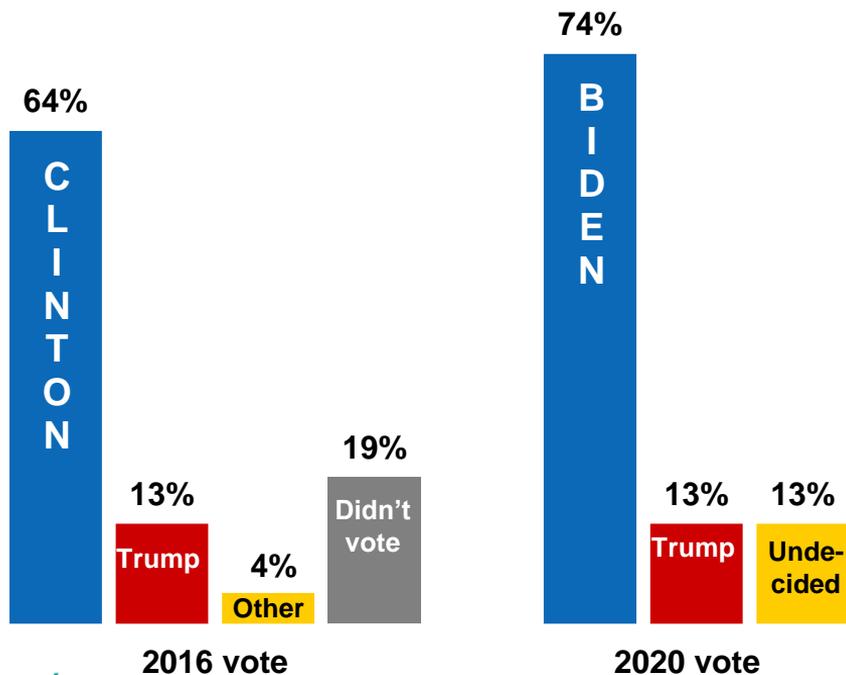
(white voters)



	2016 Trump vote	2020 Trump vote	2016 Clinton vote	2020 Biden vote
Democrats	8%	4%	77%	94%
Independents	28%	29%	30%	51%
Republicans	87%	90%	3%	6%
<hr/>				
Non-college				
Women	48%	50%	32%	43%
Men	55%	57%	23%	38%
Evangelical	67%	71%	16%	26%
Non-evangelical	45%	46%	33%	47%
<hr/>				
College				
Men	53%	44%	40%	49%
Women	41%	43%	41%	52%
Evangelical	69%	66%	20%	30%
Non-evangelical	39%	36%	47%	57%
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Suburban voters	47%	48%	36%	46%

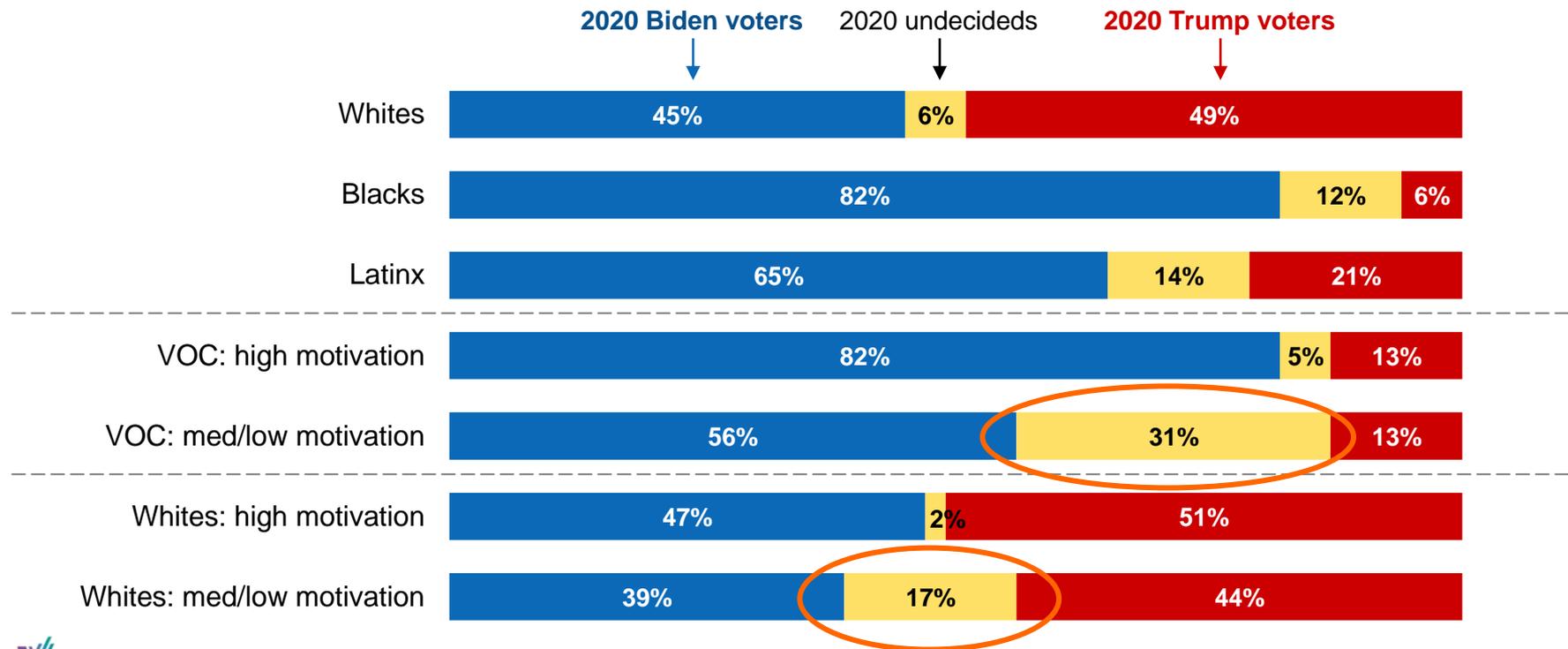
Similarly, Trump is failing to expand his support among voters of color since 2016, while Biden is making gains, particularly among Latinx voters.

(Voters of Color)



	2016 Trump vote	2020 Trump vote	2016 Clinton vote	2020 Biden vote
Blacks	5%	6%	73%	82%
Latinx	19%	21%	53%	65%
Independents/GOPs	34%	37%	27%	33%
Men	12%	11%	64%	73%
Women	13%	15%	64%	75%
Non-college grads	9%	11%	65%	74%
College grads	21%	17%	62%	73%

Despite clear differences in support for Trump and Biden among voters of color and white voters, a considerable number of low-motivation voters in both groups remain undecided.

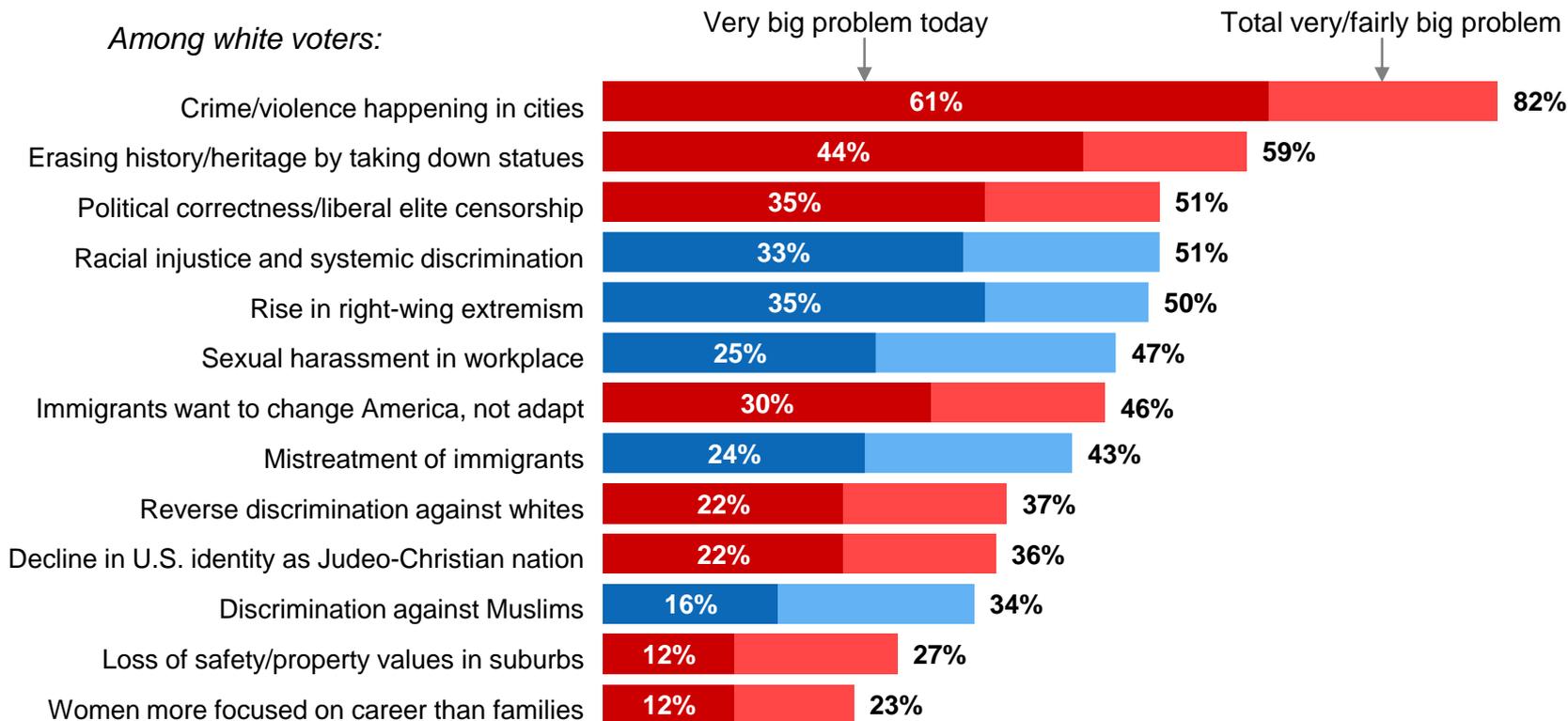




# PERSPECTIVES ON PROBLEMS FACING THE COUNTRY

# Among cultural issues, crime and violence and efforts to erase America’s history and heritage rise to the top as concerns among white voters.

*Among white voters:*



However, the white electorate is far from a monolith when it comes to race and cultural issues, and is sharply divided on what they view as the biggest problems.

Very/fairly big problem	Whites		
	Biden voters	Swing voters	Trump voters
	%	%	%
Crime/violence happening in cities	72	83	91
Erasing history/heritage by taking down statues	32	61	82
Political correctness/liberal elite censorship	23	54	76
Racial injustice and systemic discrimination	78	50	27
Rise in right-wing extremism	73	44	28
Sexual harassment in workplace	67	44	29
Immigrants want to change America, not adapt	20	43	70
Mistreatment of immigrants	71	38	16
Reverse discrimination against whites	17	34	54
Decline in U.S. identity as Judeo-Christian nation	18	31	52
Discrimination against Muslims	58	33	14
Loss of safety/property values in suburbs	17	29	36
Women more focused on career than families	10	14	24

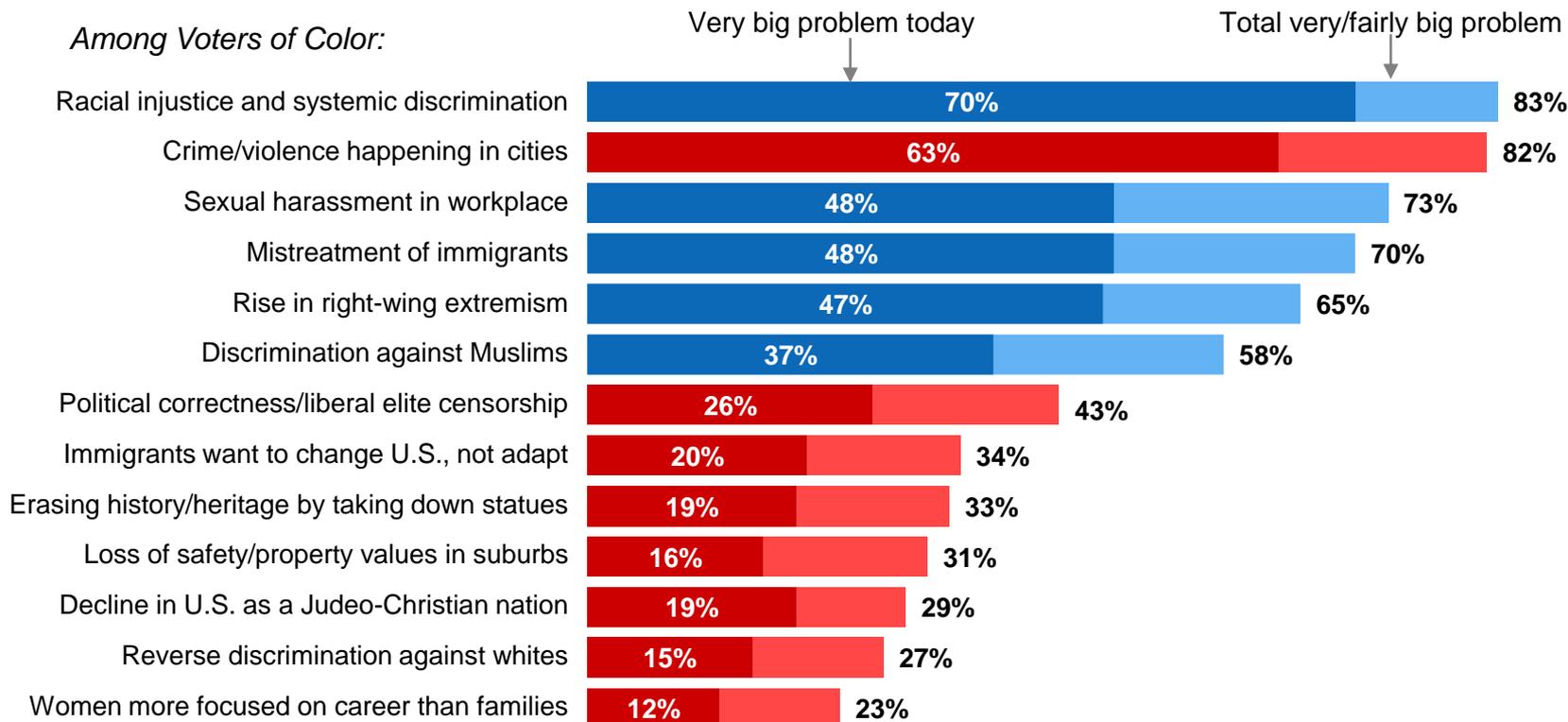
# Movable white voters have distinct views of problems facing the country: new Biden voters and swing women more worried about racial injustice and potential Trump defectors and swing men more concerned about efforts to erase America’s heritage.

(White voters)

<i>Potential DT Defectors</i>		<i>New Biden Voters</i>	
Crime/violence in cities	87%	Racial injustice/systemic discrimination	72%
Erasing history/heritage by taking down statues	70%	Crime/violence in cities	71%
Political correctness/liberal censorship	56%	Mistreatment of immigrants	65%
<i>Women Swing Voters</i>		<i>Men Swing Voters</i>	
Crime/violence in cities	88%	Crime/violence in cities	78%
Racial injustice/systemic discrimination	60%	Erasing history/heritage by taking down statues	67%
Erasing history/heritage by taking down statues	56%	Political correctness/liberal censorship	54%

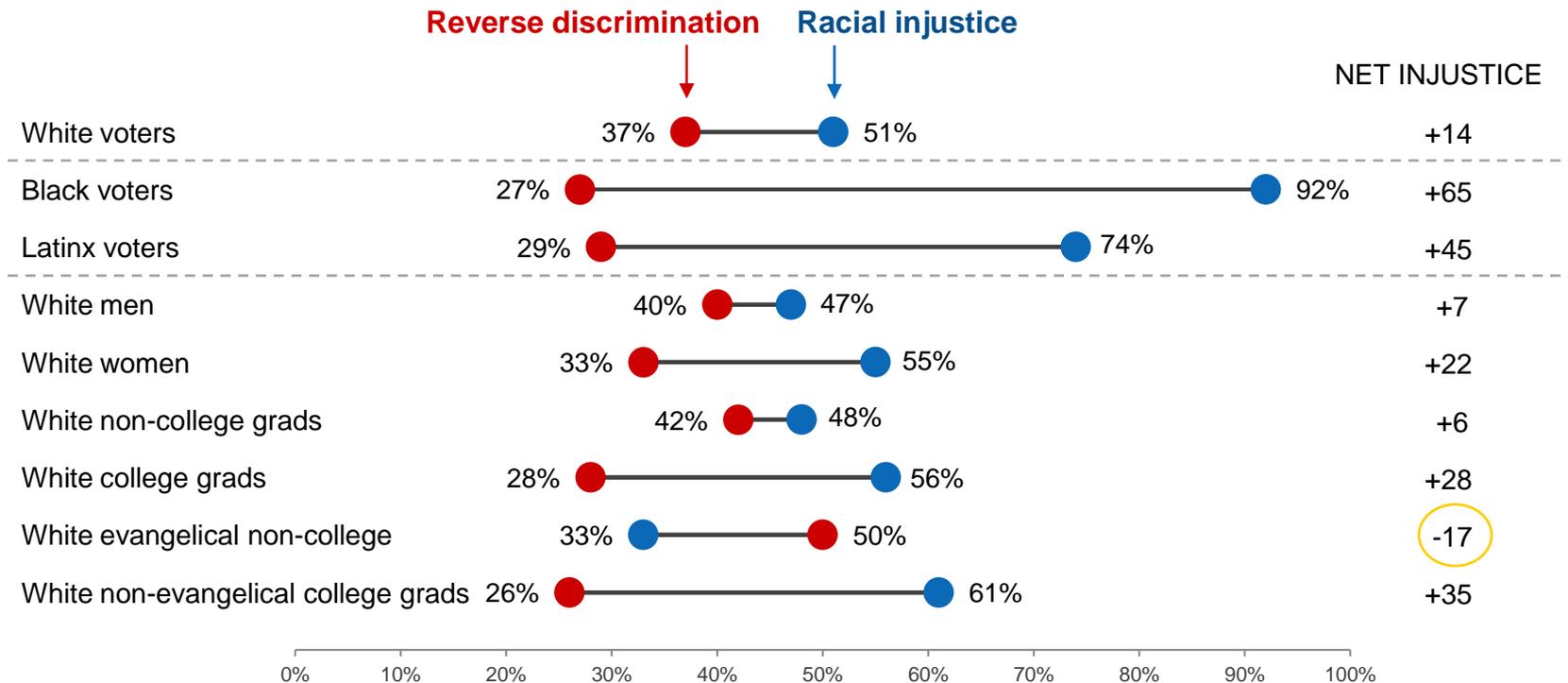
# Voters of color also perceive crime and violence as a serious problem, but racial injustice and systemic discrimination against Black people is their biggest concern.

*Among Voters of Color:*



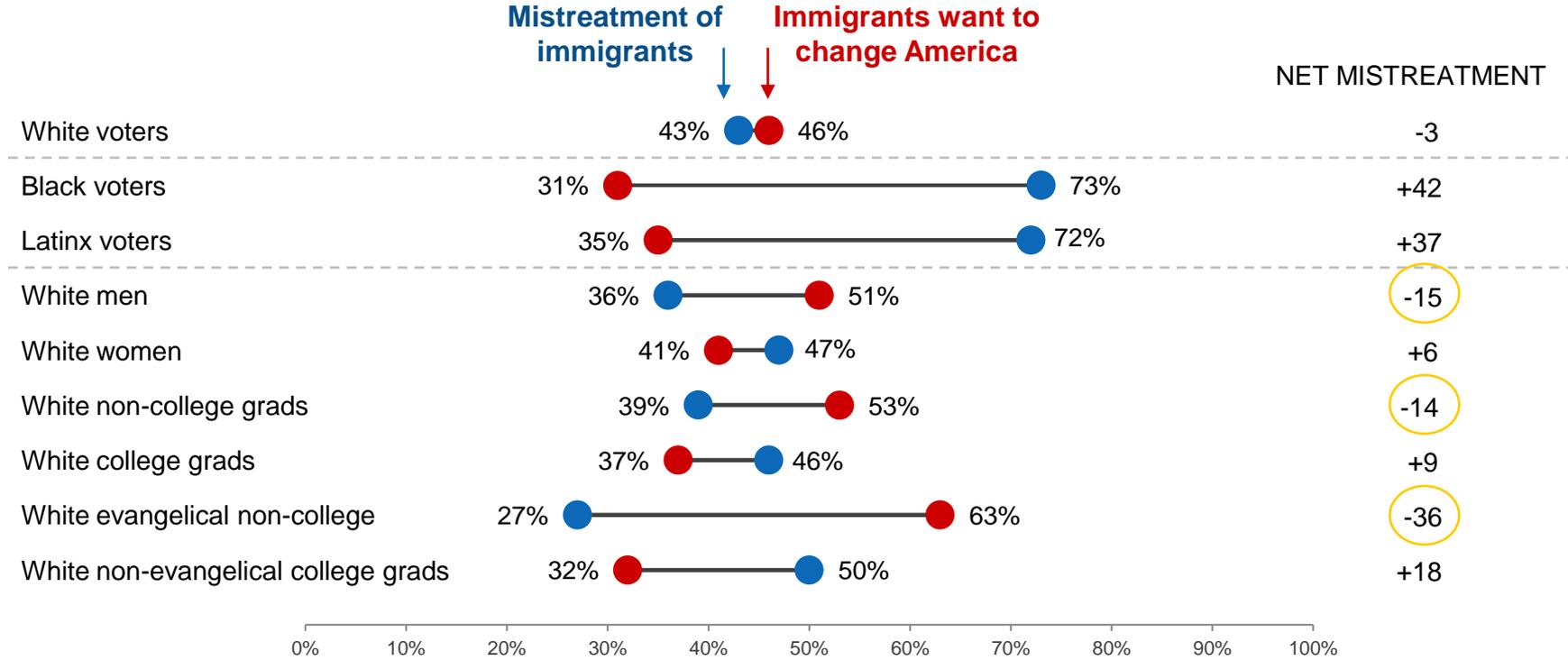
# Wide gulfs in opinions on racial issues: Blacks almost unanimously agree that *racial injustice* is a problem; white evangelicals without college degrees are one of the only groups that believe reverse discrimination is a bigger problem than racial injustice.

Proportions saying each is a VERY/FAIRLY big problem today



Similarly, while comparable portions of white voters see immigrants changing America and the mistreatment of immigrants as problems, education and religion mark a sharp divide on views of immigrants.

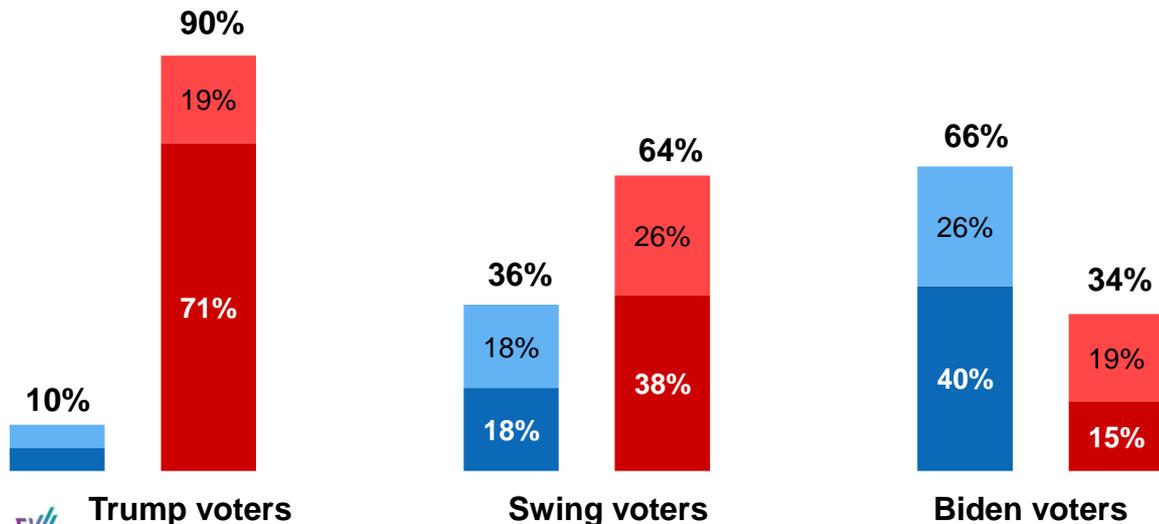
Proportions saying each is a VERY/FAIRLY big problem today



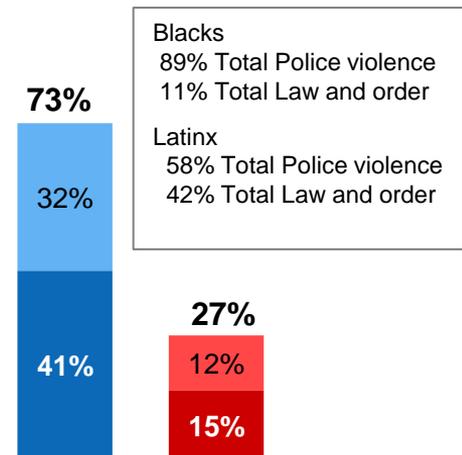
# White Trump voters and swing voters are more concerned with a lack of law and order, but police violence against Black people is a more salient concern for white Biden voters and voters of color.

- Police violence against Black people, including the killing of African Americans by police
- Lack of law and order, including looting and property damage going on in many cities
- Both/lean police violence
- Both/lean lack of law and order

## White voters



## Voters of Color



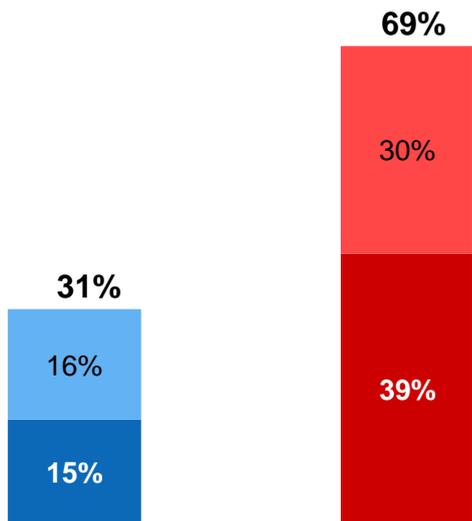
Blacks  
89% Total Police violence  
11% Total Law and order

Latinx  
58% Total Police violence  
42% Total Law and order

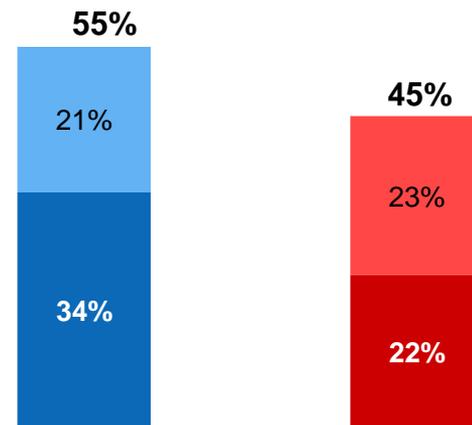
# White potential Trump defectors are more concerned with law and order, but Biden expansion voters are narrowly more concerned with police brutality.

- Police violence against Black people, including the killing of African Americans by police
- Lack of law and order, including looting and property damage going on in many cities
- Both/lean police violence
- Both/lean lack of law and order

**White potential Trump defectors**



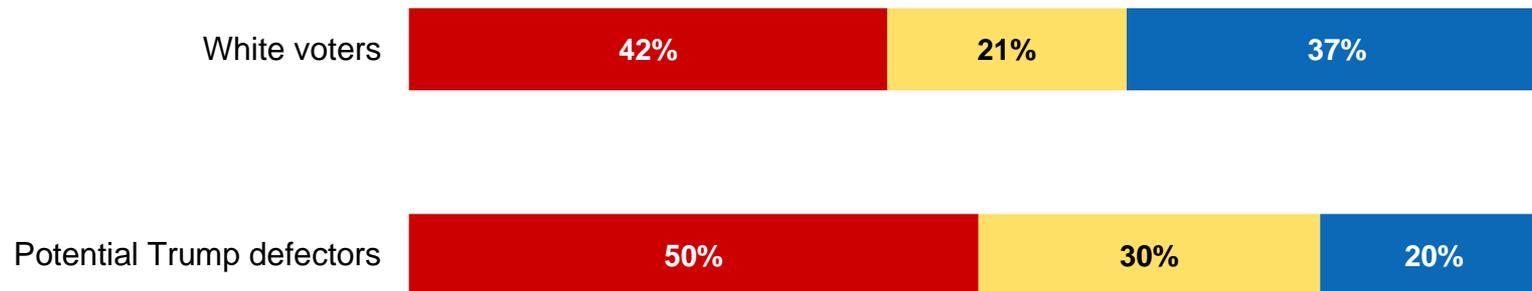
**White Biden expansion voters**



Though it is less of an issue among white voters overall, there is some traction among potential Trump defectors that Biden would not be strong enough in dealing with rioting, looting, and other forms of violence.

*Critics of Joe Biden say that he would be too weak in dealing with people who are engaging in rioting, looting, and other forms of violence. Which comes closest to your view?*

■ Agree, and is a big concern about Biden    ■ Agree, but other issues more important    ■ Disagree



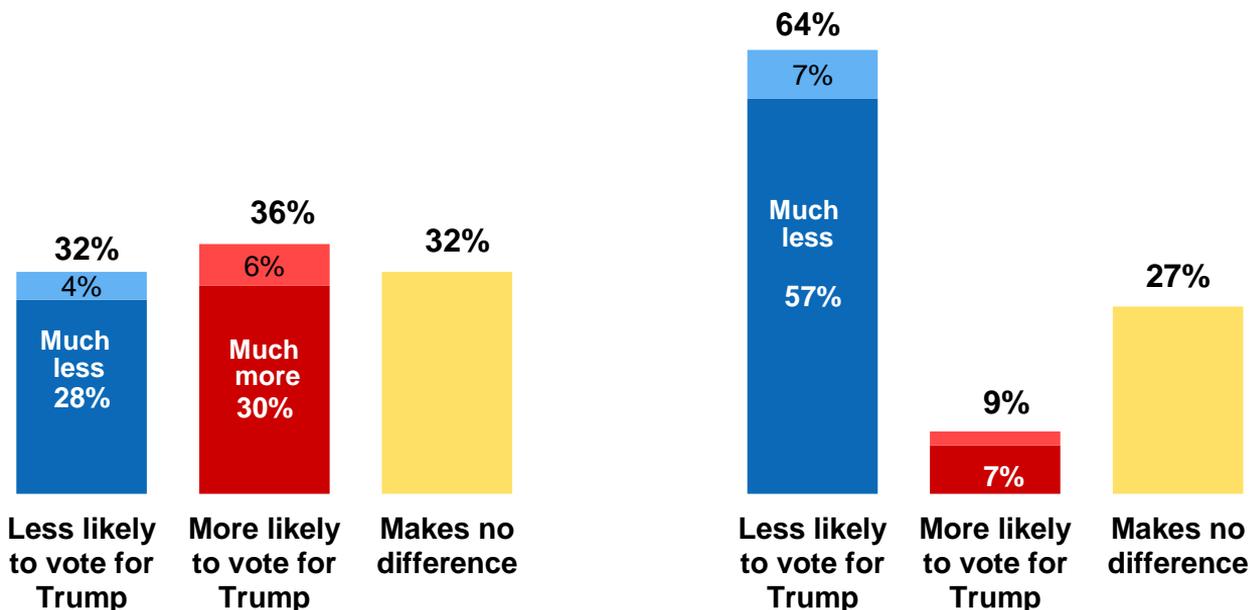
# Trump is alienating voters of color and failing to make any gains with new white voters after the protests in Kenosha.

*Would you say the situation with the protests in Kenosha, Wisconsin makes you more likely or less likely to vote for Trump or does it not make a difference to you either way?*

## White voters

## Voters of Color

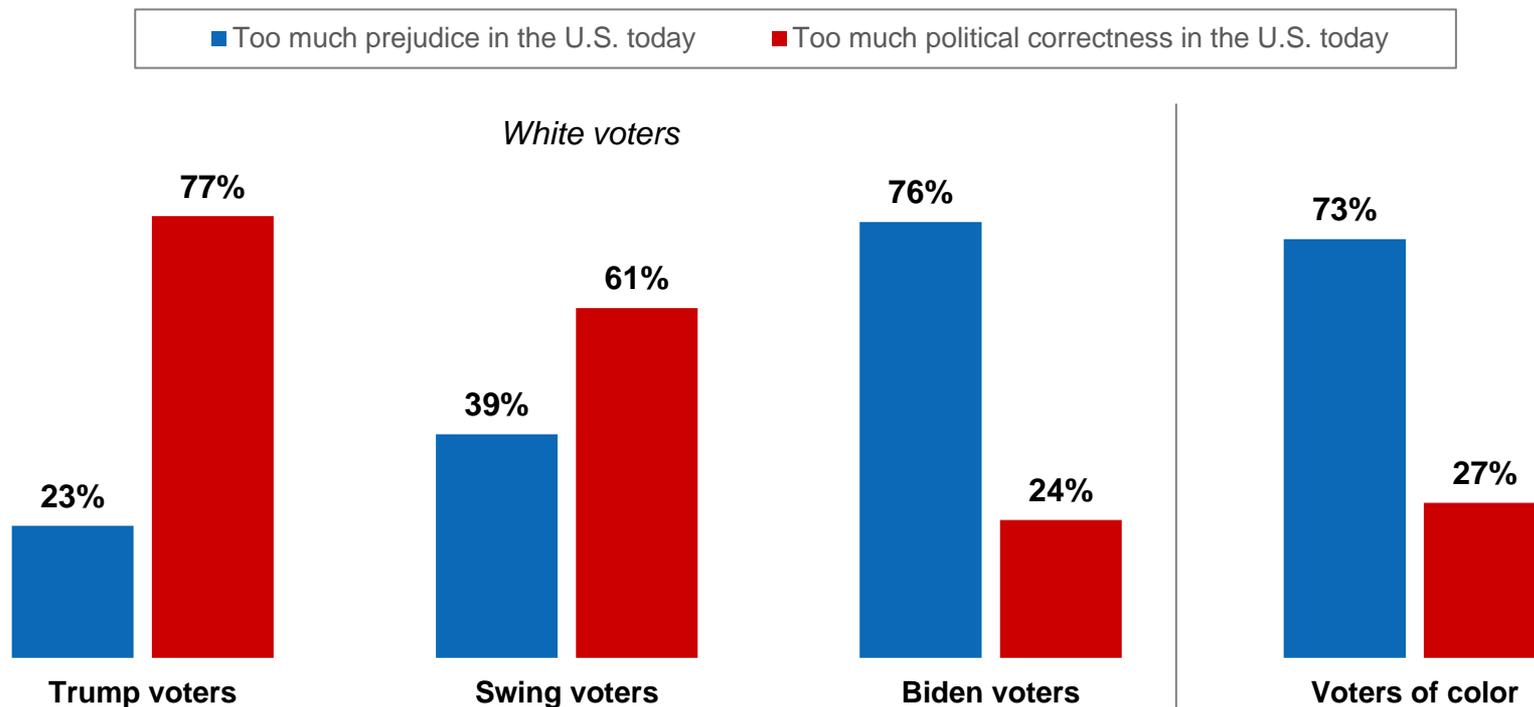
	Less likely Trump	More likely Trump
<b>White voters:</b>		
2020 Trump voters	2%	70%
2020 Biden voters	66%	1%
2020 Swing voters	31%	24%
Potential DJT defectors	27%	31%





# PERSPECTIVES ON MOVEMENTS AND RACE RELATIONS

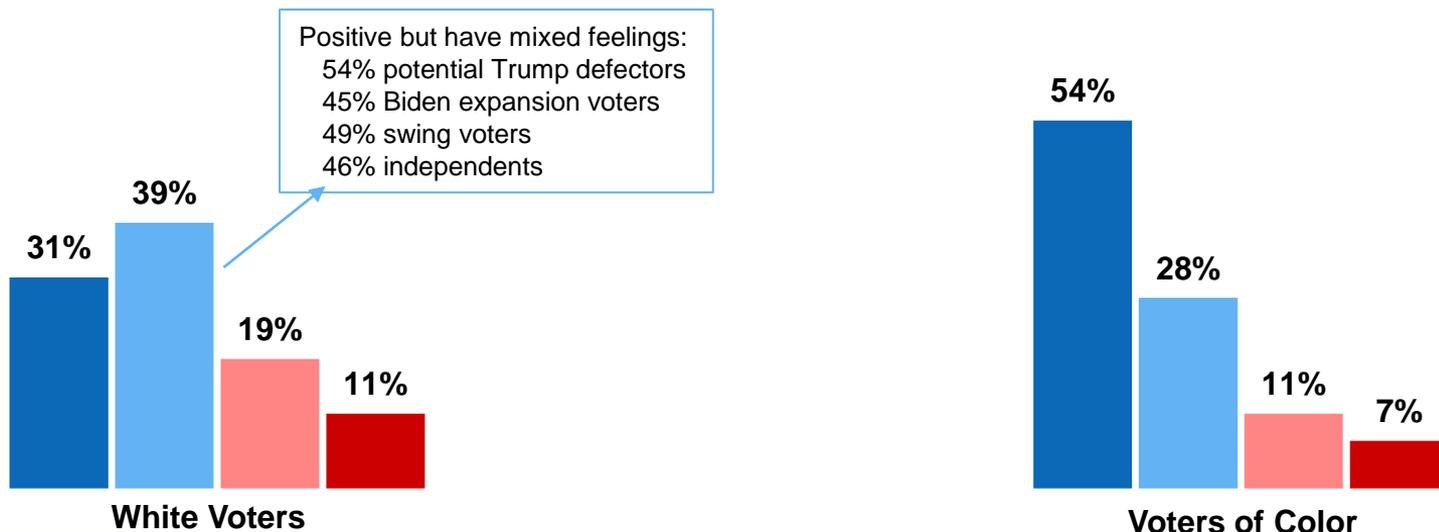
**Voters of color (especially Black voters) are decisively of the opinion that there is too much prejudice in the country today, but the white electorate is split along partisan lines.**



Majorities of voters say that the growing diversity of the United States represents a positive change, but voters of color feel more strongly, and key segments of the white electorate have mixed feelings.

*Attitudes toward the Growing Diversity of the United States Population*

■ Definitely positive   ■ Positive but have mixed feelings   ■ Negative but have mixed feelings   ■ Definitely negative

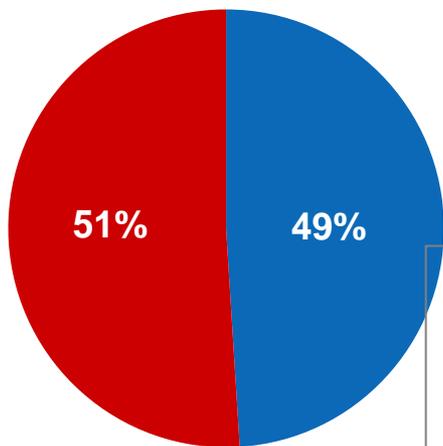


**White voters and voters of color are split on the question of commonality between Americans and recent immigrants, but white voters who see more commonality are more likely to be younger, follow newspaper/NPR for news, and Democrats.**

*View of Americans Who Have Been in the U.S. for Generations and Recent Immigrants*

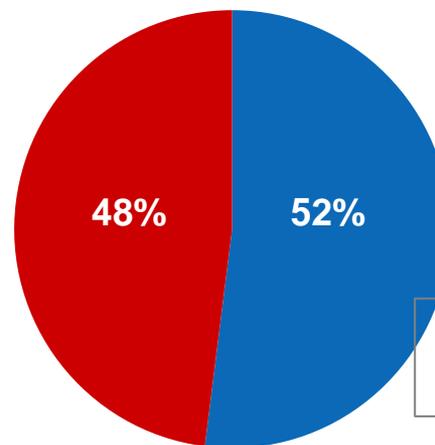


**White voters**



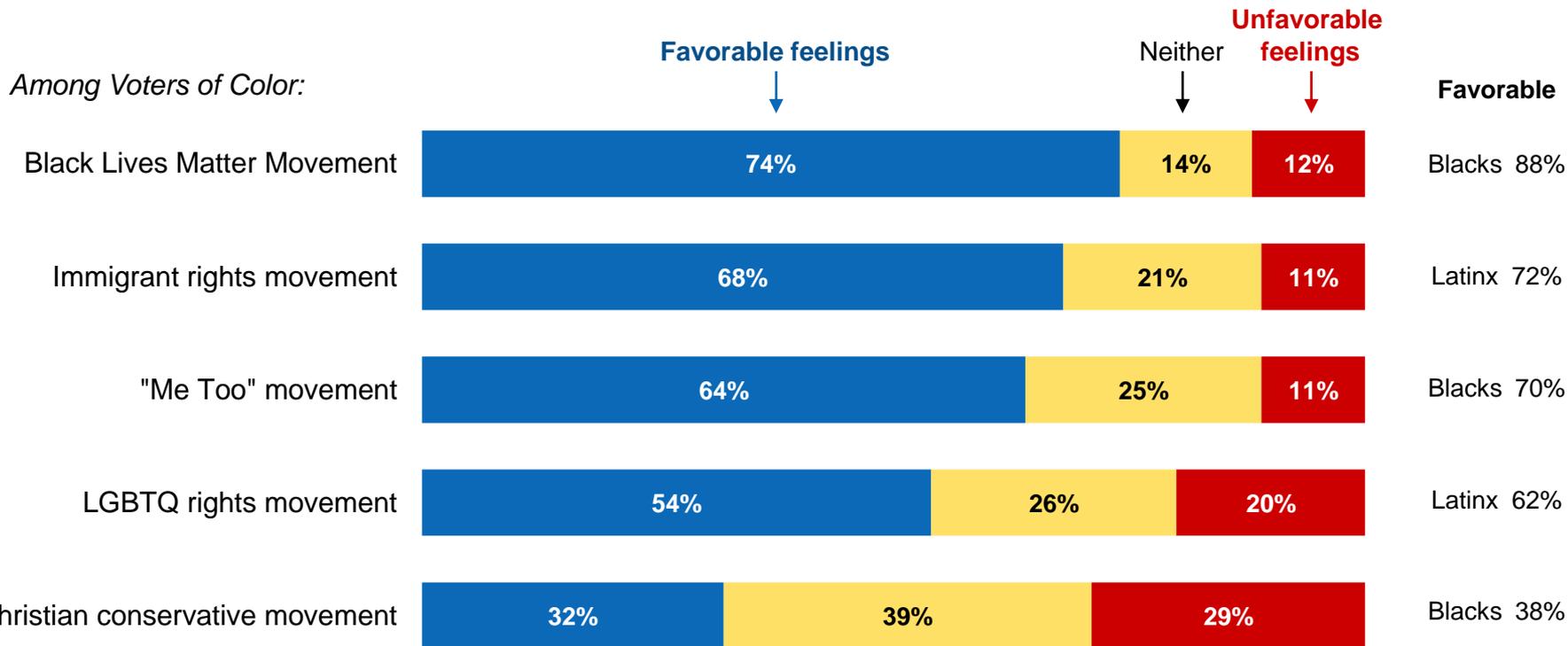
More in common:  
 58% Age 18 to 34  
 57% News: newspaper/NPR  
 40% FOX News  
 62% Democrats  
 55% independents  
 37% Republicans

**Voters of Color**

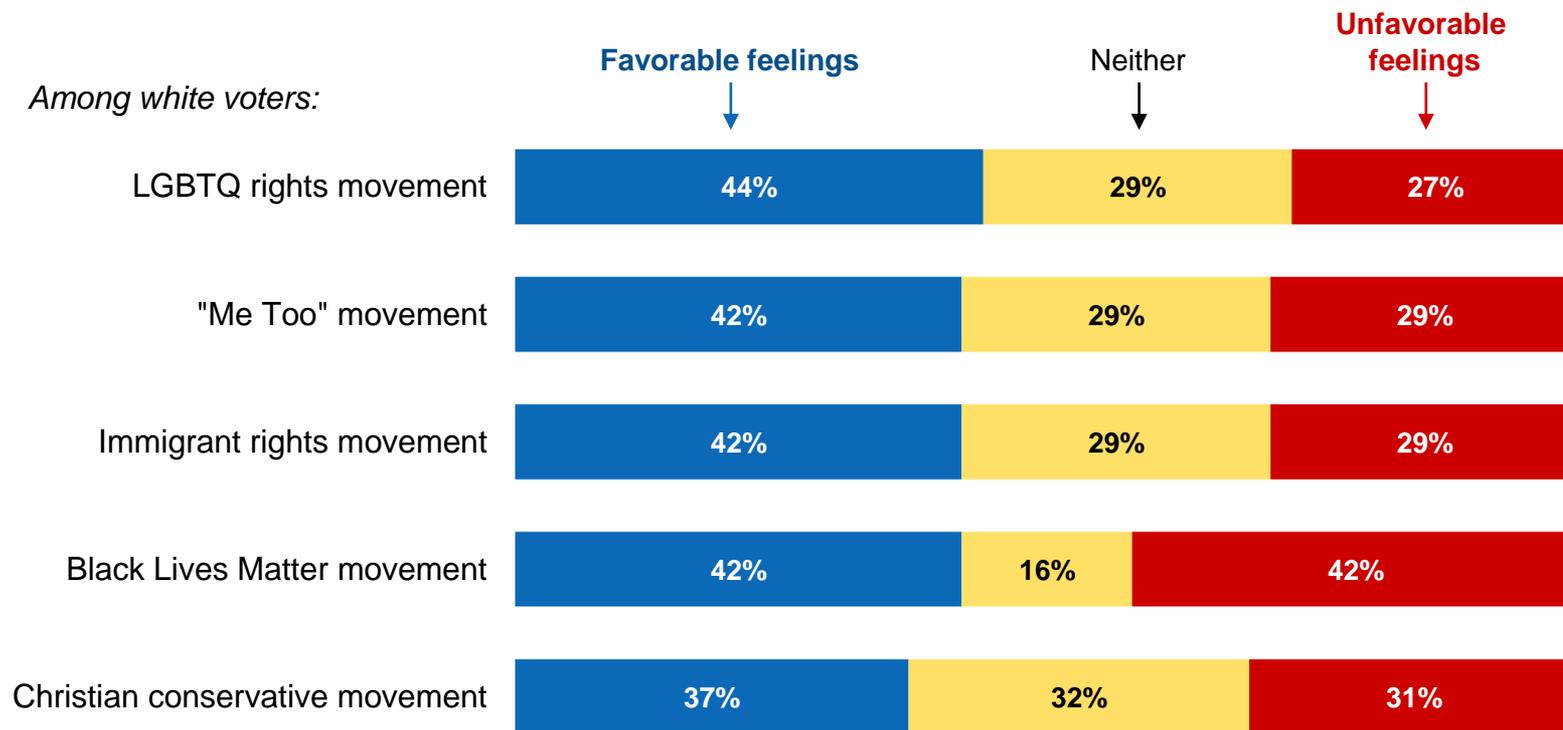


More in common:  
 52% Black  
 48% Latinx

# There is strong support for Black Lives Matter, the immigrant rights movement, and the “Me Too” movement among voters of color.



## White voters report lower support for all social movements overall.



However, perceptions of movements differ drastically across key segments of the white electorate, including new Biden expansion voters and potential Trump defectors.

*Among white voters, key subgroups favorable toward each*

<i>Black Lives Matter</i>		<i>“Me Too”</i>		<i>Immigrant rights</i>	
Democrats age 18 to 49	83%	Democrats age 18 to 49	76%	Democrats age 18 to 49	82%
Republicans age 50/older	11%	Republicans age 50/older	16%	Republicans age 50/older	14%
MSNBC viewers	69%	CNN viewers	66%	Newspaper/NPR viewers	68%
FOX news viewers	23%	FOX news viewers	27%	FOX news viewers	23%
Potential Trump defectors	36%	Potential Trump defectors	36%	Potential Trump defectors	35%
Biden expansion voters	61%	Biden expansion voters	60%	Biden expansion voters	64%

<i>LGBTQ rights</i>		<i>Christian conservatives</i>	
Democrats age 18 to 49	83%	Democrats age 18 to 49	14%
Republicans age 50/older	19%	Republicans age 50/older	61%
MSNBC viewers	68%	MSNBC viewers	20%
FOX news viewers	26%	FOX news viewers	60%
Potential Trump defectors	34%	Potential Trump defectors	35%
Biden expansion voters	55%	Biden expansion voters	22%

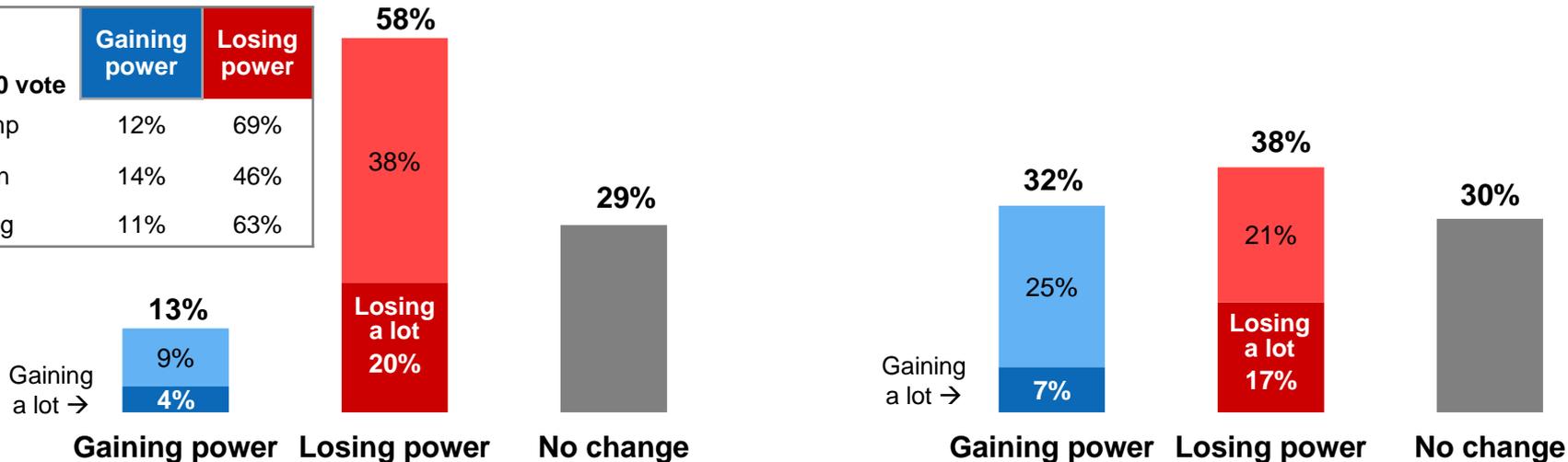
# More than half of white voters say that they are losing power in our country today, but voters of color do not see a decisive shift in the balance of power.

*Thinking about the changes that are occurring in our society, do you think people like you are mostly gaining power or losing power in our country today?*

## White voters

## Voters of Color

2020 vote	Gaining power	Losing power
Trump	12%	69%
Biden	14%	46%
Swing	11%	63%



There is a striking racial divide in perceptions of shifts in power: whites say *Black people* are mostly gaining power, but voters of color say *white people* are gaining power.

*What groups or types of people do you think are gaining power?*

(aggregated volunteered comments among voters who say that they are losing power)

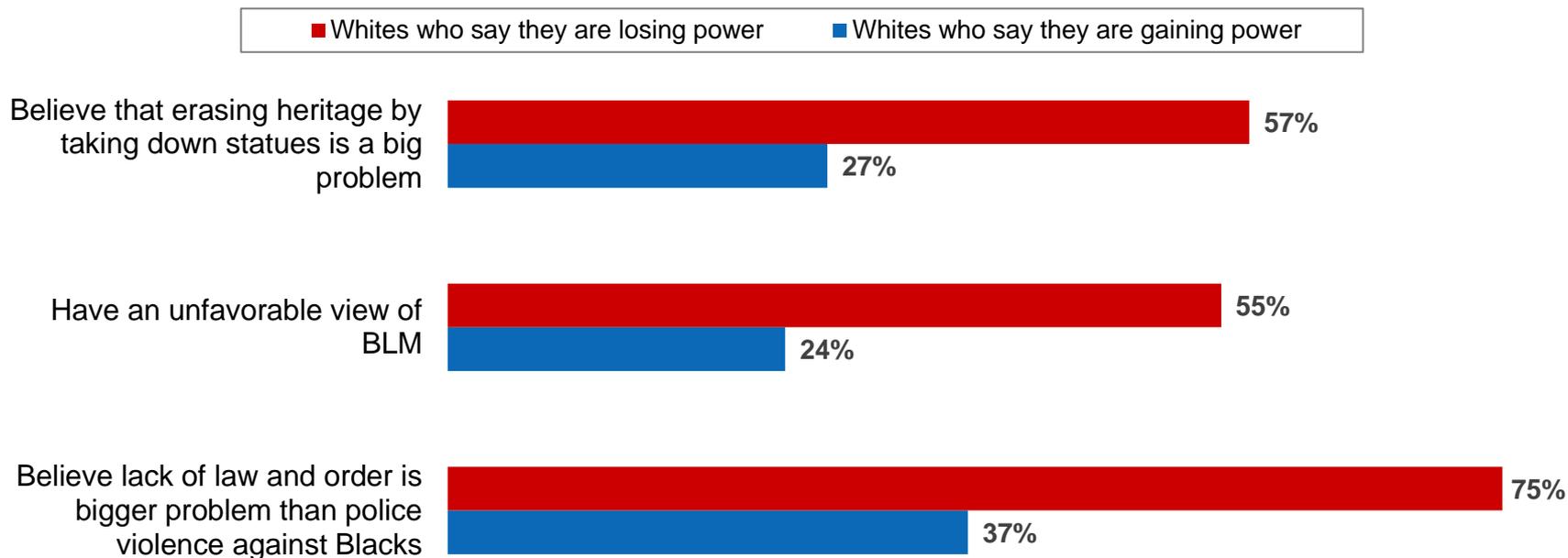
Among White Voters		Among Voters of Color	
<b>African Americans/Black people</b>	<b>20%</b>	<b>Rich/wealthy people</b>	<b>31%</b>
Liberal/left-wing groups	16%	White people	17%
Rich/wealthy people	15%	Conservatives/right-wing groups	8%
BLM/Black Lives Matter group	12%	BLM/Black Lives Matter group	8%
LGBTQ community	10%	LGBTQ community	7%
Minorities	9%	White supremacists	6%
Women	8%	Republicans	6%

# Among whites: Biden voters are more likely to say that the rich are gaining power, swing voters say that Black people are gaining power, and Trump voters point to both liberals and Black people.

(aggregated volunteered comments among white voters who say that they are losing power)

<i>Biden voters</i>		<i>Swing voters</i>		<i>Trump voters</i>	
<b>Rich/wealthy people</b>	<b>30%</b>	<b>African Americans/Black people</b>	<b>28%</b>	<b>Liberal/left-wing groups</b>	<b>26%</b>
African Americans/Black people	16%	Rich/wealthy people	18%	<b>African Americans/Black people</b>	<b>21%</b>
Women	12%	Women	10%	BLM/Black Lives Matter group	18%
Minorities	11%	LGBTQ community	9%	LGBTQ community	12%
LGBTQ community	8%	Minorities	9%	Minorities	8%
Conservative/right-wing groups	11%	Liberal/left-wing groups	9%	Rich/wealthy people	6%
Liberal/left-wing groups	2%	BLM/Black Lives matter group	6%	Women	5%

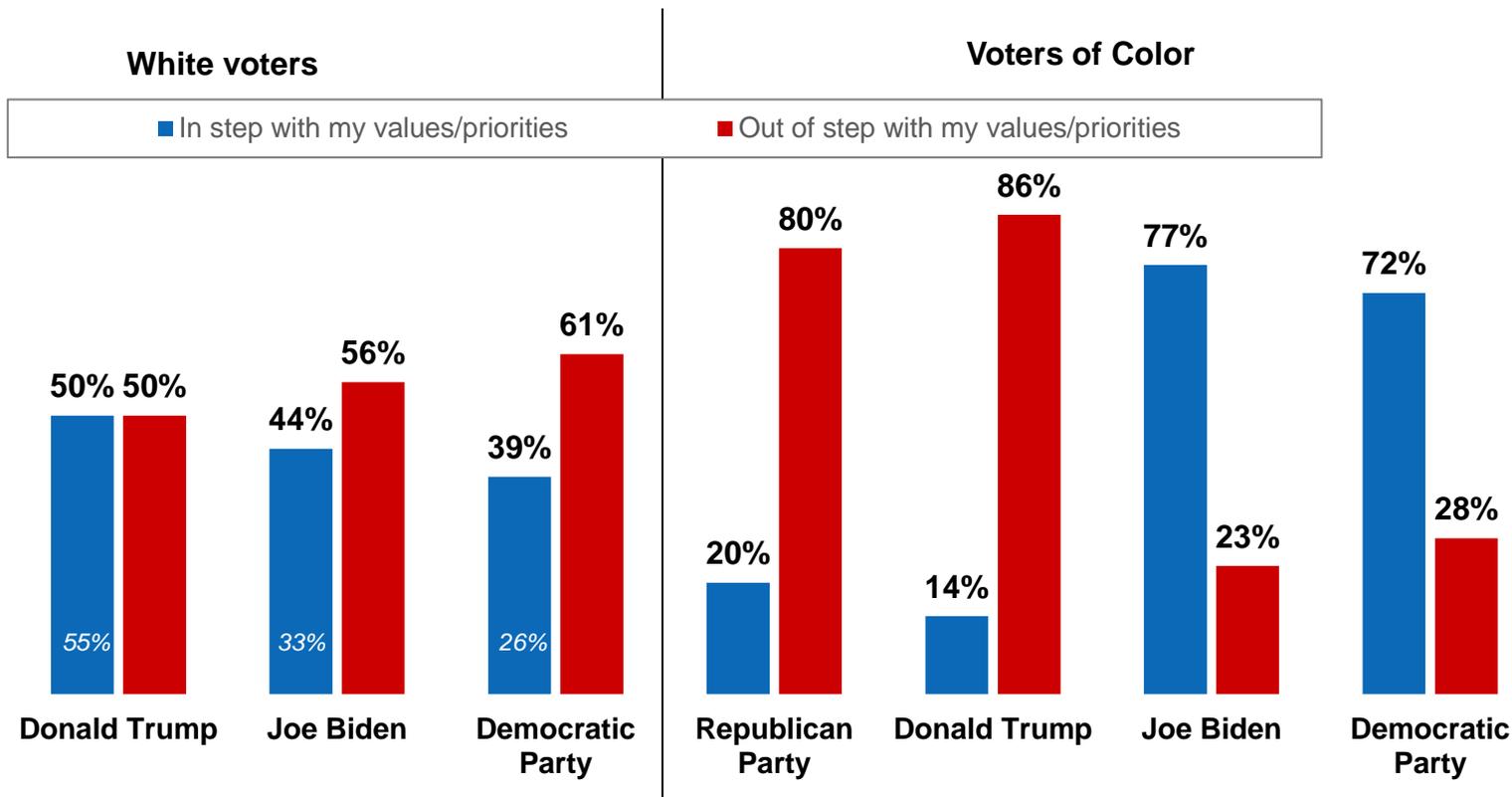
White voters who say they are mostly losing power are more likely to feel that efforts to erase America's history and heritage represent a big problem, are more concerned about law and order than police brutality, and have an unfavorable view of BLM.





# VIEWS ON THE CANDIDATES' AND PARTIES' APPROACHES TO SOCIAL ISSUES

Voters are relatively more in step with Biden than the Democratic Party and more out of step with Trump than the Republican Party, including among white potential Trump defectors.



Potential Trump → defectors

White voters are split on who they think Donald Trump and the Republicans look out for, but they are less likely to say Biden and the Democrats look out for people like them.

*Donald Trump and the Republicans*

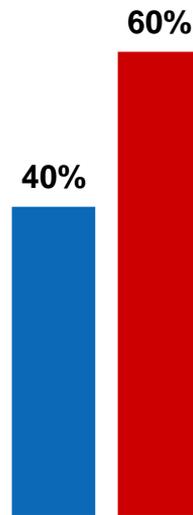
*Joe Biden and the Democrats*

■ Mainly look out for people like me ■ Mainly look out for other people



All white voters

<i>Look out for people like me</i>	
Swing men	46%
Swing women	35%
Suburban voters	49%
Non-college evangelicals	66%
College evangelicals	68%
Non-college non-evangelicals	42%
College non-evangelicals	39%
Trump potential defectors	52%
Expansion Biden voters	18%



All white voters

<i>Look out for other people</i>	
Swing men	68%
Swing women	72%
Suburban voters	59%
Non-college evangelicals	76%
College evangelicals	73%
Non-college non-evangelicals	54%
College non-evangelicals	53%
Trump potential defectors	68%
Expansion Biden voters	42%

## Among white voters who say Biden and the Democrats look out for other people, perceptions that Biden and the Democrats look out for themselves and immigrants rise to the top.

*Please describe the types of people Joe Biden and the Democrats look out for.*

(aggregated volunteered comments among white voters who say that Biden/Democrats look out for other people)

	All	Trump voters
<b>Themselves</b>	<b>18%</b>	<b>21%</b>
<b>Immigrants/illegal immigrants/illegal aliens</b>	<b>12%</b>	<b>13%</b>
Rich/wealthy people	9%	8%
Poor/less wealthy/lower-class people	9%	5%
Socialists/Communists/Radical Left	8%	<b>10%</b>
Minorities	8%	6%
People who rely on the government/live off the system	7%	9%

Voters of color are more likely to say Joe Biden and the Democrats look out for people like them and even more likely to say Donald Trump and the Republicans look out for other people.

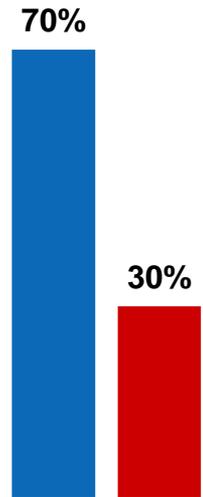
*Donald Trump and the Republicans*

*Joe Biden and the Democrats*

■ Mainly look out for people like me ■ Mainly look out for other people



<i>Look out for other people</i>	
Blacks	90%
Latinx	81%
Definite Biden voters	97%
Not definite Biden voters	66%



<i>Look out for people like me</i>	
Blacks	75%
Latinx	65%
Definite Biden voters	89%
Not definite Biden voters	43%

All Voters of Color

All Voters of Color

Among voters of color who say Trump and the Republicans look out for other people, three in five say they look out for the wealthy and close to a third say they look out for white people.

*Please describe the types of people Donald Trump and the Republicans look out for.*

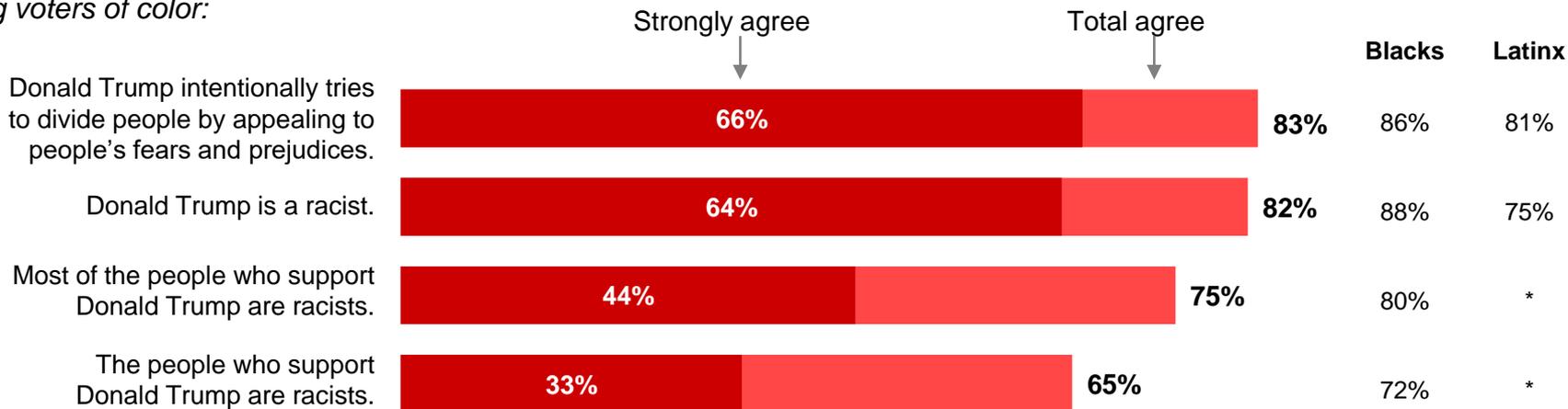
(aggregated volunteered comments among voters who say Trump/Republicans look out for other people)

	Voters of Color	White Biden Voters
<b>Rich/wealthy/upper-class people</b>	<b>60%</b>	<b>72%</b>
<b>White people</b>	<b>29%</b>	16%
Themselves/himself	11%	16%
Corporations/businesses	10%	15%
The elite/people of power/celebrities	8%	12%
Racists/biased people/bigots	8%	8%
Conservatives	5%	5%

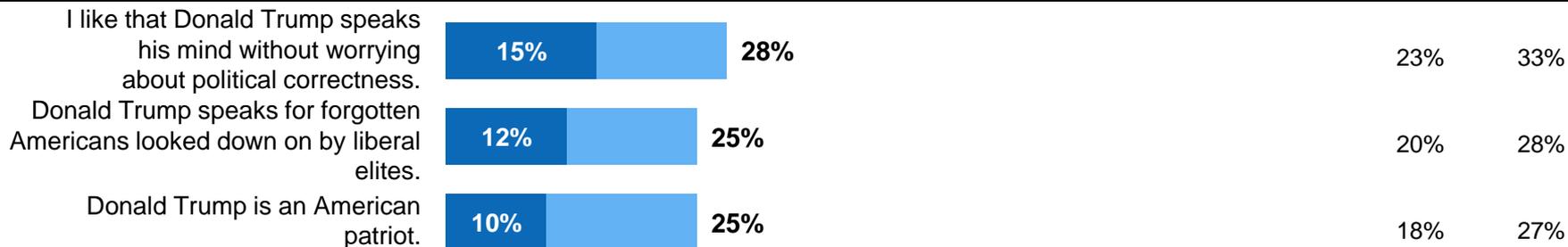
# Voters of color overwhelmingly view Trump as divisive and racist.

Among voters of color:

NEGATIVE



POSITIVE



\* Sample too small to report reliable data

# White voters generally give Trump the benefit of the doubt on racism, but this is primarily driven by white conservatives.

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*Among white voters:*

Strongly agree (darker)

Total agree

Conser-  
vatives

Not  
conserv-  
ative

I like that Donald Trump speaks his mind without worrying about political correctness.



87%

34%

Donald Trump is an American patriot.



87%

28%

Donald Trump speaks for forgotten Americans looked down on by liberal elites.



87%

28%

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Donald Trump intentionally tries to divide people by appealing to people's fears and prejudices.



19%

76%

Donald Trump is a racist.



13%

74%

Most of the people who support Donald Trump are racists.



10%

63%

The people who support Donald Trump are racists.



6%

64%



# While Trump’s divisive rhetoric may help him hold on to his 2016 voters, it also alienates him among expansion white voters and white women swing voters.

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*Total strongly/somewhat agree:*

N  
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G

Whites			
2016 third-party/nonvoters	Women swing voters	Men swing voters	Potential Trump defectors
46%	49%	<b>64%</b>	<b>64%</b>
39%	51%	<b>54%</b>	<b>63%</b>
38%	45%	<b>57%</b>	<b>64%</b>
<b>66%</b>	<b>54%</b>	52%	45%
<b>60%</b>	<b>59%</b>	41%	41%

I like that Donald Trump speaks his mind without worrying about political correctness.

Donald Trump is an American patriot.

Donald Trump speaks for forgotten Americans, people looked down upon by liberal elites.

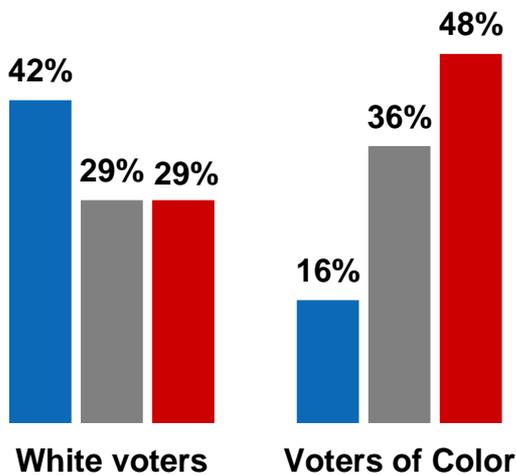
Donald Trump intentionally tries to divide people by appealing to people’s fears and prejudices.

Donald Trump is a racist.

The personal impact of Trump’s economic policies is a wedge among potential Trump defectors: those he has already lost to Biden are more likely to report being hurt by his policies and less likely to report favorable financial situations.

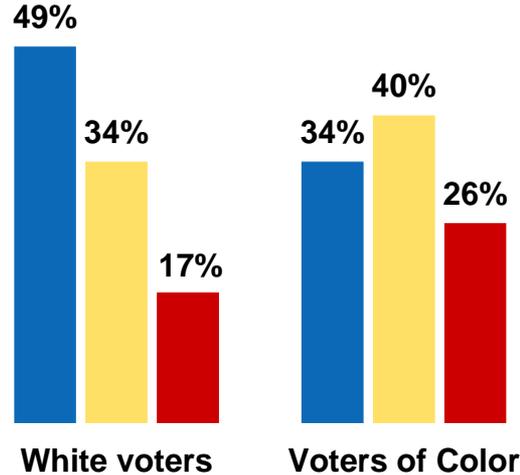
*Trump’s Economic Policies*

■ Helped me ■ Neither ■ Hurt me



*Financial Situation*

■ Excellent/good ■ Fair ■ Not good/poor



	DJT Economic Policies		Financial Situation	
	Helped	Hurt	Excel/good	Not good/poor
<b>White voters:</b>				
Swing men	37%	22%	48%	16%
Swing women	28%	27%	47%	22%
Suburban swings	31%	29%	47%	23%
Potential DJT defectors	42%	19%	<b>55%</b>	20%
New Biden voters	10%	42%	<b>39%</b>	22%



# REACTIONS TO TRUMP'S USE OF 'OTHERING'

# Media Reactions: Overview of Methodology

1. Randomly assigned to view one of two social media posts



2. All saw Trump ad about 'angry mobs' tearing down statues, need to protect heritage

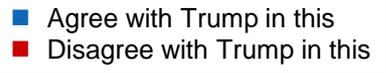


3. Randomly assigned to watch one of two videos about defunding police

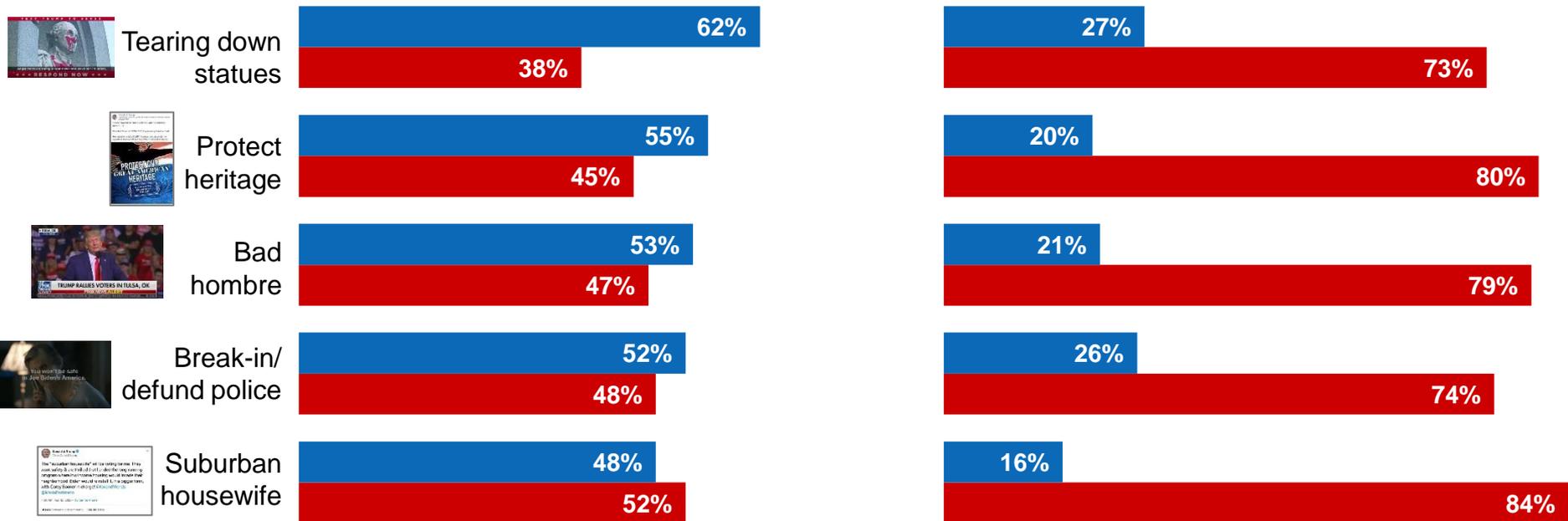


# The Trump ad about ‘angry mobs’ tearing down statues and the need to protect America’s heritage resonates the most with white voters; all Trump media tested alienated voters of color.

Whites:



Voters of Color:



# The white electorate is sharply divided on reactions to the media ads; the ‘tearing down statues’ video has greatest appeal among white swing voters.

## Agree with Trump on this:



Tearing down statues



Protect heritage



Bad hombre



Break-in/defund police



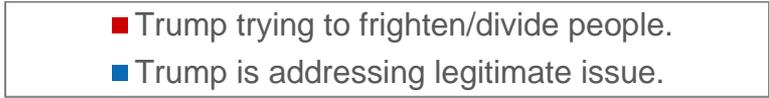
Suburban housewife

	Whites		
	Biden voters	Swing voters	Trump voters
Tearing down statues	22%	71%	99%
Protect heritage	11%	59%	95%
Bad hombre	10%	53%	93%
Break-in/defund police	7%	55%	92%
Suburban housewife	8%	41%	85%

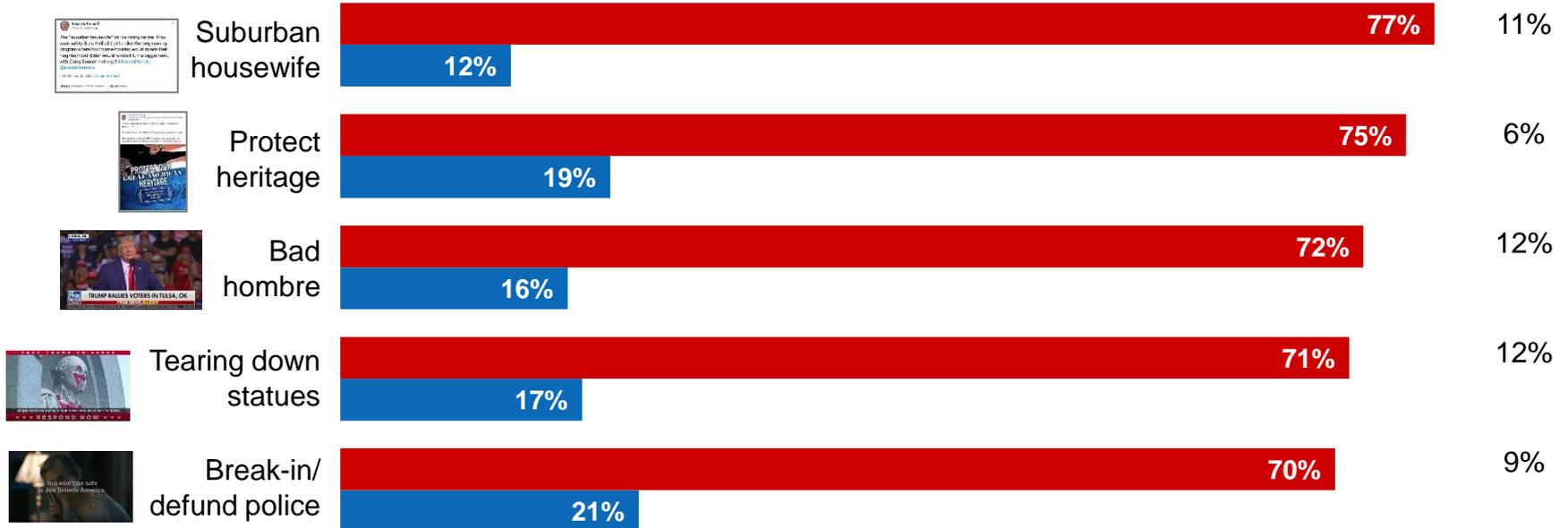


# By contrast, the large consensus among voters of color is that Trump is trying to frighten and divide people with his social media and ads.

Among Voters of Color:

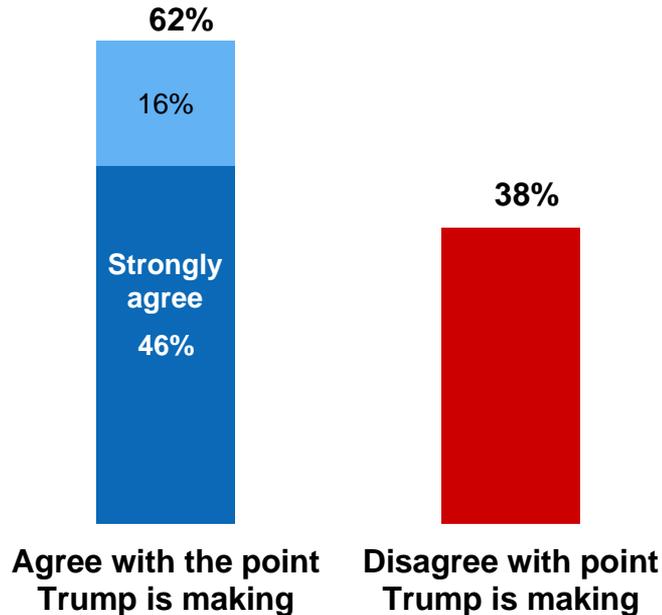


Some of both



# The ‘tearing down statues’ video evokes concern from white voters about efforts to erase history and rioting in the streets.

*White Voters: Reactions to Tearing Down Statues Video*



### *Volunteered Reasons for Agreeing*

Shouldn't change, erase history	20%
Against vandalism/looting/rioting	18%
America first/strong, make America great again	15%
Others/bad people want to destroy our country	9%
Don't remove statues	8%
Need to learn from history, not repeat mistakes	7%

# ‘Tearing down statues’ has some crossover appeal among whites beyond Trump’s base supporters.

## White Voters: Reactions to Tearing Down Statues Video



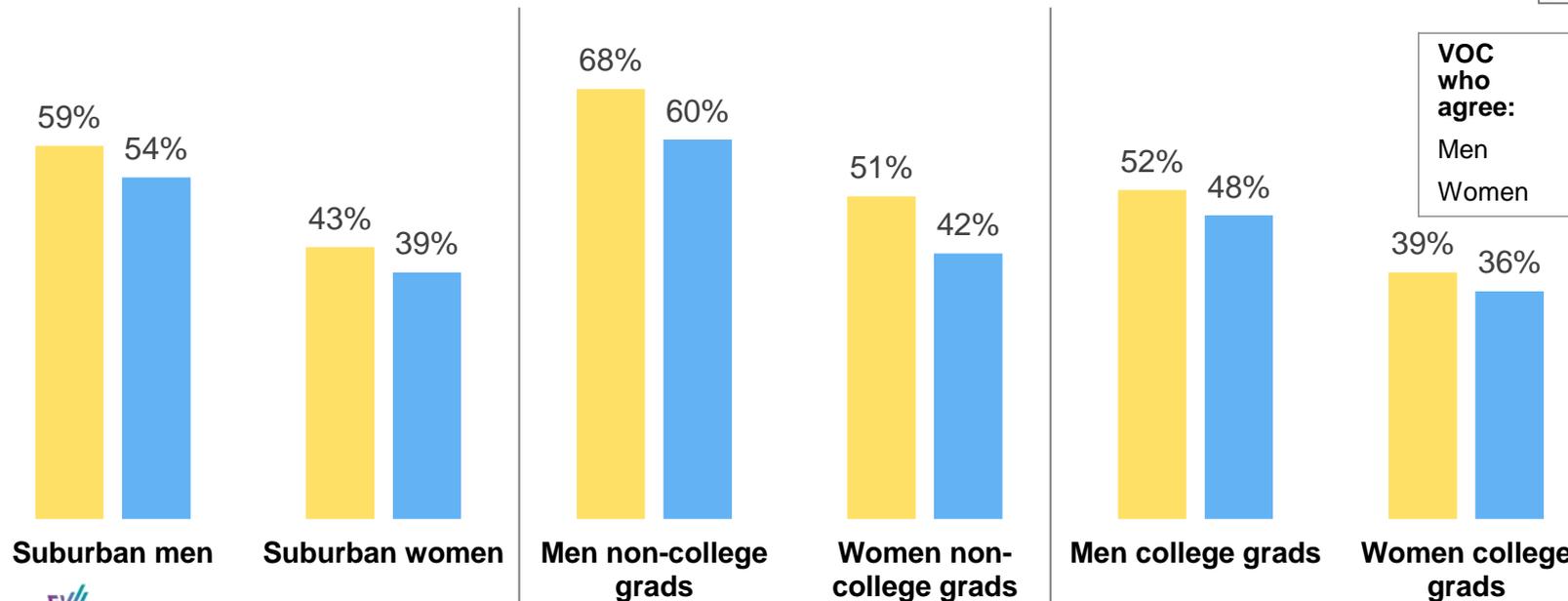
	Agree with point he's making	Raises legitimate issue
2016 Trump voters	95%	87%
2016 Clinton voters	21%	12%
2016 third-party/nonvoters	51%	43%
Potential Trump defectors	82%	66%
Biden expansion voters	35%	21%
Concerned about both police brutality and law and order	54%	38%
Age 18 to 34	55%	48%
Age 35/older	64%	56%
Evangelical non-college grads	85%	77%
Non-evangelical non-college grads	61%	54%
Evangelical college grads	74%	67%
Non-evangelical college grads	49%	39%

# Trump's efforts to call out threats to women in suburban communities resonate more among white men than white women.

Among white voters:



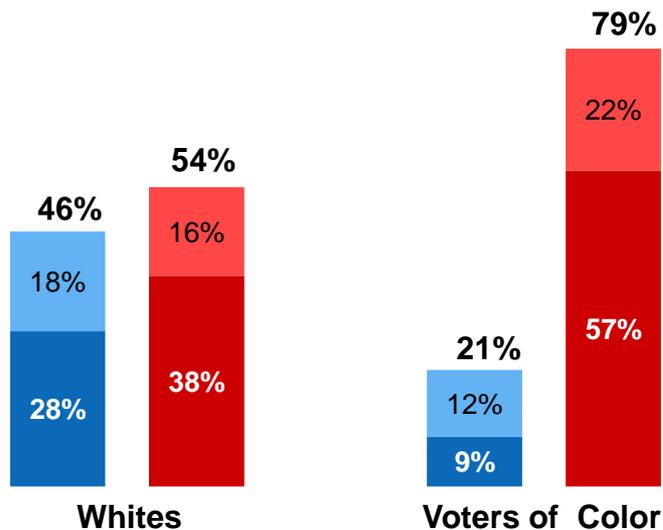
■ Agree with bad hombre speech    
 ■ Agree with suburban housewife tweet



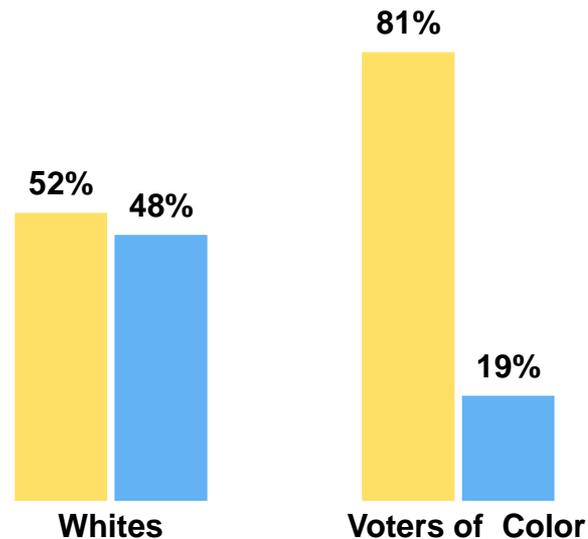
VOC who agree:	Hombre	Suburban
Men	20%	17%
Women	22%	17%

# Voters of color view Trump’s use of “China virus” term as highly offensive, while white voters are more mixed.

*Donald Trump referring to the coronavirus as the “China virus”*



*Trump referring to “China virus” causes prejudice/ discrimination against Asians in the United States*



# “China virus” primarily resonates with white non-college men but does more to turn off white swing voters.

	<i>Donald Trump referring to the coronavirus as the “China virus”</i>		<i>Trump referring to “China virus” causes prejudice/discrimination against Asians</i>	
	Approve	Disapprove	Legit concern	Not legit concern
<i>Among white voters:</i>				
2016 third-party/nonvoters	33%	<b>67%</b>	61%	39%
Potential Trump defectors	43%	<b>57%</b>	52%	48%
Biden expansion voters	13%	<b>87%</b>	84%	16%
Men swing voters	44%	<b>56%</b>	45%	<b>55%</b>
Women swing voters	30%	<b>70%</b>	64%	36%
Men non-college grads	<b>56%</b>	44%	42%	<b>58%</b>
Men college grads	48%	<b>52%</b>	52%	48%
Women non-college grads	43%	<b>57%</b>	52%	48%
Women college grads	35%	<b>65%</b>	64%	36%

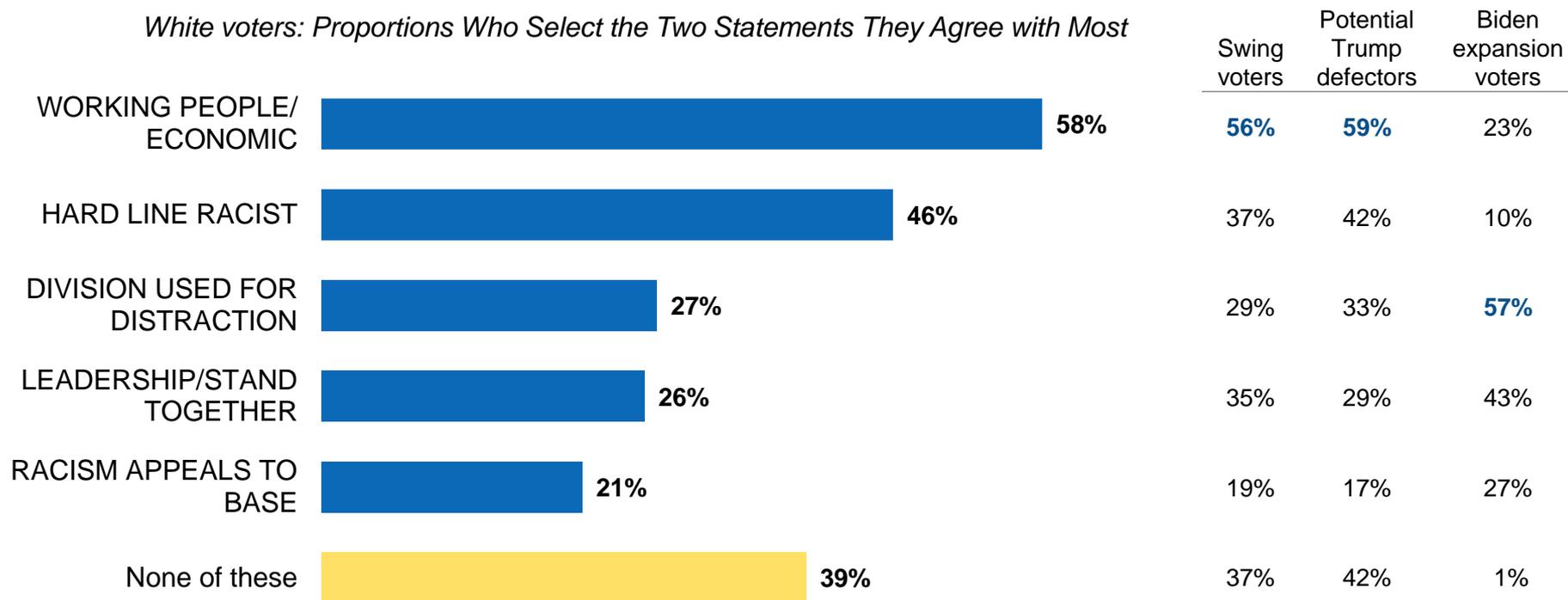
## We tested five approaches to responding to Trump's othering; most of these have some appeal with white voters and very strong resonance with voters of color.

<i>Proportions who agree with each argument</i>		White voters	Voters of Color
<b>LEADERSHIP/ STAND TOGETHER</b>	Donald Trump is not the leader this country needs. Instead of letting him bring out our worst instincts, we need to stand firmly against hatred and find a way to live and work together across our differences.	53%	83%
<b>WORKING PEOPLE/ ECONOMIC</b>	All working people—regardless of race, color, or creed—want to see an America where hard work is rewarded and big corporations pay their fair share. Donald Trump has handed out massive tax breaks to big corporations and tried to cut Social Security and Medicare while intentionally trying to pit working people against one another.	54%	80%
<b>RACISM APPEALS TO BASE</b>	Donald Trump uses racist and intentionally provocative language in order to appeal to his political base and increase his chances at reelection.	53%	85%
<b>DIVISION USED FOR DISTRACTION</b>	Donald Trump focuses on divisive racial and cultural issues as an attempt to distract us from his failures on the coronavirus. He hopes that by stoking divisions and igniting anger, we won't notice that he has failed to deal with the REAL threat this country faces—the deadly pandemic.	51%	81%
<b>HARD LINE RACIST</b>	Throughout his career and in public life, Donald Trump has always been a racist. As president, his language has incited violence, encouraged acts of hate against people of color, and ultimately left the country hurting and divided.	49%	82%



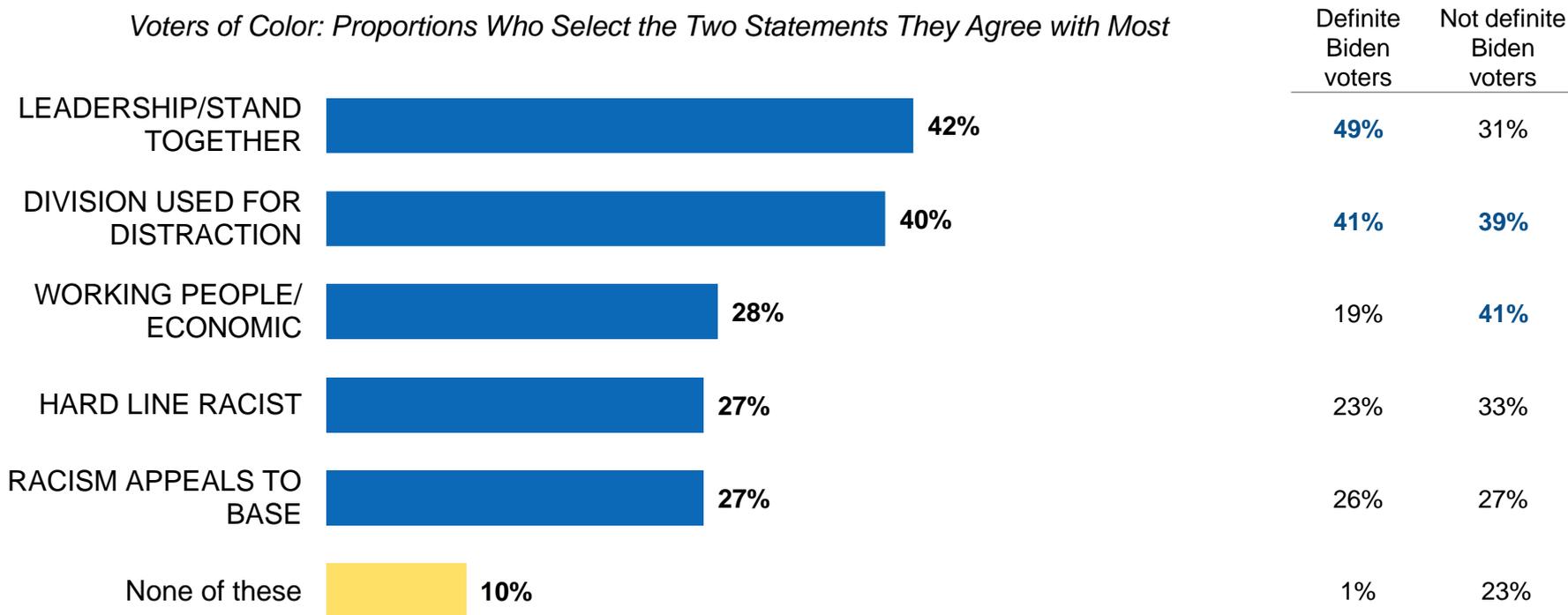
# An economic populist response has the greatest appeal among white swing voters, though calling out Trump's use of division as distraction resonates most among Biden expansion voters.

*White voters: Proportions Who Select the Two Statements They Agree with Most*



# A call to unite against hate stands out among base Democratic voters of color while the economic populist response appeals among voters of color on the fence about Biden.

*Voters of Color: Proportions Who Select the Two Statements They Agree with Most*



# A few responses (but especially explicitly calling Trump a racist) have the potential to cause backlash among white potential Trump defectors and white swing men.

*Among white voters:*

- HARD LINE RACIST**
- DIVISION USED FOR DISTRACTION**
- RACISM APPEALS TO BASE**

Throughout his career and in public life, Donald Trump has always been a racist. As president, his language has incited violence, encouraged acts of hate against people of color, and ultimately left the country hurting and divided.

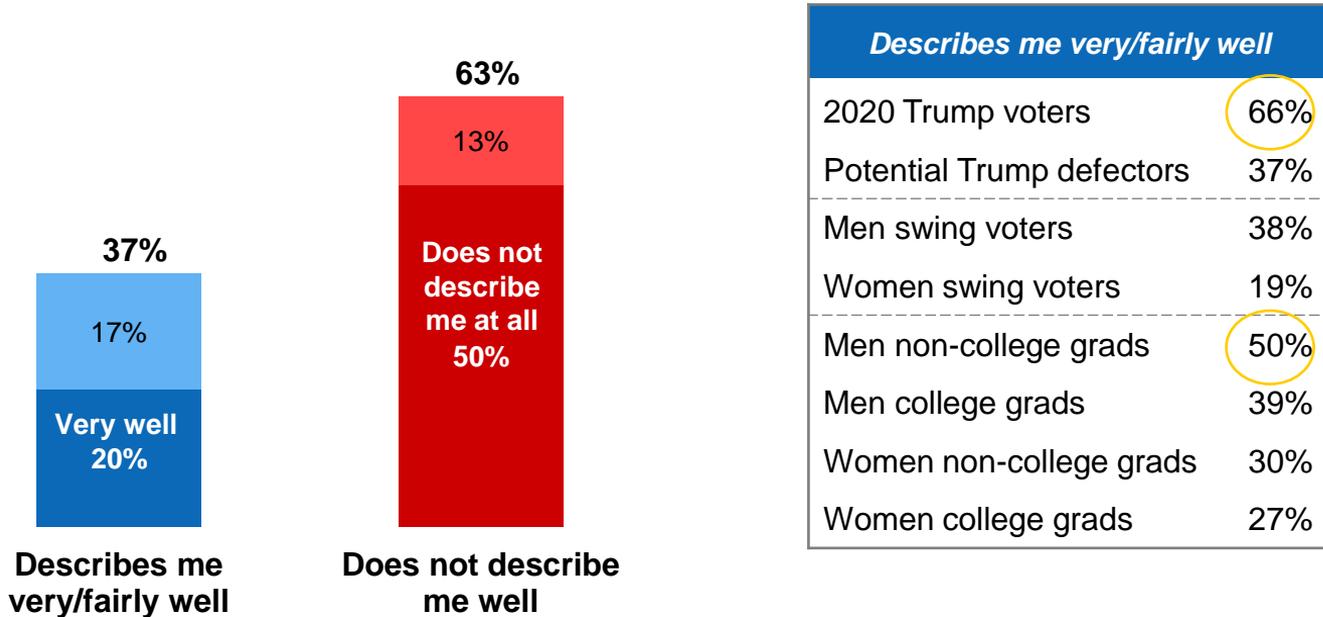
Donald Trump focuses on divisive racial and cultural issues as an attempt to distract us from his failures on the coronavirus. He hopes that by stoking divisions and igniting anger, we won't notice that he has failed to deal with the REAL threat this country faces—the deadly pandemic.

Donald Trump uses racist and intentionally provocative language in order to appeal to his political base and increase his chances at reelection.

Potential Trump defectors		Men swing voters		Women swing voters	
Agree	Disagree	Agree	Disagree	Agree	Disagree
37%	<b>63%</b>	41%	<b>59%</b>	57%	43%
43%	<b>57%</b>	48%	<b>52%</b>	56%	44%
47%	<b>53%</b>	48%	<b>52%</b>	64%	36%

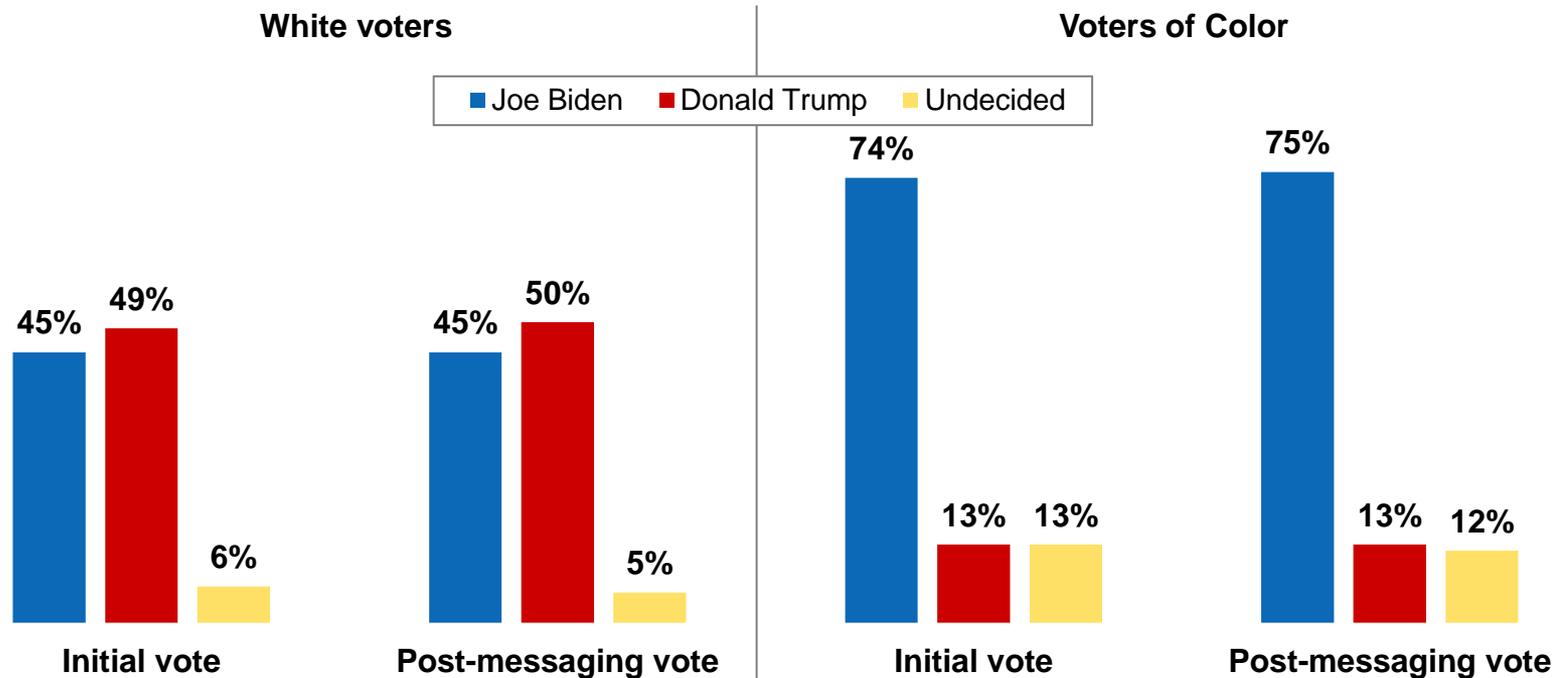
# Some white voters (mostly men) and a majority of Trump voters take it personally when people call Trump racist.

*White voters: When people call Donald Trump a racist, I feel personally offended because it feels like they are also calling me a racist.*



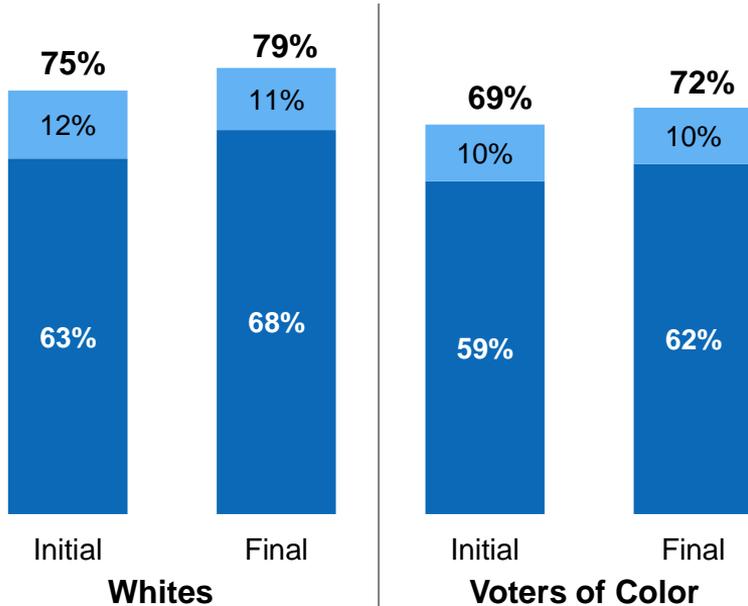
Viewing the Trump content and progressive responses does little to move the needle in the presidential race, which is likely a reflection of how baked in views already are of Trump on racial and cultural issues.

*Trial Heats for President*



# Motivation to vote increases slightly, particularly among non-college-educated white Biden voters and soft Democratic voters of color

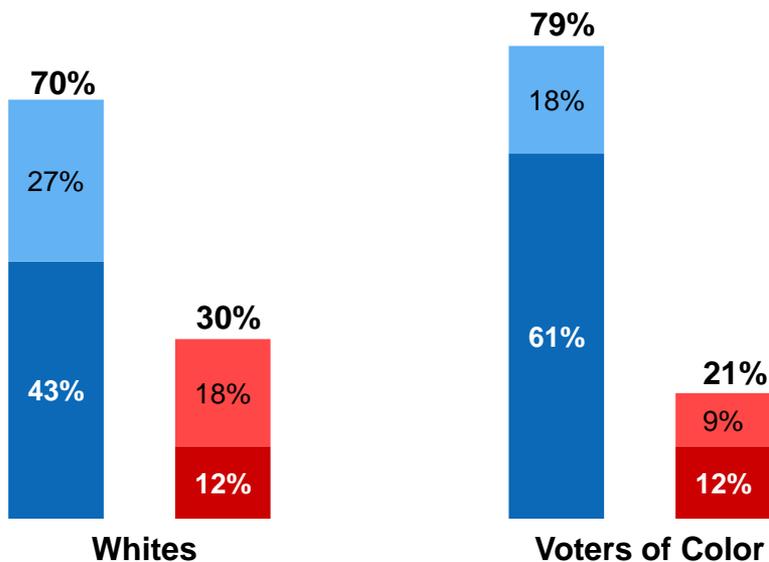
On a scale of 0 to 10, how motivated are you to vote in November's elections?



<i>Extremely motivated (10):</i>	Initial	Final
<b>WHITE VOTERS</b>		
Biden voters	69%	75%
Trump voters	63%	67%
Swing voters	26%	31%
Biden voters/non-college grads	61%	69%
Biden voters/college grads	79%	80%
Trump voters/non-college grads	60%	63%
Trump voters/college grads	68%	73%
<b>VOTERS OF COLOR</b>		
Strong Democrats	79%	79%
Soft Democrats	43%	53%
Independents/GOPs	41%	46%

# In fact, voters of color, as well as white swing voters, report that Trump’s use of othering rhetoric motivates them to vote.

*When I hear the way Donald Trump talks about people of color, women, and immigrants, it makes me feel motivated to make my voice heard and vote.*



	Total describes	Describes very well
Blacks	82%	67%
Hispanics	75%	56%
VOC age 18 to 34	77%	53%
VOC age 35 to 49	80%	59%
VOC age 50/older	78%	67%
VOCs high vote motivation	85%	73%
VOCs lower vote motivation	65%	33%
White men swings	55%	15%
White women swings	64%	18%
White Biden expansion voters	77%	47%