




DEMOCRAT EARLY STATE

PRESIDENTIAL PRIMARY

| JUNE 10-13, 2019 |

JOE BIDEN MESSAGING POLL



*The Club for Growth PAC believes in
helping voters make informed decisions.*

This poll was designed to help voters and observers of the 2020 Democratic presidential primary understand the field as well as the strengths and weaknesses of the frontrunner, former Vice President Joe Biden. While the Club for Growth PAC is neutral on a number of the issues mentioned in the poll, especially social issues, we believe they are important to understand what voters care about and how they may inform decision making.



METHODOLOGY

WPAi conducted a poll of $n = 1,000$ likely Democratic primary voters or caucus goers in early voting states through Super Tuesday online from June 10-13, 2019.

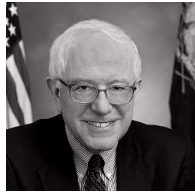
Respondents were randomly selected from an online panel which has been matched to the national voter file to ensure that all respondents are likely primary voters/caucus goers. The sample for this survey was stratified by state, age, gender, and ethnicity and final results were weighted to ensure representativeness. Statistically, a sample of this size would have a margin of error of $\pm 3.1\%$. WPAi also conducted a separate oversample that yielded a total of $n = 555$ interviews in Iowa, New Hampshire, Nevada, and South Carolina. A sample of this size would have a margin of error of $\pm 4.2\%$.

Some totals may not equal 100% due to rounding fractional values.

CANDIDATE IMAGES



**JOE
BIDEN**



**BERNIE
SANDERS**



**ELIZABETH
WARREN**



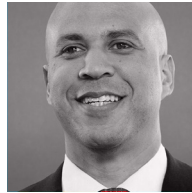
**KAMALA
HARRIS**



**PETE
BUTTIGIEG**



**BETO
O'ROURKE**



**CORY
BOOKER**

FAVORABLE VS. UNFAVORABLE

	Total Fav	Very Fav	Somewhat Fav	Never heard of	Somewhat Unfav	Very Unfav	Total Unfav
Joe Biden	85%	45%	40%	1%	10%	3%	14%
Bernie Sanders	77%	34%	43%	1%	17%	5%	22%
Elizabeth Warren	73%	29%	44%	11%	12%	4%	16%
Kamala Harris	75%	30%	45%	13%	9%	3%	12%
Pete Buttigieg	56%	23%	33%	36%	6%	2%	8%
Beto O'Rourke	65%	19%	47%	20%	12%	3%	15%
Cory Booker	62%	15%	46%	25%	11%	2%	13%

“What would you say is the biggest reason you have a favorable/unfavorable impression of Joe Biden?”



MALE, 25-34

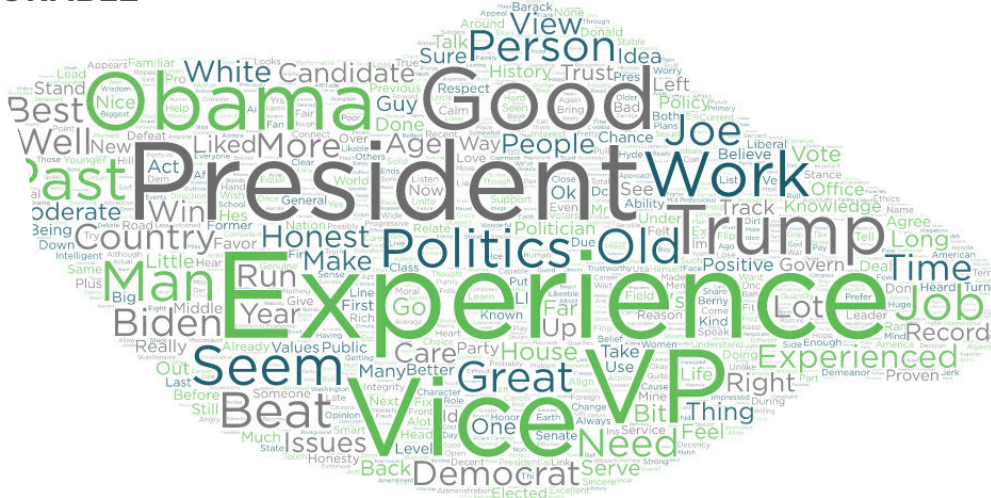
MALE, 35-44

MALE, 25-34

FEMALE, 25-34

MALE, 75+

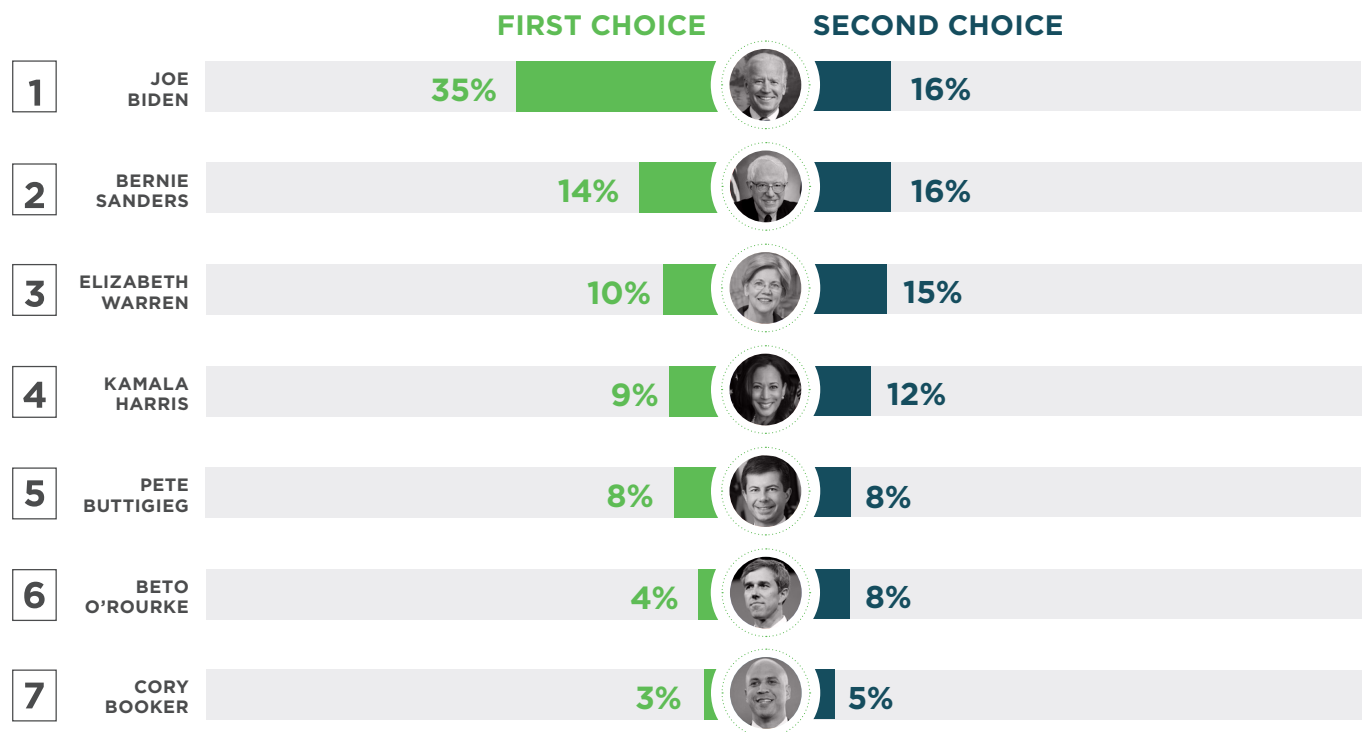
MALE, 65-74



INITIAL BALLOT

WHO'S LEADING RIGHT NOW

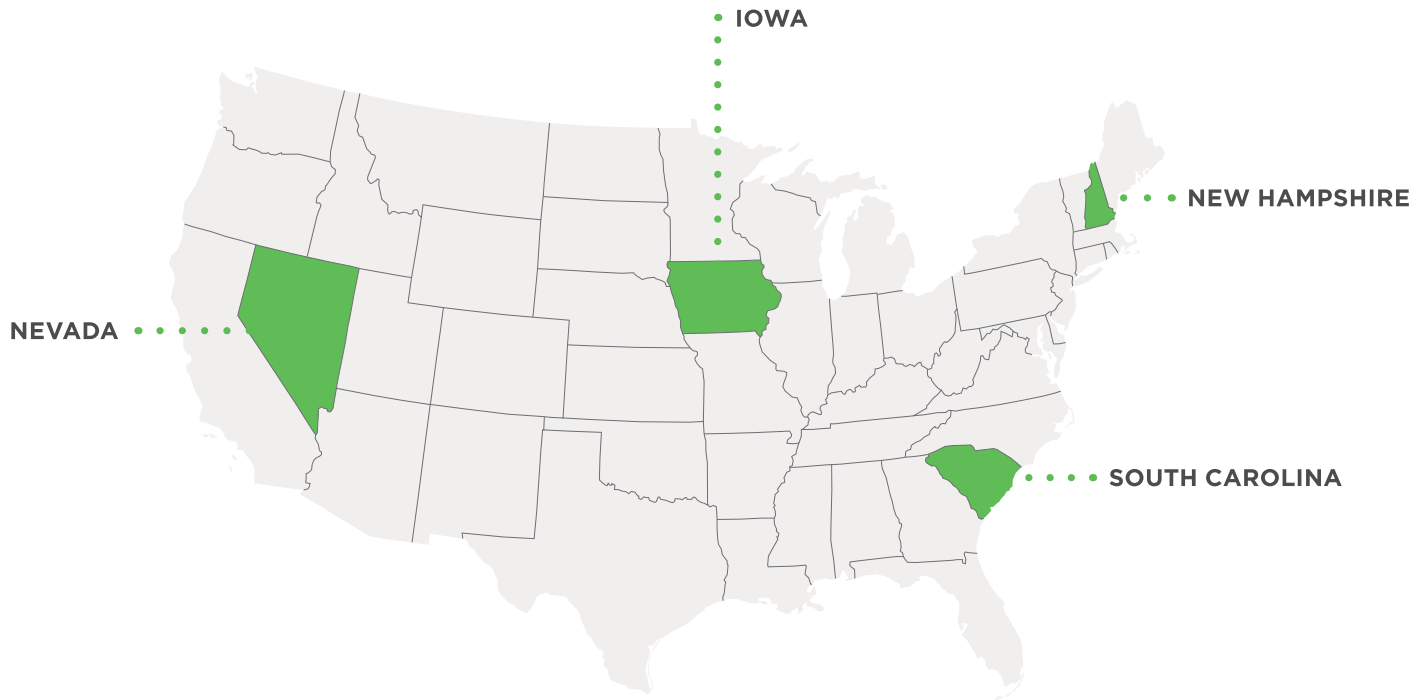
If the 2020 Democratic Presidential Primary was held today voters would choose the following candidates.



	FIRST CHOICE	SECOND CHOICE		FIRST CHOICE	SECOND CHOICE
Julian Castro	1%	2%	Jay Inslee	<1%	<1%
Amy Klobuchar	1%	2%	Wayne Messam	<1%	0%
Andrew Yang	1%	1%	Seth Moulton	<1%	<1%
Michael Bennet	<1%	<1%	Mike Gravel	<1%	<1%
Steve Bullock	<1%	<1%	Tim Ryan	0%	<1%
John Delaney	<1%	0%	Eric Swalwell	0%	0%
Tulsi Gabbard	<1%	<1%	Marianne Williamson	0%	<1%
Kirsten Gillibrand	<1%	<1%	Bill de Blasio	0%	<1%
John Hickenlooper	<1%	1%	Undecided	13%	10%

OVERSAMPLE

Democratic Primary Voters in Iowa, New Hampshire, Nevada, and South Carolina.



1	Joe Biden	40%
2	Elizabeth Warren	11%
3	Bernie Sanders	9%
4	Pete Buttigieg	7%
5	Kamala Harris	5%
6	Cory Booker	2%
7	Julian Castro	1%
8	John Delaney	1%
9	John Hickenlooper	1%
10	Amy Klobuchar	1%
11	Beto O'Rourke	1%
12	Michael Bennet	<1%
13	Tulsi Gabbard	<1%

14	Kirsten Gillibrand	<1%
15	Marianne Williamson	<1%
16	Steve Bullock	0%
17	Jay Inslee	0%
18	Wayne Messam	0%
19	Seth Moulton	0%
20	Tim Ryan	0%
21	Eric Swalwell	0%
22	Andrew Yang	0%
23	Bill de Blasio	0%
24	Mike Gravel	0%
25	Undecided	18%



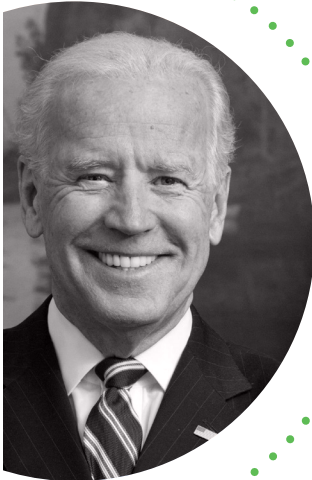
Thinking about the upcoming Democratic primary or caucus in your state. If you had to choose, would you be more likely to vote for...

1. A Democratic candidate who you thought was most likely to beat President Trump but who you disagreed with on some issues.

...or...

2. A Democratic candidate who you agree with on the issues even if you think they would have a harder time beating President Trump.





MESSAGES

Voters were asked to read some brief statements that they might have heard during the campaign about Joe Biden. They were then asked whether this information would make them more likely to vote for or against Joe Biden, or if it made no difference either way in how they might vote.

	STATEMENT	VOTE FOR TOTAL	MUCH FOR	SMWT FOR	NO DIFF	SMWT AGAINST	MUCH AGAINST	VOTE AGAINST TOTAL
1	Joe Biden opposes reparations for slavery saying “I’ll be damned if I feel responsible to pay for what happened 300 years ago.”	18%	8%	9%	45%	20%	17%	37%
2	Joe Biden has a troubled history of race relations. Biden even sided with southern leaders to oppose busing, a key step to desegregating public schools, and ridiculed the idea that in order to learn, “your child with curly black hair, brown eyes, and dark skin...needs to sit next to my blond-haired, blue-eyed son.”	9%	4%	6%	39%	25%	27%	52%
3	Joe Biden was the architect of crime bills that enacted mandatory minimum sentences for nonviolent drug offenders and gave crack cocaine users longer prison sentences than powder cocaine users, a practice that disproportionately affected poor black neighborhoods.	14%	5%	10%	42%	25%	18%	43%
4	Joe Biden helped pass laws reinstating the federal death penalty, abolishing federal parole, and increasing penalties for marijuana possession.	15%	6%	9%	42%	26%	17%	43%

MESSAGES

	STATEMENT	VOTE FOR TOTAL	MUCH FOR	SMWT FOR	NO DIFF	SMWT AGAINST	MUCH AGAINST	VOTE AGAINST TOTAL
5	Joe Biden is anti-woman. As recently as 2015, Joe Biden said that “life begins at conception” and he even said that a woman should not have “sole right to say what should happen to her body.” Biden voted to allow states to overturn Roe v. Wade and repeatedly voted to restrict federal employees’ access to reproductive care.	11%	5%	5%	33%	19%	37%	56%
6	Joe Biden recently flip-flopped on his 40-year-plus opposition to using federal funds to fund abortions to help himself in the Democratic primary. But that’s not Biden’s first flip-flop. He has changed his position on same-sex marriage, Roe v. Wade, the Iraq War, and even on climate change.	19%	7%	12%	48%	23%	11%	33%
7	Joe Biden brags about what he calls his progressive record but the truth is he’s always been middle of the road Joe, siding with Republicans over Democrats. Biden voted to incarcerate millions of young black men, start the Iraq War, and bail out Wall Street billionaires with taxpayer money.	10%	4%	6%	46%	25%	19%	44%
8	Joe Biden said gay people working for the federal government were “security risks” and Biden voted to ban same-sex marriage and ban gay Americans from joining or serving in the United States military.	10%	4%	6%	34%	25%	31%	56%
9	Joe Biden not only voted to authorize George W. Bush’s Iraq War, Biden said Bush made “the right rational calm decision” and even called Bush’s decision to invade Iraq “a course of moderation.”	12%	4%	9%	52%	23%	14%	36%
10	Joe Biden voted to fund the construction of 700 miles of fence along the border with Mexico, voted to make English the official language of the United States, opposed giving illegal immigrants driver’s licenses, and opposed so-called sanctuary cities.	19%	7%	12%	39%	24%	18%	42%

MESSAGES

	STATEMENT	VOTE FOR TOTAL	MUCH FOR	SMWT FOR	NO DIFF	SMWT AGAINST	MUCH AGAINST	VOTE AGAINST TOTAL
11	Joe Biden's son is a major investor in a Chinese company that make phone apps used to spy on individuals including China's oppressed Muslim minority. Maybe that's why Joe Biden says China is "not competition for us" and asked "what are we worried about?"	9%	5%	4%	55%	23%	13%	36%
12	As Vice President, Joe Biden pressured Ukraine to fire a prosecutor who was looking into corruption involving a company where Biden's own son was a board member.	14%	6%	9%	43%	27%	16%	43%
13	Joe Biden is a big fan of Wall Street crony capitalism. Over his career Joe Biden has taken tens of thousands of dollars in campaign cash from big Wall Street banks and Biden voted for Wall Street priorities the nearly 700 billion dollar Wall Street bailout in 2008 and a law that made it harder for average Americans to declare bankruptcy.	12%	4%	8%	43%	26%	19%	45%
14	Joe Biden claims he is serious about climate change, but his just-released plan doesn't include a hard cap on emissions, a carbon tax, or a cap-and-trade plan. In fact, major sections of Biden's plan come word-for-word from a coal industry group. Biden has said that he sees coal as "more than making a living, it's a way of life."	15%	7%	8%	43%	23%	19%	42%

KEY GROUPS

MESSAGE SUMMARY

WOMEN

MOST EFFECTIVE

1

Joe Biden is anti-woman. As recently as 2015, Joe Biden said that “life begins at conception” and he even said that a woman should not have “sole right to say what should happen to her body.” Biden voted to allow states to overturn Roe v. Wade and repeatedly voted to restrict federal employees’ access to reproductive care.

2

Joe Biden said gay people working for the federal government were “security risks” and Biden voted to ban same-sex marriage and ban gay Americans from joining or serving in the United States military.

LEAST EFFECTIVE

1

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2

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AGE 18-34

MOST EFFECTIVE

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2

As Vice President, Joe Biden pressured Ukraine to fire a prosecutor who was looking into corruption involving a company where Biden’s own son was a board member.



KEY GROUPS

MESSAGE SUMMARY

HISPANICS

MOST EFFECTIVE

1

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2

Joe Biden has a troubled history of race relations. Biden even sided with southern leaders to oppose busing, a key step to desegregating public schools, and ridiculed the idea that in order to learn, “your child with curly black hair, brown eyes, and dark skin...needs to sit next to my blond-haired, blue-eyed son.”

LEAST EFFECTIVE

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2

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AFRICAN AMERICANS

MOST EFFECTIVE

1

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2

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LEAST EFFECTIVE

1

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2

Joe Biden claims he is serious about climate change, but his just released plan doesn’t include a hard cap on emissions, a carbon tax, or a cap-and-trade plan. In fact, major sections of Biden’s plan come word-for-word from a coal industry group. Biden has said that he sees coal as “more than making a living, it’s a way of life.”

KEY GROUPS

MESSAGE SUMMARY

LIBERAL/PROGRESSIVE

MOST EFFECTIVE

1

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LEAST EFFECTIVE

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2

Joe Biden’s son is a major investor in a Chinese company that make phone apps used to spy on individuals including China’s oppressed Muslim minority. Maybe that’s why Joe Biden says China is “not competition for us” and asked “what are we worried about?”

MODERATE

MOST EFFECTIVE

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LEAST EFFECTIVE

1

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2

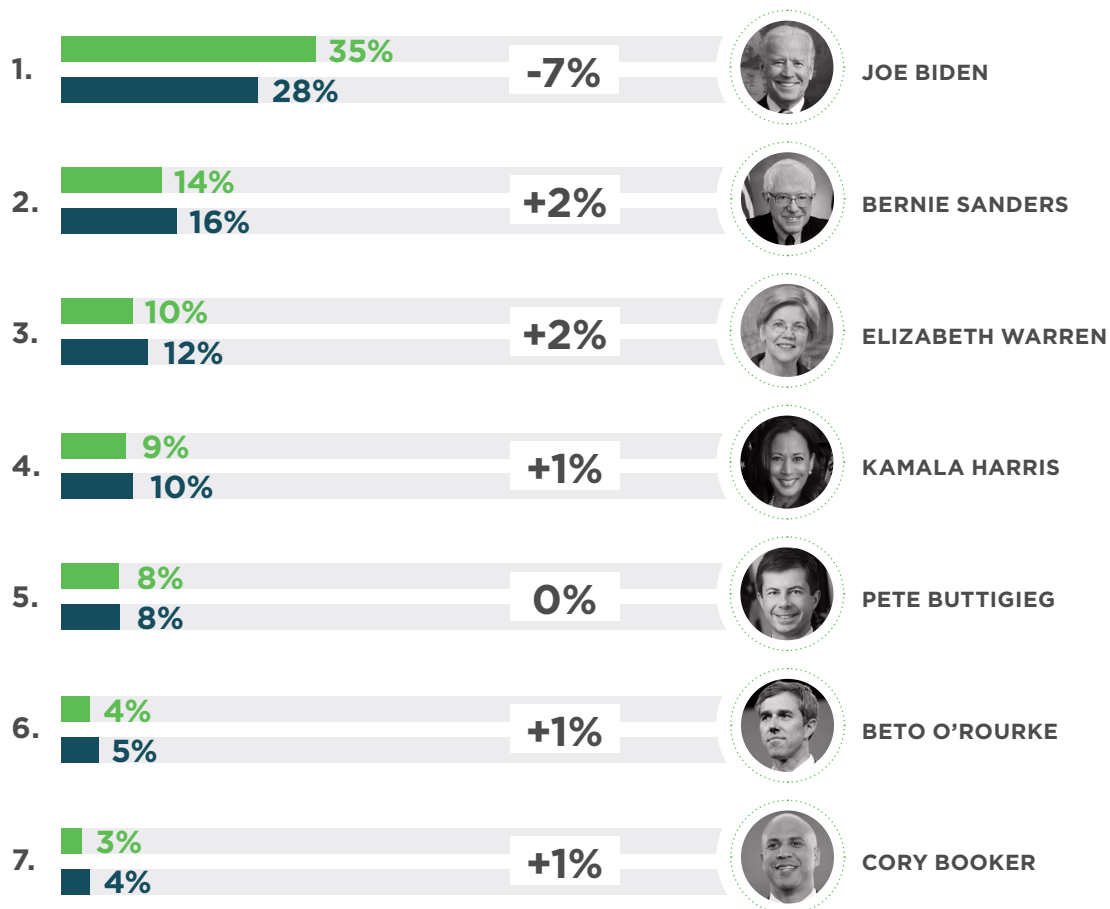
Joe Biden helped pass laws reinstating the federal death penalty, abolishing federal parole, and increasing penalties for marijuana possession.

INFORMED BALLOT

After hearing more information, voters were asked again how they would vote if the 2020 Democratic Presidential Primary was held today.

TOP 7 CANDIDATES

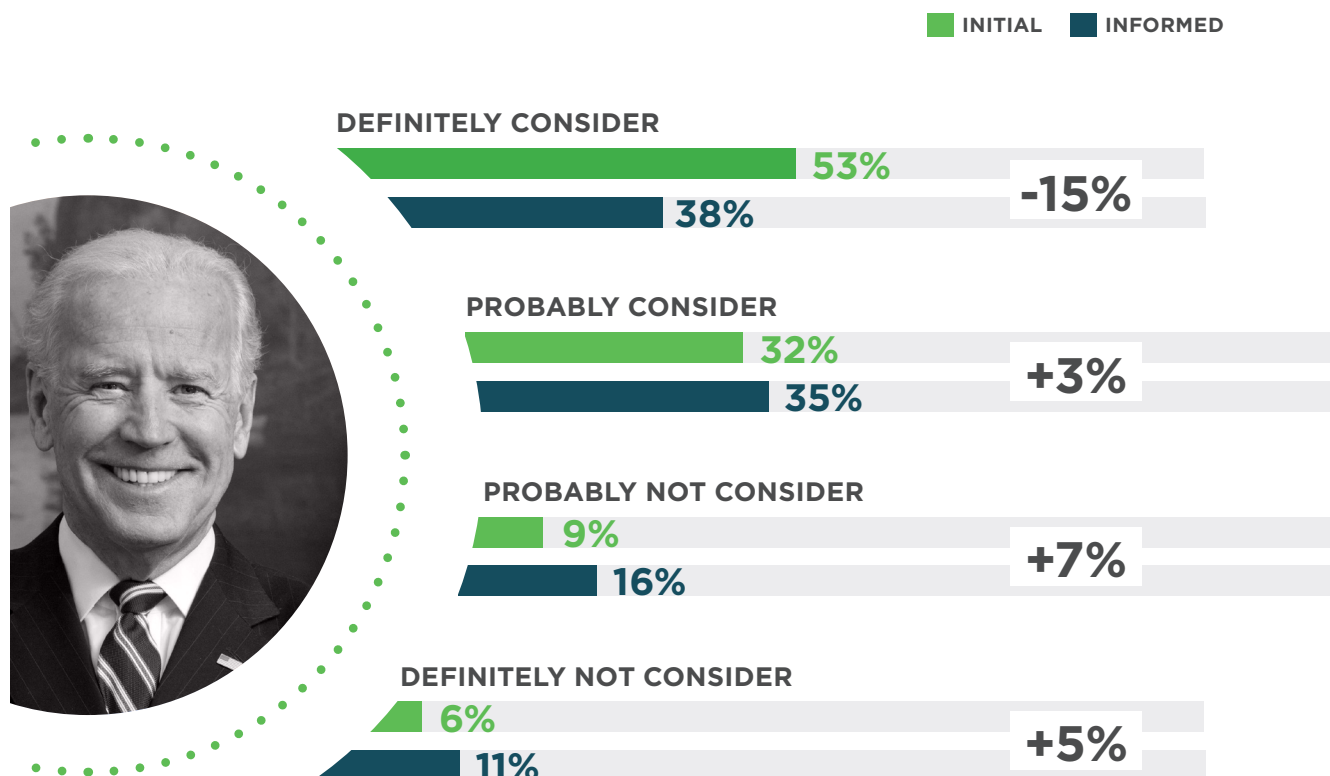
■ INITIAL
■ INFORMED



	INITIAL	INFORMED		INITIAL	INFORMED
Julian Castro	1%	1%	Jay Inslee	<1%	<1%
Amy Klobuchar	1%	1%	Wayne Messam	<1%	0%
Andrew Yang	1%	1%	Seth Moulton	<1%	<1%
Michael Bennet	<1%	<1%	Mike Gravel	<1%	0%
Steve Bullock	<1%	<1%	Tim Ryan	0%	0%
John Delaney	<1%	0%	Eric Swalwell	0%	0%
Tulsi Gabbard	<1%	<1%	Marianne Williamson	0%	0%
Kirsten Gillibrand	<1%	<1%	Bill de Blasio	0%	0%
John Hickenlooper	<1%	<1%	Undecided	13%	13%

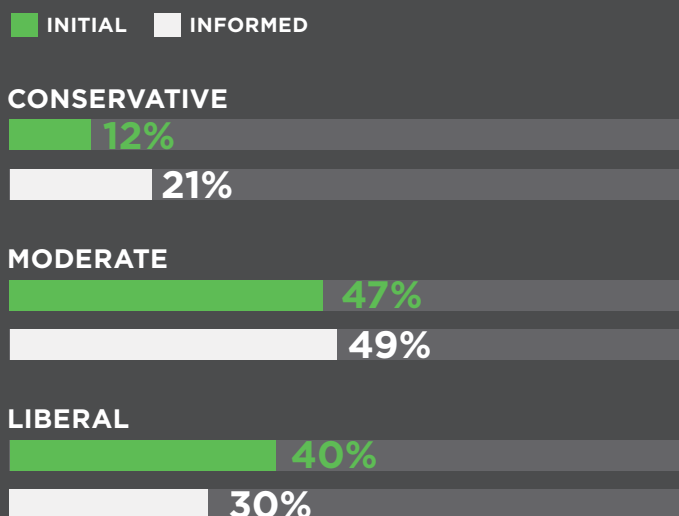
TRACKING BIDEN

Specifically on Joe Biden, voters were asked if they would consider voting for him in the 2020 Democratic Presidential Primary or not?



PERCEIVED IDEOLOGY

Voters were asked if they perceive Joe Biden to be a conservative, a moderate, or a liberal in his political beliefs.



DEMOGRAPHIC QUESTIONS

Please select the category that contains your age?

1.	18-24	8%
2.	25-34	19%
3.	35-44	18%
4.	45-54	18%
5.	55-64	20%
6.	65-74	12%
7.	75+	5%

Which of the following best describes your gender?

1.	Male	43%
2.	Female	57%
3.	Non-binary / third gender	1%
4.	Prefer to self-describe:	0%
5.	Prefer not to say	0%

What is the highest level of formal education you have completed?

1.	High school graduate or less	9%
2.	Some college/Associates Degree	27%
3.	College graduate	37%
4.	Post-Graduate Degree	26%
5.	Prefer not to say	<1%

Which of the following do you think best describes your economic status?

1.	Lower class or poor	6%
2.	Lower middle class	20%
3.	Middle class	47%
4.	Upper middle class	23%
5.	Upper class or rich	2%
6.	Prefer not to state	2%

DEMOGRAPHIC QUESTIONS

And which of the categories below best describes your political beliefs?

TOTAL LIBERAL	62%
Very Liberal or Progressive	28%
Somewhat Liberal or Progressive	34%
MODERATE	33%
Somewhat Conservative	5%
Very Conservative	1%
TOTAL CONSERVATIVE	6%

Which of the following best describes your race or ethnicity?

1.	White, non-Hispanic	47%
2.	Hispanic, Mexican, Latino/Latina/Latinx, Spanish	21%
3.	African-American or Black	21%
4.	Asian or Pacific Islander	4%
5.	Native American or American Indian	2%
6.	Other (Specify:)	4%
7.	Prefer not to state	1%

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