



# Michigan, Ohio, Pennsylvania, and Wisconsin *May 24-26 Poll*

# Methodology



Using its Dynamic Online Sampling Engine to accurately sample the electorate, Change Research surveyed 1,460 likely 2020 voters across four states from May 24-26, 2020.

- 365 in Michigan (MOE  $\pm 5.13\%$ )
- 365 in Ohio (MOE  $\pm 5.13\%$ )
- 365 in Pennsylvania (MOE  $\pm 5.13\%$ )
- 365 in Wisconsin (MOE  $\pm 5.13\%$ )

Post-stratification was performed within state on age, gender, ethnicity, education and 2016 Presidential vote. Each state was given equal weight. The margin of error is  $\pm 2.6\%$  for the full sample and larger among subgroups.

This is the fourth wave of survey research. The first wave was conducted in May 2019 among 1,755 likely voters, and the second wave was conducted December 3-5, 2019 among 2,116 likely voters, the third wave was conducted March 21-23, 2020 among 2,041 likely voters.

# COVID-19 Impact



- The economic and health impacts are vast, health impact particularly acute in MI.
- 69% of voters of color have/know someone w COVID-19, 49% have lost a job/been furloughed, 55% have lost wages v. 45% of white voters have/know someone w COVID-19, 42% have lost a job/been furloughed, 49% have lost wages.

Do you personally know anyone who has been diagnosed with COVID-19 or not?	Michigan	Ohio	Pennsylvania	Wisconsin
Yes, me personally	4	3	2	1
Yes, a family member	15	15	16	10
Yes, a close friend	23	15	17	15
Yes, a coworker	17	10	10	5
Yes, a member of my local community	32	24	19	24
TOTAL	60	48	44	45

Have you/someone in your household lost your job or been furloughed due to COVID-19?	Michigan	Ohio	Pennsylvania	Wisconsin
Yes, me personally	24	23	24	15
Yes, a member of my household	32	29	23	27
TOTAL	48	44	43	37

Have you/someone in your household lost wages or had your salary cut due to COVID-19?	Michigan	Ohio	Pennsylvania	Wisconsin
Yes, me personally	29	31	29	25
Yes, a member of my household	29	34	29	29
TOTAL	50	55	50	46

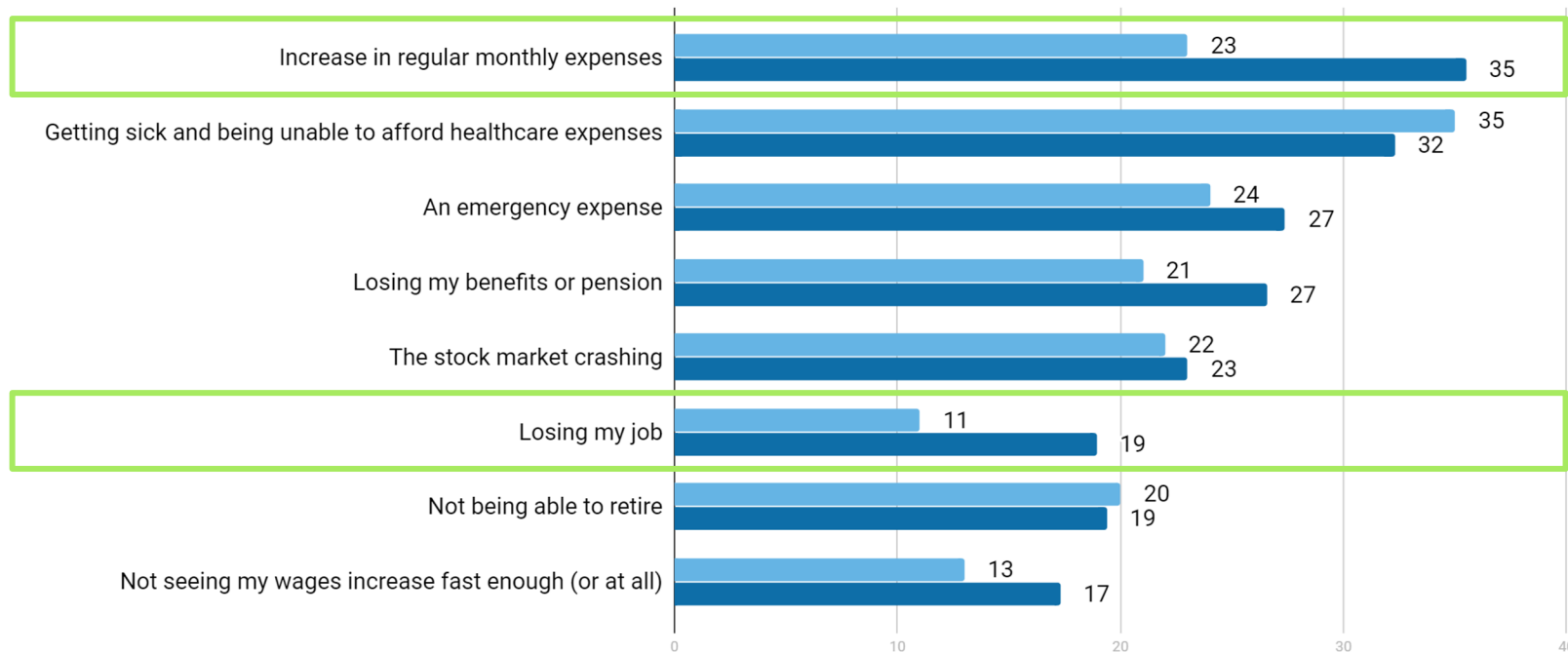
# Most concerning economic situations



- 19% now concerning about losing a job up 8 points since March.
- New #1 issue is the increase in monthly expenses, now more worrisome than getting sick & being unable to afford health care.

Which TWO of the following economic situations worries you the most?

■ March 2020 ■ May 20



**SHIFT**

**+12**

**-3**

**+3**

**+6**

**+1**

**+8**

**-1**

**+4**

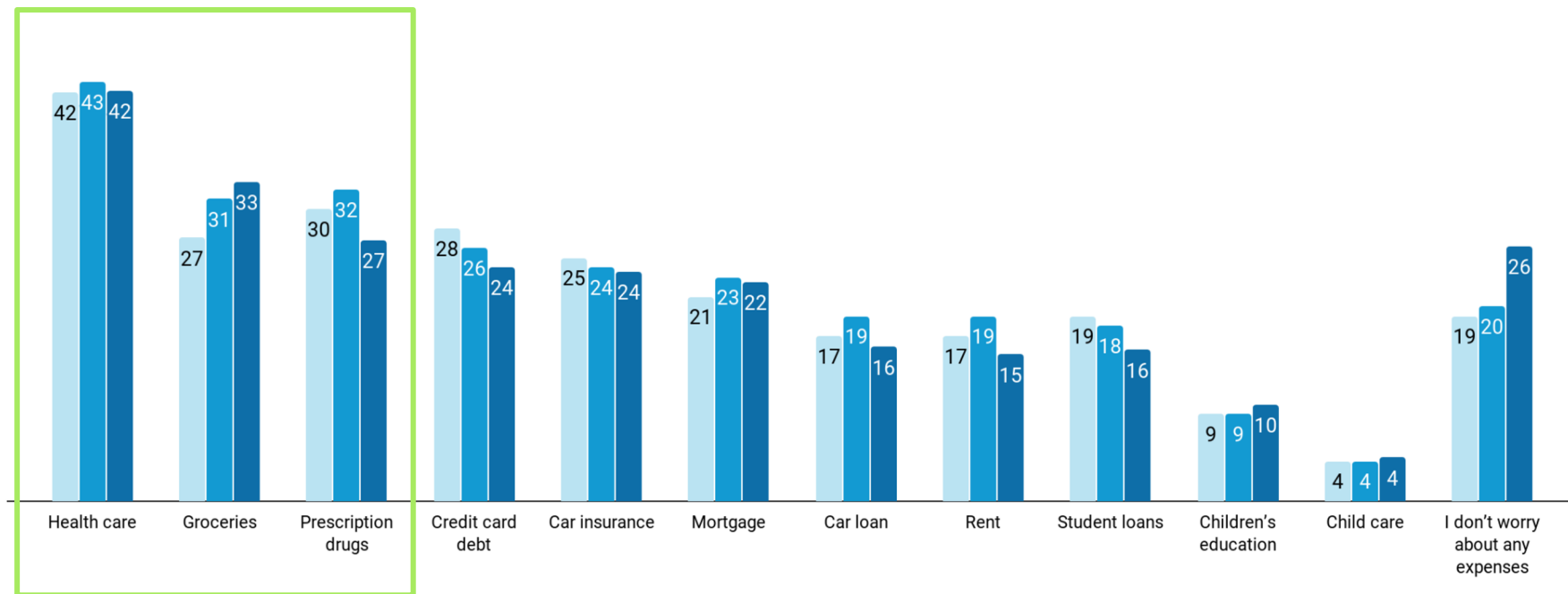
# Health & Rx most anxiety inducing expenses



- Groceries are increasingly concerning expense, but health care remains the top expense of concern.
- Pro-Trump sentiment being expressing by the growing number unconcerned by any expenses in this recession.
- Car insurance has fallen from top issue in December to #3 issue in Michigan (33%).

Which of the following monthly expenses are you worried about paying for? Please select all that apply.

Dec 19 March 20 May 20



# Current Economy



- Positive views of the economy in the country and their area continued to fall, personal situation rebounds since March.
- 52% in MI, 49% in OH, 54% in PA, 49% in WI say they are personally better off than 4 years ago.
- 43% of people of color rate their situation positively v. 64% of white voters.

How would you rate the economic situation in \_\_\_\_\_ today?

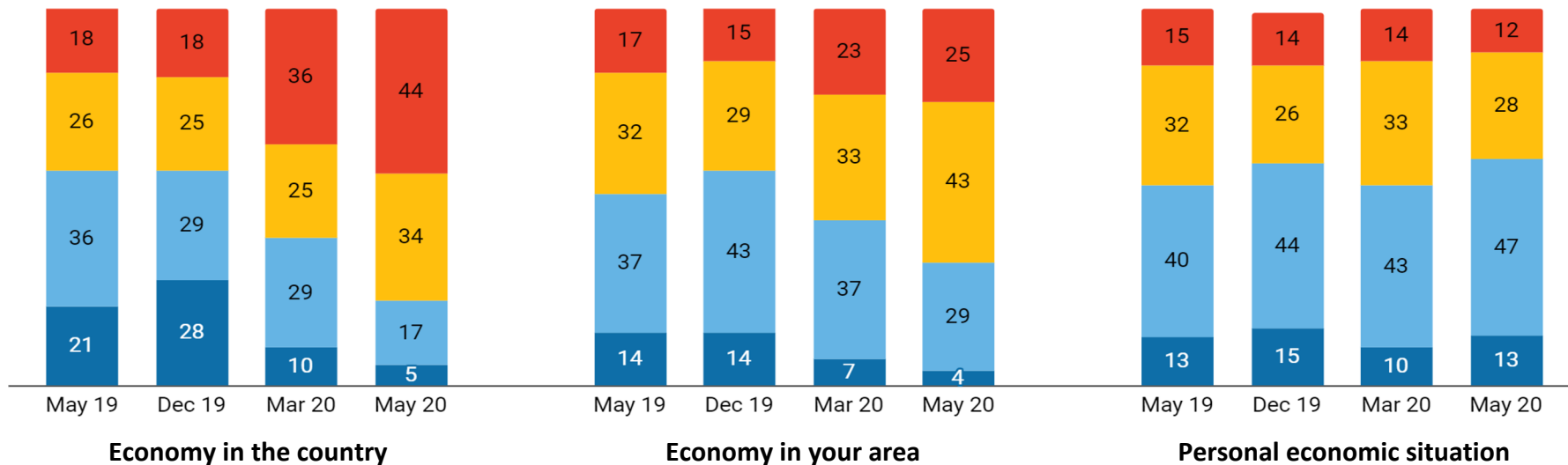
■ Poor 
 ■ Just fair 
 ■ Good 
 ■ Excellent

*exc/  
good*  
*poor/  
just fair*

57	57	39	23
44	43	61	77

51	57	44	33
49	44	56	67

53	59	53	60
47	40	47	40



# Current Economy

- MI and PA voters are the least positive in their assessments of the local economy.
- Some potential contradiction between views of the economy and reports about COVID impact and public data.

How would you rate the economic situation in the country/your area/personal situation today?

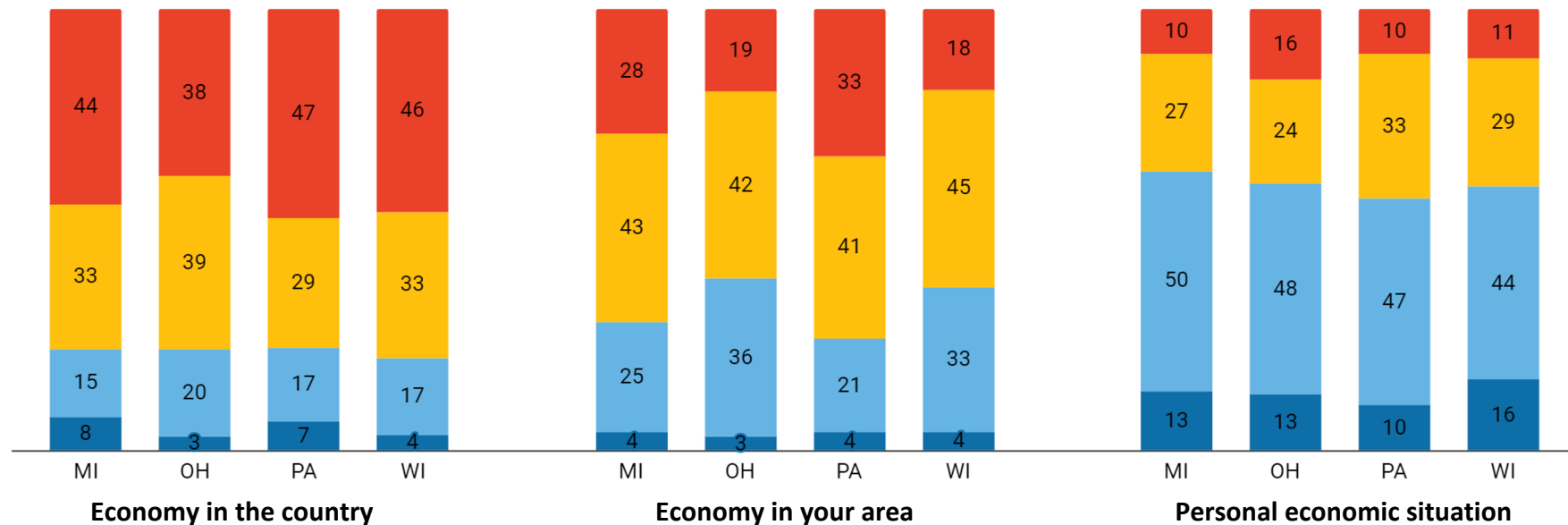
■ Poor ■ Just fair ■ Good ■ Excellent

exc/  
good  
poor/  
just fair

23	23	23	21
77	77	77	79

29	39	25	37
71	61	75	63

63	61	57	60
37	39	43	40



# Economy in 1 Year

- Voters expect the economy nationally and locally to rebound significantly within the next year.



How would you rate the economic situation in the country today/1 year from today?

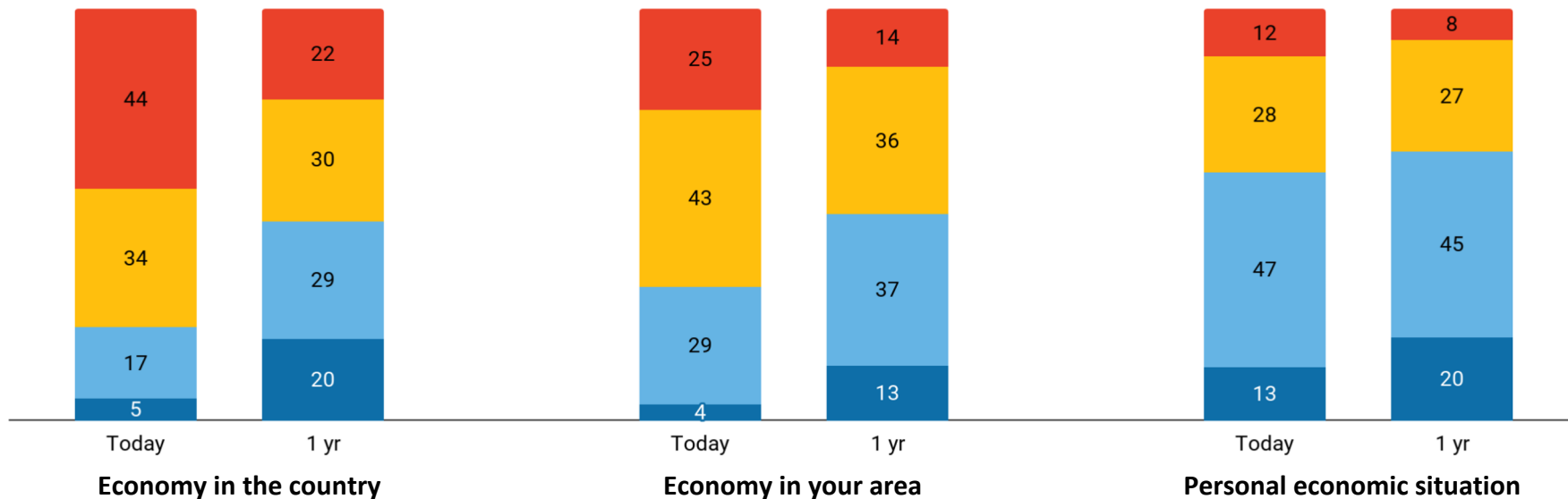
■ Poor ■ Just fair ■ Good ■ Excellent

exc/  
good  
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just fair

23	48
77	52

33	50
67	50

60	65
40	35



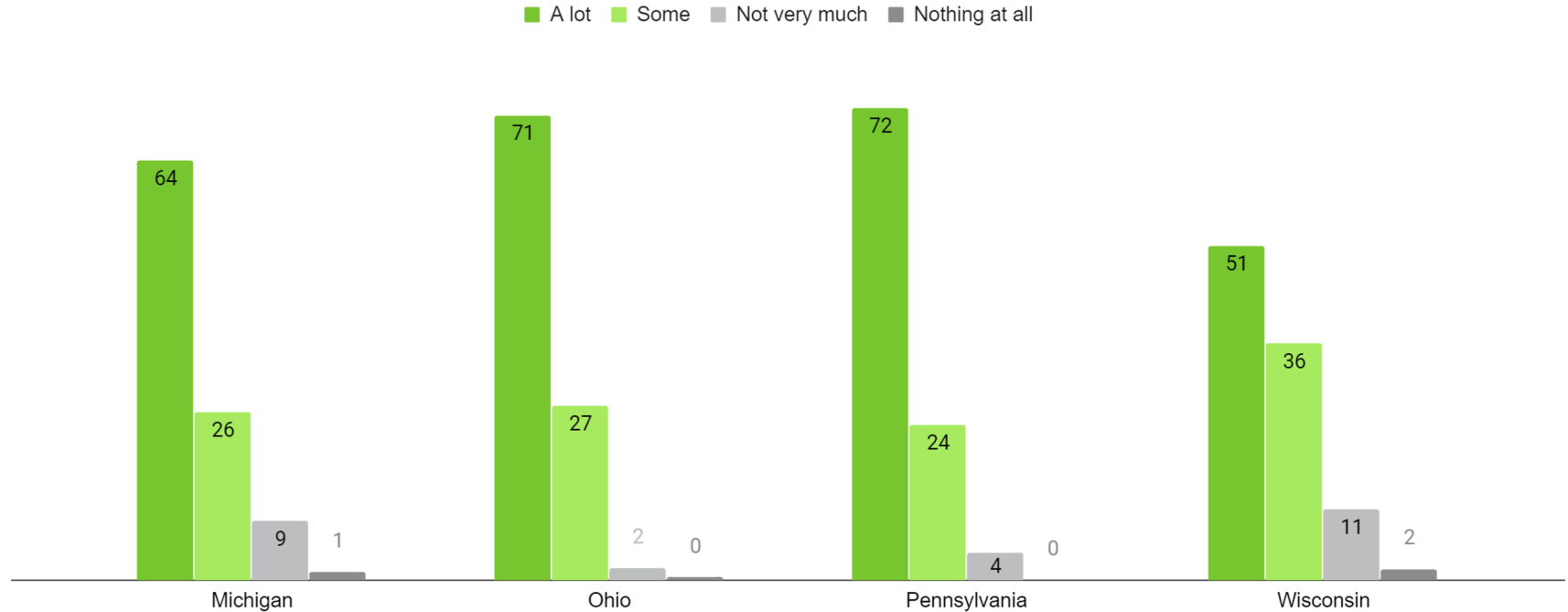


# State Reopening Plan



- Majorities have heard a lot about their state's plans, but more awareness in OH and PA.
- Democrats (69%), independents, (60%), and Republicans (64%) all paying a lot of attention.

How much have you heard about {STATE}'s staged reopening plans?



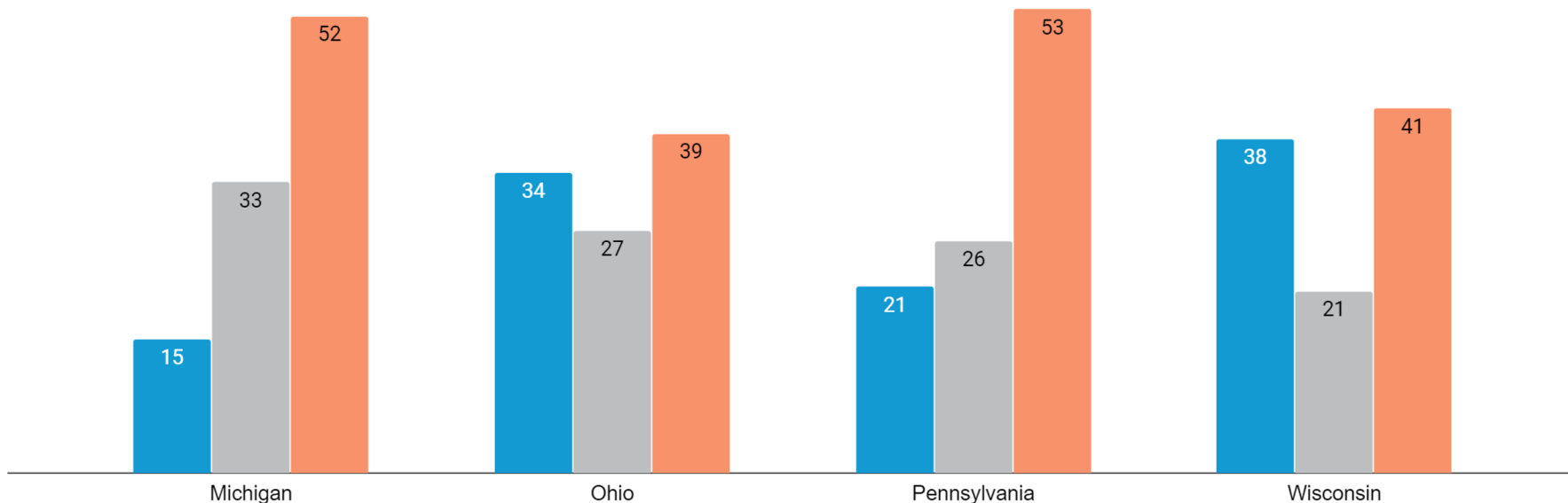
# Re-Opening



- Majorities in OH and WI say the state is opening too fast or at the right pace.
- Majorities in MI and PA say things are reopening too slowly.

With your state's staged reopening plans, do you feel that {STATE} is reopening too quickly, not quickly enough, or at about the right pace?

■ Too quickly ■ About the right pace ■ Not quickly enough



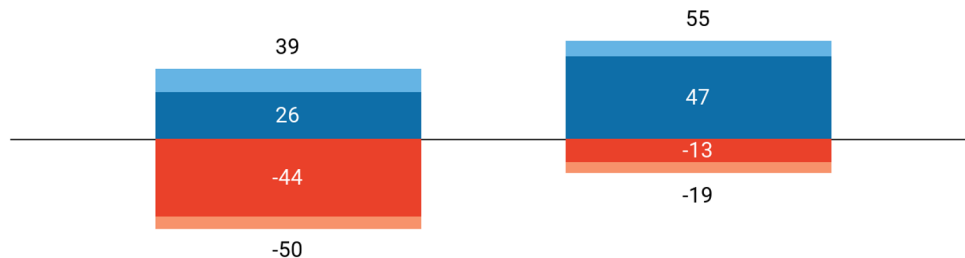
# Mask-wearers & Armed Capitol Protesters



- Trump voters -18 favorable towards masks, +57 on militia protesters.
- Seniors most unfavorable towards protestors/favorable towards masks.
- White working class men driving pro-protest backlash, even on masks.
- White working class women resemble white college grads.

How favorable are your feelings about each of the following people and organizations?

■ Somewhat unfavorable 
 ■ Very unfavorable 
 ■ Somewhat favorable 
 ■ Very favorable



People protesting social distancing    People who wear masks in public

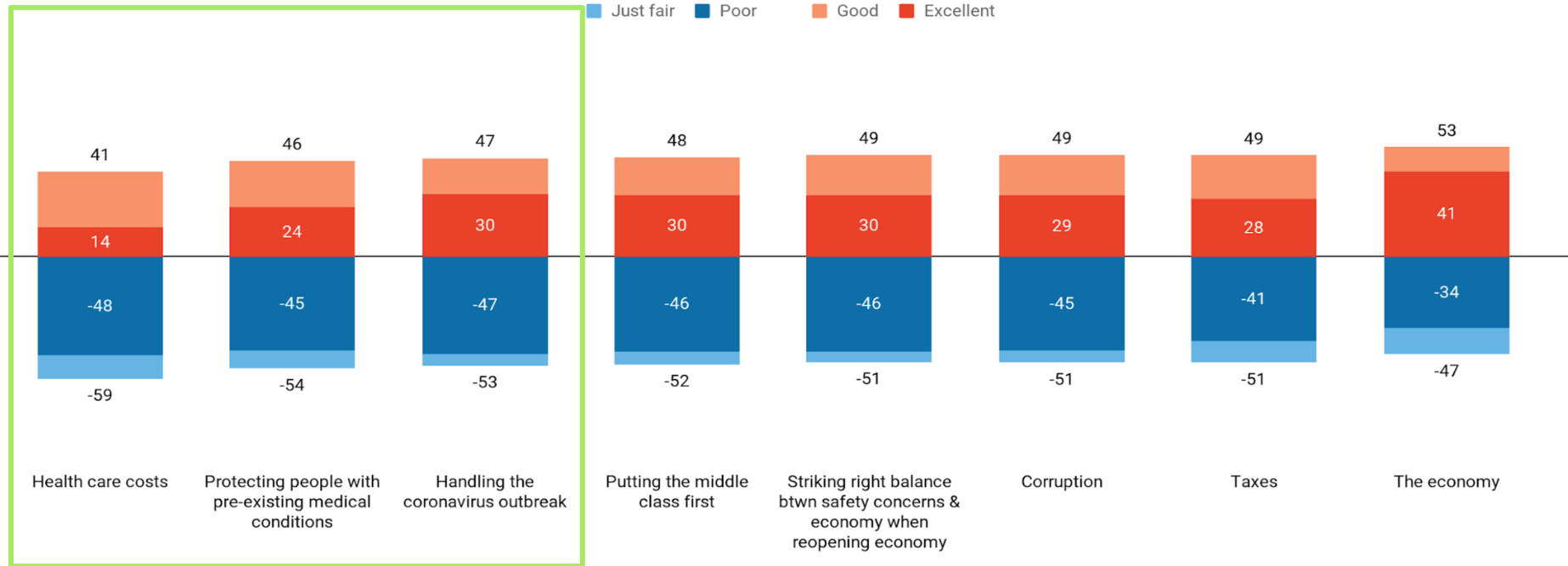
	Armed Protesters		Mask-wearers	
	Favorable	Unfavorable	Favorable	Unfavorable
18 to 34	34	53	58	18
35 to 49	47	44	44	26
50 to 64	44	46	52	21
65 or Older	29	59	66	12
Black	16	80	89	3
Hispanic	24	73	76	5
White College Women	31	59	60	17
White College Men	35	56	64	12
White Non-College Women	39	49	51	24
White Non-College Men	59	26	33	30
Third Party/DK	35	56	70	11

# Trump gets negative marks on COVID, other issues



- More say “poor” than “excellent” and more negative than positive on all issues except the economy.
- Worst grades on health care costs with almost half “poor,” MI gives Trump lowest marks on COVID (55% negative).
- Among 3rd party/undecided voters, 73% or more give Trump negative marks on all of these issues.
- In PA, Trump particularly low scores on health care costs (63%).

How would you rate Donald Trump’s performance on each of the following:



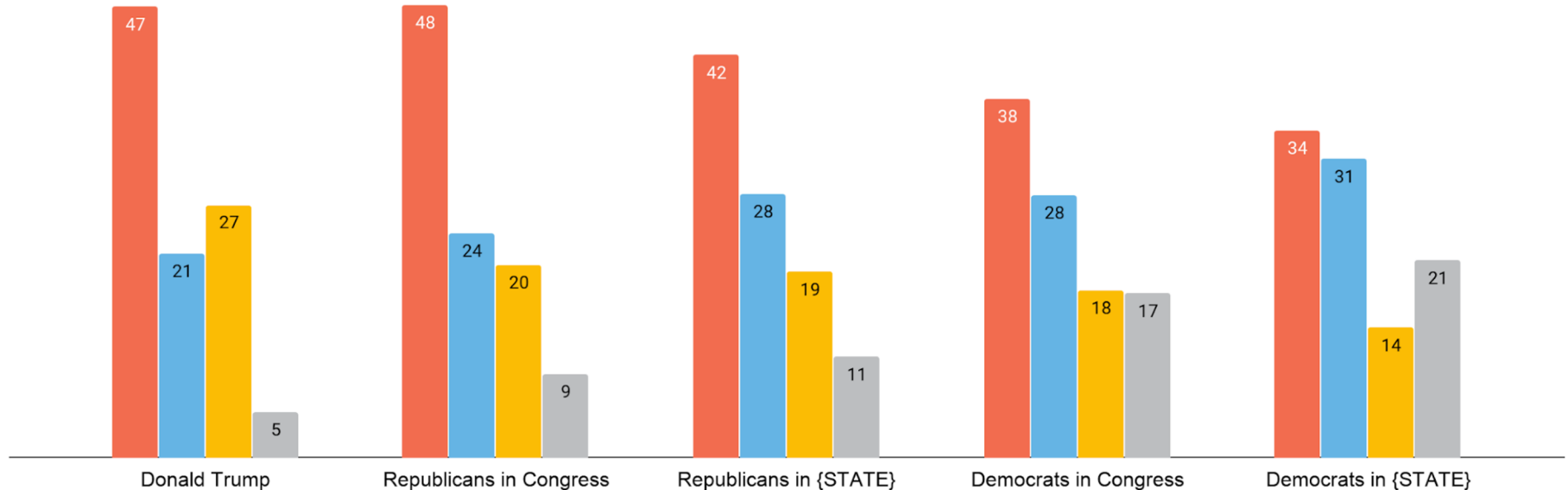
# COVID Response Priorities



- All accused of prioritized big corps and wealthy, but many more say so of Trump and Republicans.
- State Democrats have the best brand when it comes to prioritizing small businesses and working people.
- ~⅓ of 3rd Party/undecided voters say Trump and GOP in Congress prioritize big corps and the wealthy v ⅓ of Dems in Congress.

Who have each of the following people and groups prioritized in their response to the coronavirus outbreak?

■ Big corporations and the wealthy ■ Small businesses and working people ■ Both equally ■ Not sure



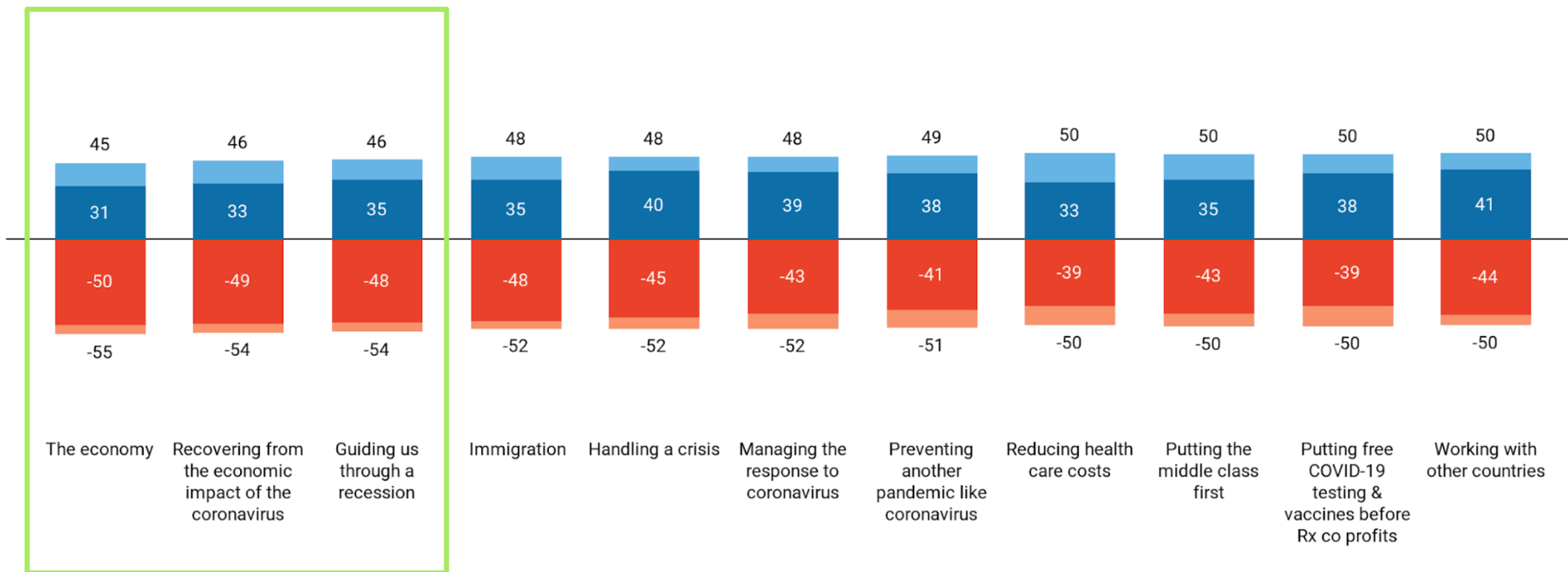
# Trump & Biden tied on most issues



- Voters don't prefer Biden on any issues, including handling a crisis, unmoved from last wave.
- Trump has lead on the economy, recovering from economic impact of COVID and guiding us through recession.
- 3rd party/undecided voters prefer Trump on every issue except the economy (52% Trump better).

Who do you think would do a better job handling each of the following issues - Donald Trump or Joe Biden?

Trump somewhat better Trump much better Biden somewhat better Biden much better



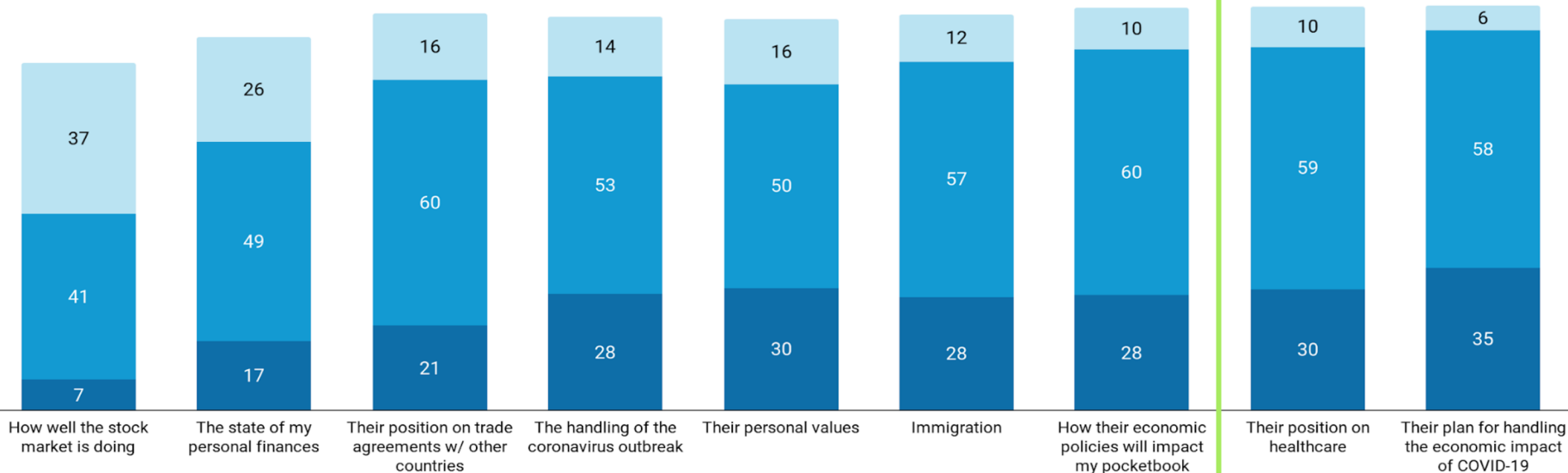
# Most important voting issue



- Democrats: health care (47% most important), handling of COVID (43%), personal values (40%), econ impact of COVID (39%).
- Independents: economic impact of COVID (30%), policy impact on pocketbook (29%), health care (24%).
- Republicans: immigration (39%), economic impact of COVID (34%), policy impact on pocketbook (32%).

Thinking ahead to the November election, how important will each of the following be to your vote?

■ A minor factor   ■ One of several important factors   ■ The most important factor



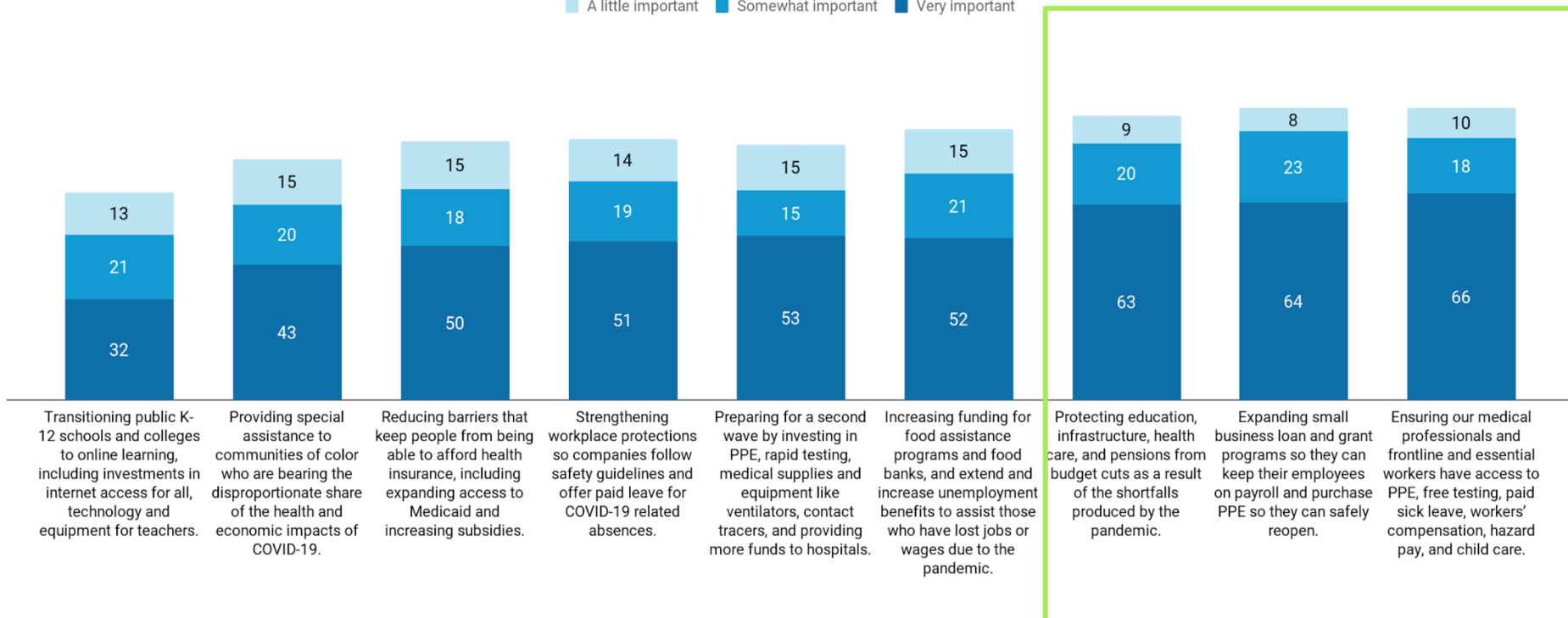
# Recovery Agenda



- At least half of voters in these states say almost every progressive priority in reaction to COVID is ‘very important.’
- Michigan most likely to priorities protecting from cuts (70%); PA prioritizes help for small biz (64%) and frontline workers (64%).
- Support for frontline workers the top priorities for OH (70% very important), WI (65% very important).

How important is it for each of the following to happen when it comes to addressing the impact of COVID-19 in {STATE}?

■ A little important ■ Somewhat important ■ Very important



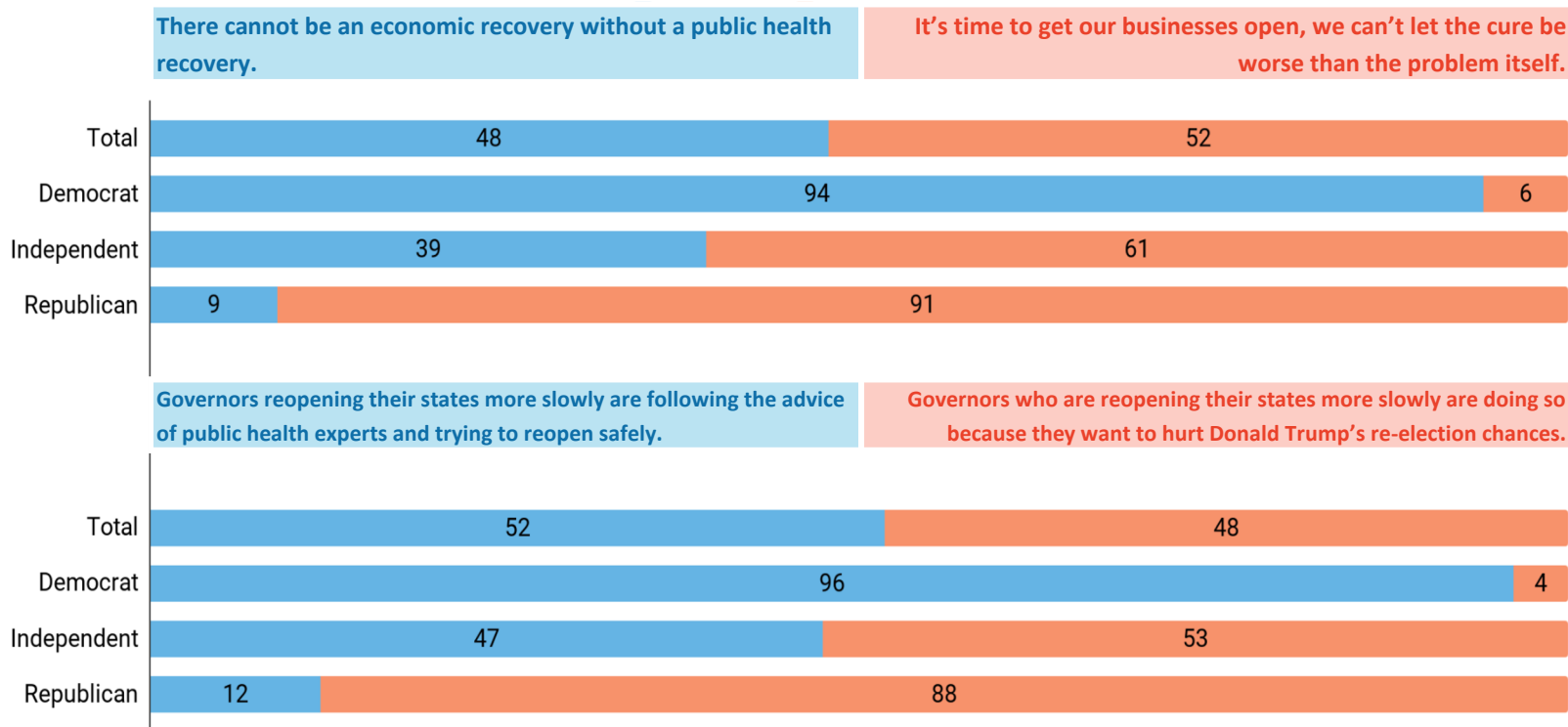


# Pairs



- Democrats lose the battle over reopening when we say the economic recovery can't happen without a public health one.
- Republicans lose the battle when they claim Dems are delaying reopening for political reasons as Trump suggests.

Which of the following comes closer to your point of view, even if neither is exactly right:

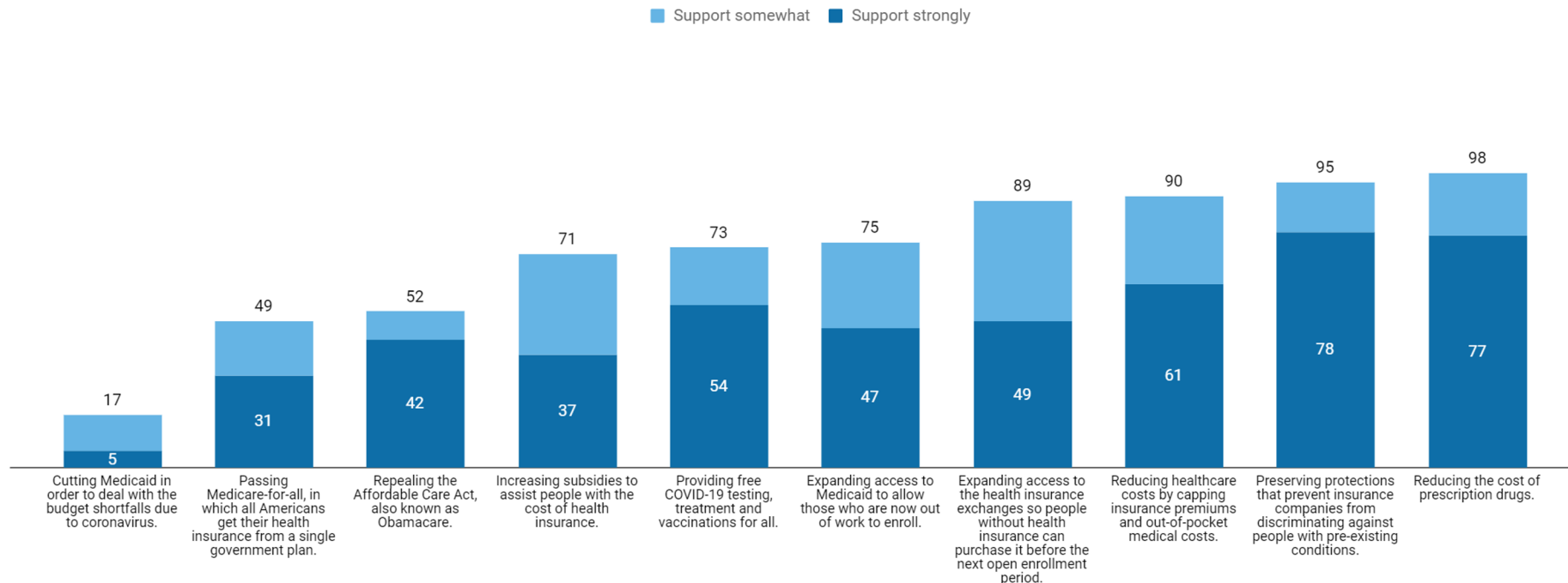


# Health Care Agenda



- No change in support for reducing cost of Rx, Medicare for all, capping health costs since March.
- Repealing the ACA still gets majority support in the Rust Belt, though pre-existing condition protections universally supported.
- Reducing costs, starting with Rx drugs, are the top health care priorities even in time of COVID-19.

How favorable are your feelings about each of the following people and organizations?



# Democratic Messages



- Top message pits protestors and polarizing politicians against people listening to facts/experts and working with anyone to put people & lower healthcare costs before special interests and CEOs.

These are some statements from some Democratic leaders in response to the COVID-19 pandemic. For each statement, please rank how positive you would feel towards a candidate who says it on a scale from 0 to 10, where 0 means much less positive and 10 means much more positive.

0 - much less positive 1 2 3 4 5 6 7 8 9 10 - much more positive

Some politicians and armed protestors want to divide us right now, but people here don't want to play partisan games with a pandemic. We need leaders who bring us together. I will listen to the facts and science and will work with anyone regardless of party to lower health care costs, keep us safe and healthy, and build an economy for everyone, not just CEOs and special interests.



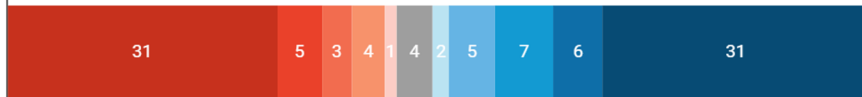
Because some of our leaders didn't listen to experts, the U.S. now has more than 30% of the world's COVID-19 deaths even though we are 4.3% of the global population. They downplayed the threat, calling it a "hoax" and claiming that it would "go away." We need leaders who are guided by facts so we can have a real plan for a safe and healthy economic recovery.



Voters were already struggling with the rising cost of living and health care before this COVID-19 crisis began. Now we have Great Depression levels of unemployment, more than a million Americans have been sick from the coronavirus, and 100,000 have died. People voted in 2016 to disrupt Washington, but now is the time for a new type of leadership. We need new leaders who bring stability, honesty, and compassion.



While people are losing their jobs, and worrying about the health and safety of their families, some in Washington are funneling billions to corporations and are protecting drug companies so they can overcharge us for a COVID-19 vaccine. And Republicans are still trying to roll back pre-existing condition protections so insurers can raise costs even more. I will stand up to the wealthy special interests and corporate lobbyists and fight for lower health care costs, small businesses and the middle class.



# Democratic Message Experiment



- Mentioning Trump in the same message produces 10 to 20 points greater backlash and even fewer strong positive reactions.
- Mostly produced by consolidated Trump voters around being “much less positive.”
- Trump split 3 point gain on COVID (+6 more ‘excellent’ ratings). non-Trump only 1 point gain (+3 more ‘excellent’).

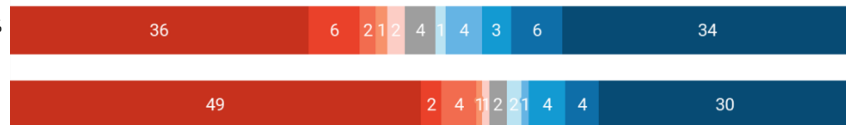
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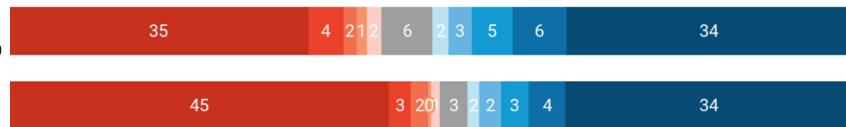
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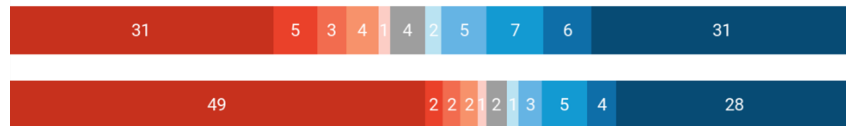
Because **[some of our leaders/Trump and his friends on Fox News]** didn't listen to experts, the U.S. now has more than 30% of the world's COVID-19 deaths even though we are 4.3% of the global population. They downplayed the threat, calling it a "hoax" and claiming that it would "go away." We need leaders who are guided by facts so we can have a real plan for a safe and healthy economic recovery.



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While people are losing their jobs, and worrying about the health and safety of their families, **[some in Washington/Trump & Republicans]** are funneling billions to corporations and are protecting drug companies so they can overcharge us for a COVID-19 vaccine. And **[Republicans/Trump and Republicans]** are still trying to roll back pre-existing condition protections so insurers can raise costs even more. I will stand up to the wealthy special interests and corporate lobbyists and fight for lower health care costs, small businesses and the middle class.



# Democrat v. GOP Message

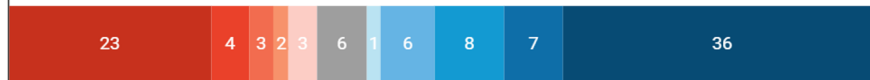


- Republican message on China, Democrats and the economy is less powerful by comparison.
- Democratic messages more powerful than GOP one among independents (26% '10' for GOP message, 34% for top Dem msg) and 3rd party/undecided voters (6% '10' for GOP message, 39% for top Dem msg).

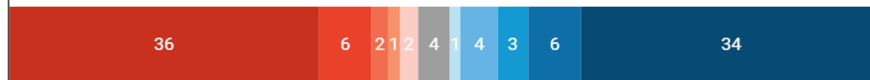
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China caused the COVID-19 pandemic and the economic devastation in our country by covering up the outbreak. Democrats and Joe Biden are soft on China and opposed shutting down immigration from China as the disease spread. Their economic solution is more Chinese-style communist policies instead of American capitalism. Donald Trump and Republicans will hold China accountable for its role in spreading the pandemic, protect our f...





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