Equis Research

Eleven State Tracking Study
May 2020

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Methodology Overview

	Total Completes	SMS Completes	Live Completes	Margin of Error	Fielding Dates
AZ	603	120	483	± 4.0%	4/20 - 5/4
CO	608	129	479	±4.0%	4/20 - 5/4
FL	823	196	627	±3.4%	4/20 - 5/3
MI	400	204	196	±4.9%	4/20 - 4/28
NC	400	188	212	±4.9%	4/20 - 4/30
NM	614	181	433	± 4.0%	4/20 - 5/3
NV	500	68	432	±4.4%	4/20 - 5/5
PA	600	128	473	± 4.0%	4/20 - 5/4
TX	835	257	578	±3.4%	4/20 - 5/6
VA	401	129	273	±4.9%	4/20 - 5/5
WI	404	255	149	±4.9%	4/20 - 4/27

Sampling Methodology

- State-specific sample segments were drawn from universes of likely Latinx voters that were developed using the Hispanic probability score that underlies TargetSmart's modeled race voter file variable.

- Score thresholds were determined on a state-by-state basis using the Hispanic probability score to create universes that are equal in size to the U.S. Census estimates specific to the Latinx voting age population in each state.

- The universes were then narrowed to registered voters in each state and stratified cluster samples were randomly pulled from each universe.

Likely Latinx Universe Sizes

	VAP Census Estimate	VAP Universe Size	Probability Score Cut-off
AZ	1,114,543	1,138,786.0	30.0
CO	636,748	621,326.0	31.0
FL	2,976,237	2,291,762.0	48.0
MI	249,396	241,759.0	31.0
NC	319,293	321,570.0	45.0
NM	609,803	628,944.0	15.0
NV	386,808	379,994.0	57.0
PA	500,784	505,901.0	30.1
TX	5,419,353	5,424,880.0	54.0
VA	329,257	327,685.0	33.0
WI	181,025	176,562.0	30.1

Language of Survey Administration

	English Survey Respondents	Spanish Survey Respondents
AZ	82%	18%
CO	81%	19%
FL	78%	22%
MI	86%	14%
NC	84%	17%
NM	86%	14%
NV	78%	22%
PA	77%	23%
TX	81%	19%
VA	81%	19%
WI	87%	13%

Coronavirus

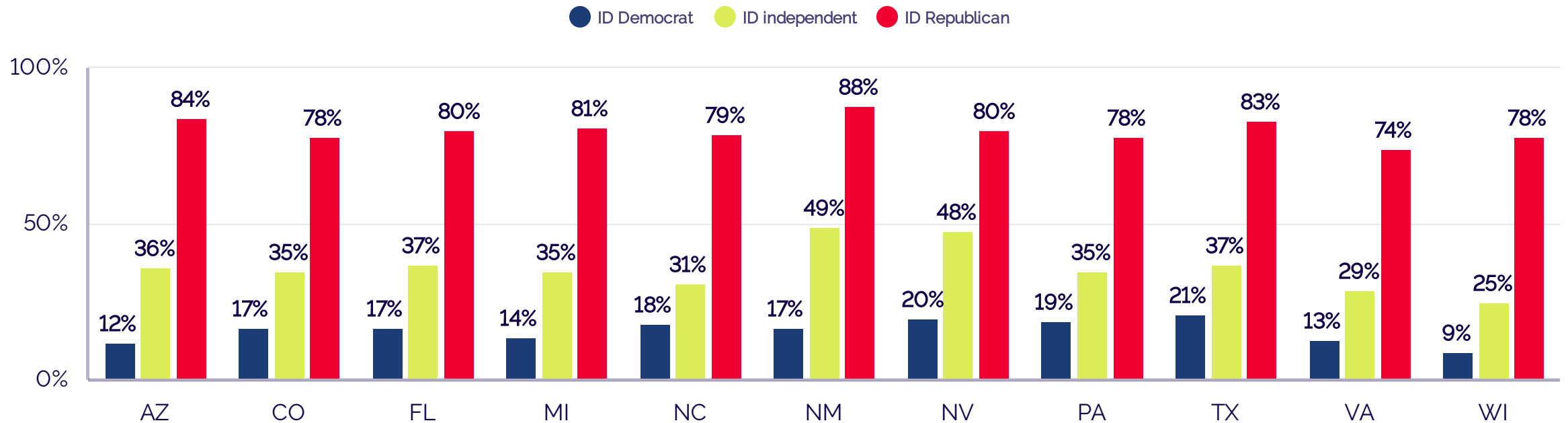# Net Disapproval on Trump's Handling of Coronavirus Across States; Florida Voters Slightly More Mixed

Trump Coronavirus Job Approval by State
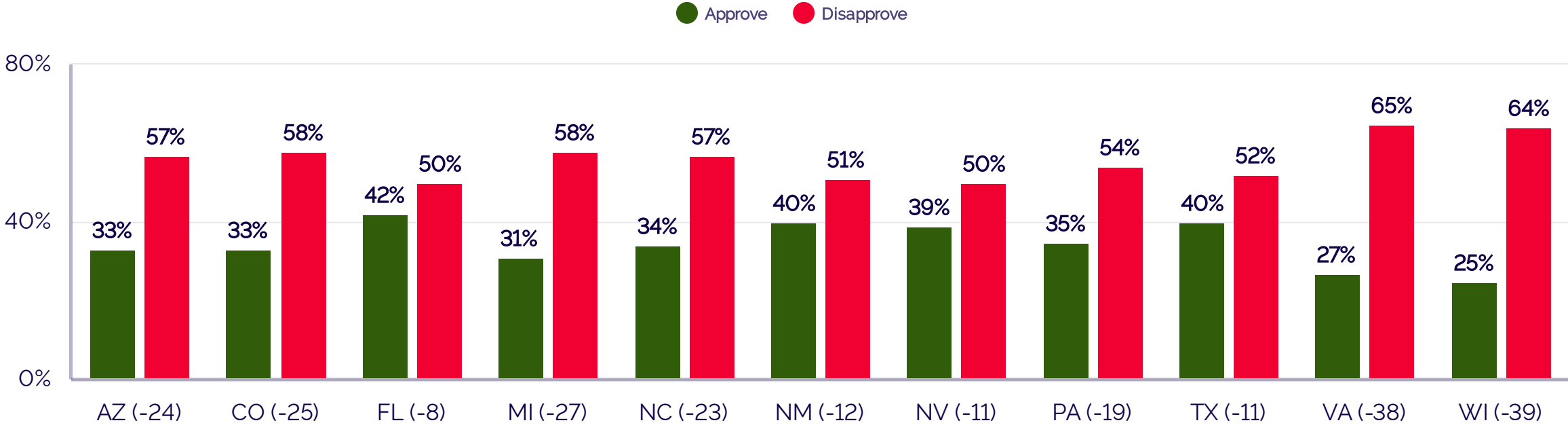
● Approve ● Disapprove

Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure?

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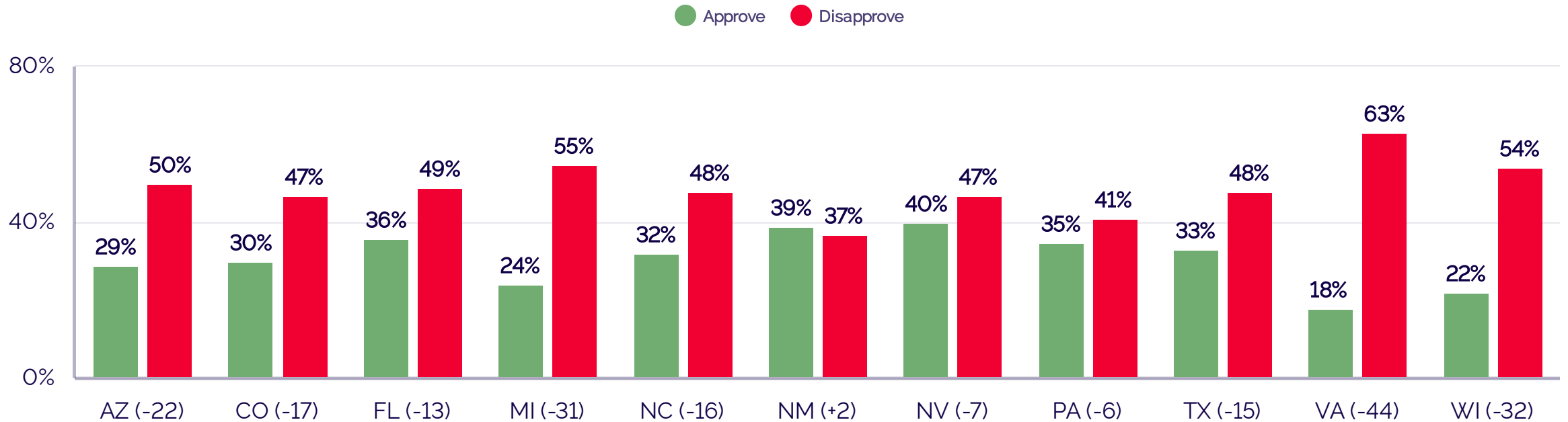# Trump's Approval Ratings on Coronavirus Highly Polarized Along Partisan Lines

% Approve of Trump's Handling of the Coronavirus by Self-Identified Party

● ID Democrat ● ID independent ● ID Republican

State	ID Democrat	ID independent	ID Republican
AZ	12%	36%	84%
CO	17%	35%	78%
FL	17%	37%	80%
MI	14%	35%	81%
NC	18%	31%	79%
NM	17%	49%	88%
NV	20%	48%	80%
PA	19%	35%	78%
TX	21%	37%	83%
VA	13%	29%	74%
WI	9%	25%	78%

Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure?

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Ambivalent Voters Mostly Disapprove of Trump's Handling of the Coronavirus; More Mixed in NM, NV, and PA

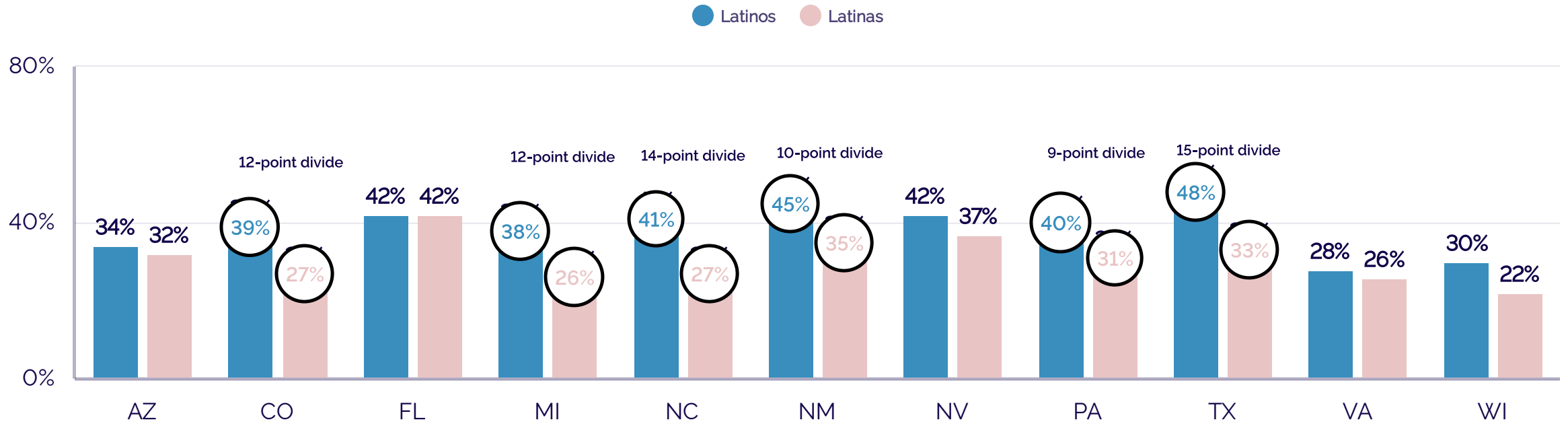## Trump's Handling of the Coronavirus Among Ambivalent Voters (undecided/not voting/third party supporters)

● Approve ● Disapprove

	AZ (–22)	CO (–17)	FL (–13)	MI (–31)	NC (–16)	NM (+2)	NV (–7)	PA (–6)	TX (–15)	VA (–44)	WI (–32)
Approve	29%	30%	36%	24%	32%	39%	40%	35%	33%	18%	22%
Disapprove	50%	47%	49%	55%	48%	37%	47%	41%	48%	63%	54%

Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure?

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Gender Divide Emerges on Trump's Coronavirus Job Approval in CO, MI, NC, NM, PA, and TX

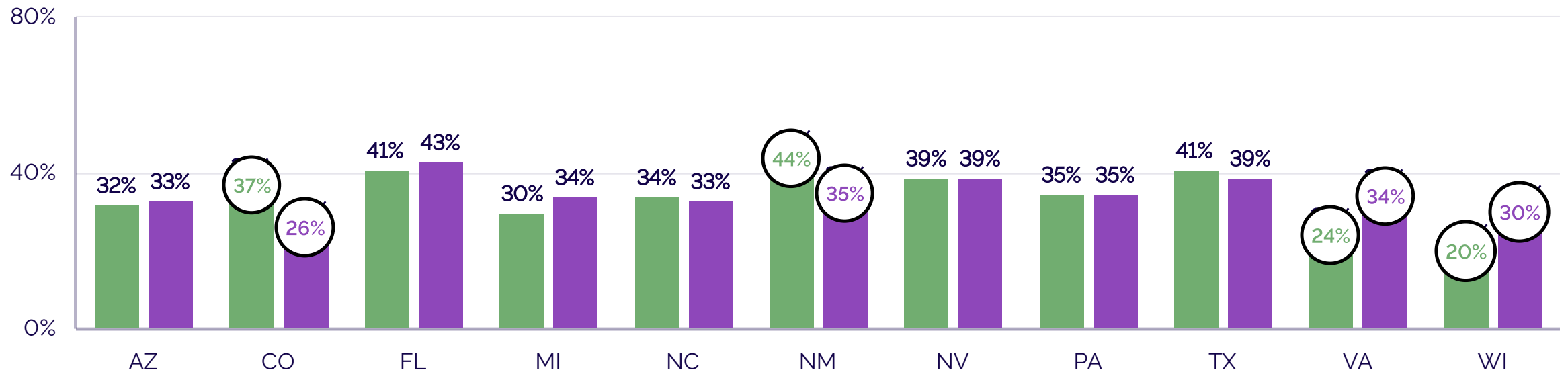## % Approve of Trump's Handling of the Coronavirus by Gender

● Latinos   ● Latinas

State	Latinos	Latinas	Divide
AZ	34%	32%	
CO	39%	27%	12-point divide
FL	42%	42%	
MI	38%	26%	12-point divide
NC	41%	27%	14-point divide
NM	45%	35%	10-point divide
NV	42%	37%	
PA	40%	31%	9-point divide
TX	48%	33%	15-point divide
VA	28%	26%	
WI	30%	22%	

Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure?

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Age Trend on Trump's Coronavirus Response Surfaces in CO, NM, VA and WI

% Approve of Trump's Handling of the Coronavirus by Age

● Under 50 years old   ● Over 50 years old

State	Under 50 years old	Over 50 years old
AZ	32%	33%
CO	37%	26%
FL	41%	43%
MI	30%	34%
NC	34%	33%
NM	44%	35%
NV	39%	39%
PA	35%	35%
TX	41%	39%
VA	24%	34%
WI	20%	30%

Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure?

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Solid Majorities of Latinx Voters Across States Approve of Local and State Government's Handling of the Coronavirus

Though as with Trump, in Florida opinion is more evenly divided

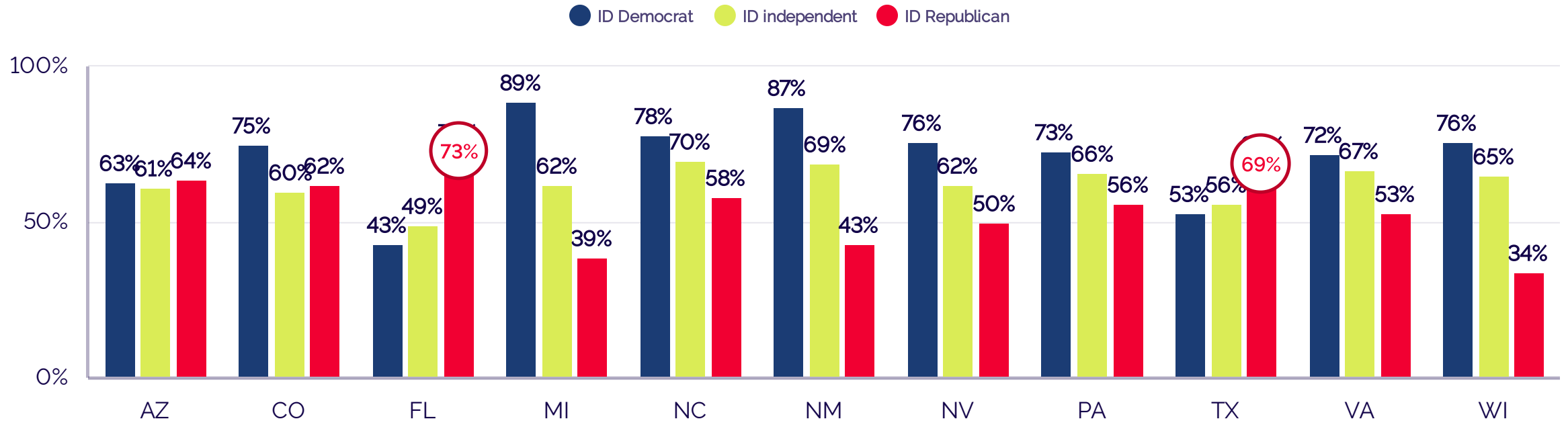**Local and State Government Coronavirus Job Approval by State**
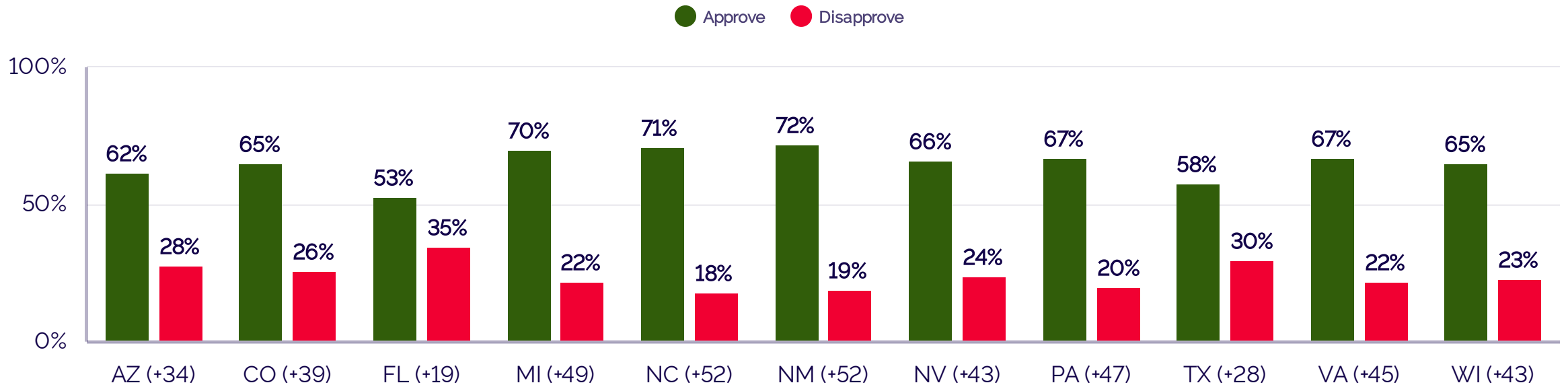
● Approve ● Disapprove

Q.15 Do you approve or disapprove of the job your state and local government is doing in handling the coronavirus, or are you unsure?

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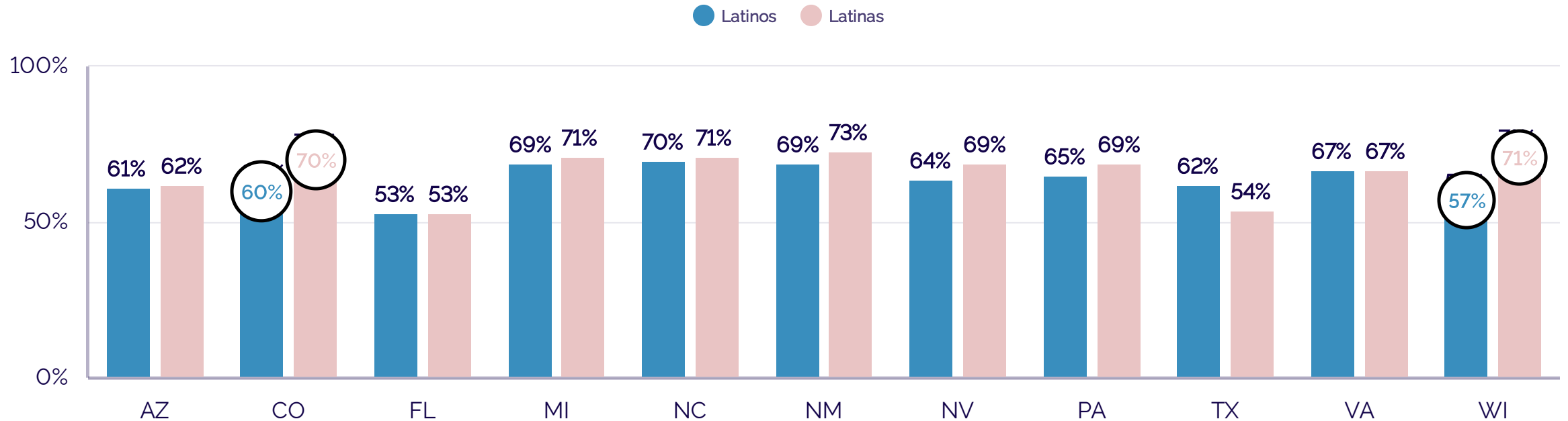# Republican Partisans in FL and TX More Likely to Approve of State Government than Democrats

% Approve of Local and State Government's Handling of the Coronavirus by Self-Identified Party

● ID Democrat   ● ID independent   ● ID Republican

State	ID Democrat	ID independent	ID Republican
AZ	63%	61%	64%
CO	75%	60%	62%
FL	43%	49%	73%
MI	89%	62%	39%
NC	78%	70%	58%
NM	87%	69%	43%
NV	76%	62%	50%
PA	73%	66%	56%
TX	53%	56%	69%
VA	72%	67%	53%
WI	76%	65%	34%

Q.15 Do you approve or disapprove of the job your state and local government is doing in handling the coronavirus, or are you unsure?

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Latinas in CO and WI More Likely to Approve of State Government Response than Latinos

% Approve of Local and State Government's Handling of the Coronavirus by Gender
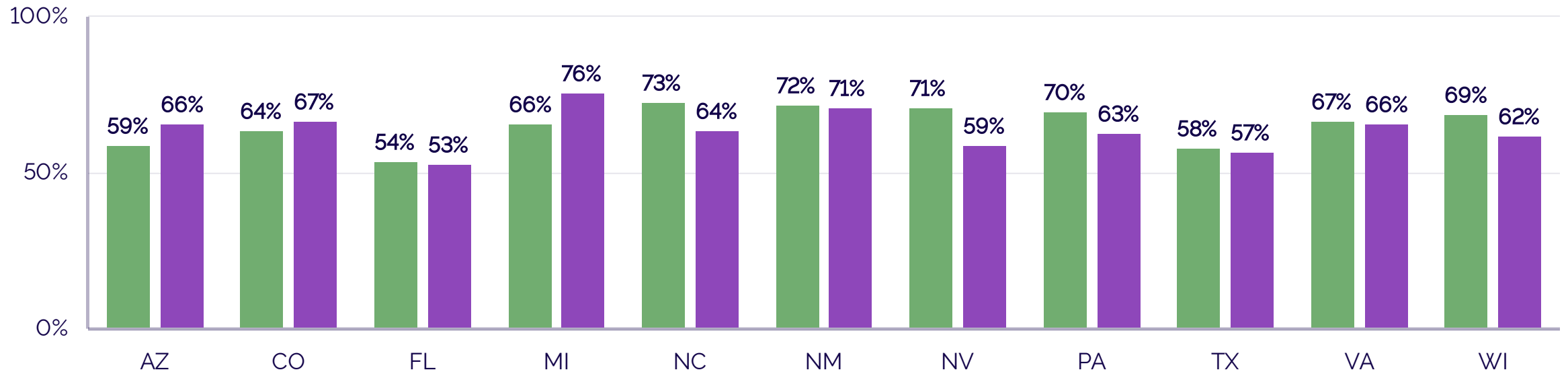
● Latinos   ● Latinas

	AZ	CO	FL	MI	NC	NM	NV	PA	TX	VA	WI
Latinos	61%	60%	53%	69%	70%	69%	64%	65%	62%	67%	57%
Latinas	62%	70%	53%	71%	71%	73%	69%	69%	54%	67%	71%

Q.15 Do you approve or disapprove of the job your state and local government is doing in handling the coronavirus, or are you unsure?

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Trump Underperforms State and Local Governments Across the Board; Smallest Underperformances in FL and TX
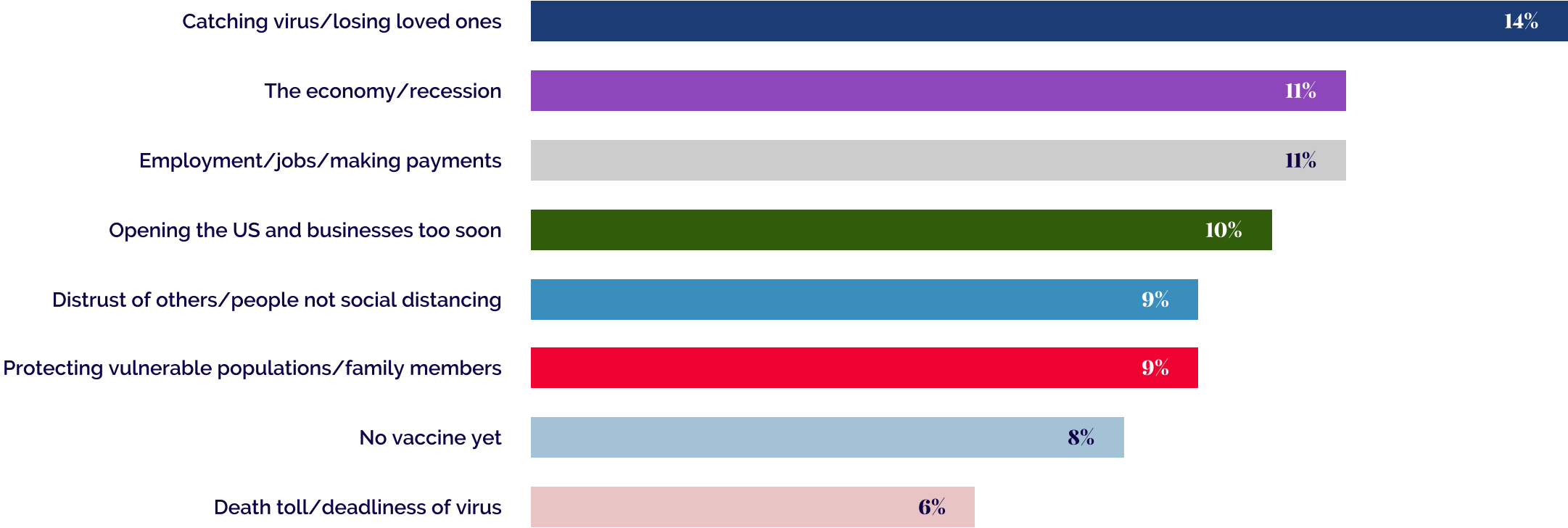
Net Difference: Trump versus Local and State Government Coronavirus Job Approval
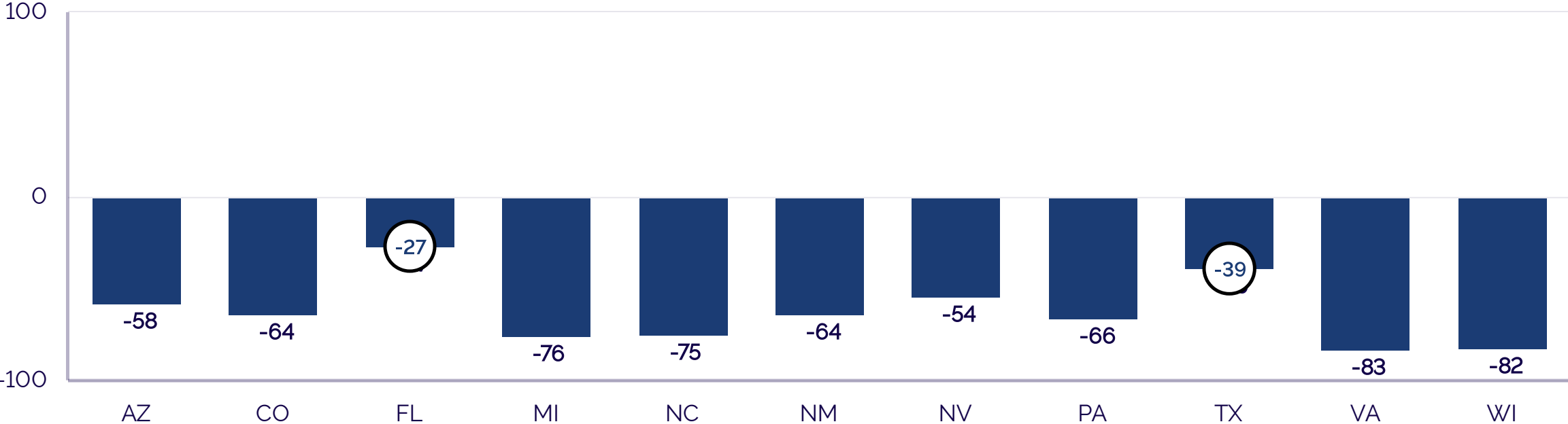
Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure? Q.15 Do you approve or disapprove of the job your state and local government is doing in handling the coronavirus, or are you unsure?

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Diffuse Concerns About Coronavirus Across States

Coronavirus Concerns - Combined Frequencies Across 11 States

Concern	Percentage
Catching virus/losing loved ones	14%
The economy/recession	11%
Employment/jobs/making payments	11%
Opening the US and businesses too soon	10%
Distrust of others/people not social distancing	9%
Protecting vulnerable populations/family members	9%
No vaccine yet	8%
Death toll/deadliness of virus	6%

Q.23 Finally, in a few words, please describe your biggest concern regarding the coronavirus outbreak.

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Mix of Economic and Health Concerns Pop in Word Cloud

Coronavirus Concerns - Combined Word Cloud Across 11 States

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Health Concerns Outnumber Economic Concerns in the Aggregate

Health Concerns - 69%

Catching virus - 14%

Opening businesses too soon - 10%

Distrust/people not distancing - 9%

Protecting vulnerable people - 9%

No vaccine - 8%

Death toll - 6%

Not enough testing - 5%

Second wave - 4%

Enough PPE - 3%

Health care/insurance - 1%

Economic Concerns - 24%

Economy/recession - 11%

Employment/jobs - 11%

Not opening economy soon enough - 2%

Management Concerns - 16%

Lack of federal support - 5%

Ineffective leadership/Trump in charge - 5%

Lack of national plan - 4%

Gov't restriction of civil liberties - 2%

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Top Concerns by State

Arizona

1. Catching virus - 16%

2. Economy/Recession - 13%

3. Protecting vulnerable - 10%

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Top Concerns by State

Colorado

1. Catching virus - 15%

2. Employment/jobs - 10%

3. Economy/recession - 10%
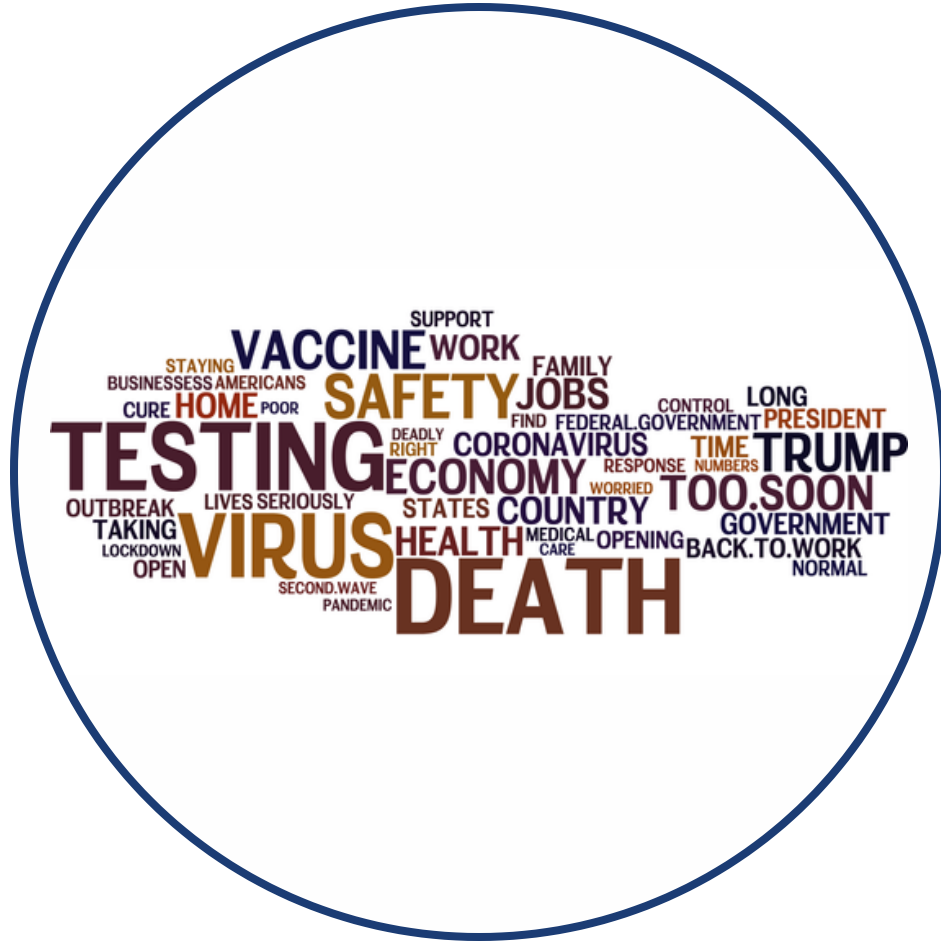
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Top Concerns by State

Florida

1. Catching virus - 14%

2. Employment/jobs - 12%

3. Economy/recession - 12%

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Top Concerns by State

Michigan

1. Catching virus - 14%

2. Death toll - 12%

3. Employment/jobs - 12%

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Top Concerns by State

North Carolina

1. Catching virus - 18%

2. Employment/jobs - 15%

3. Economy/recession - 13%

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Top Concerns by State

New Mexico

1. Catching virus - 17%

2. Economy/recession - 12%

3. Distrust of others/social distancing - 11%

3. Protecting vulnerable populations - 11%

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Top Concerns by State

Nevada

1. Catching virus - 15%

2. Employment/jobs - 14%

3. Economy/recession - 14%

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Top Concerns by State

Pennsylvania

1. Catching virus - 13%

2. Employment/jobs - 11%

3. Opening US and businesses too soon - 10%

3. The economy/recession - 10%

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Top Concerns by State

Texas

1. Opening US and businesses too soon - 13%

2. Catching virus - 12%

3. Employment/jobs - 11%

3. No vaccine yet - 11%

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Top Concerns by State

Virginia

1. Employment/jobs - 14%

2. Catching virus - 12%

3. Distrust of others/social distancing - 12%

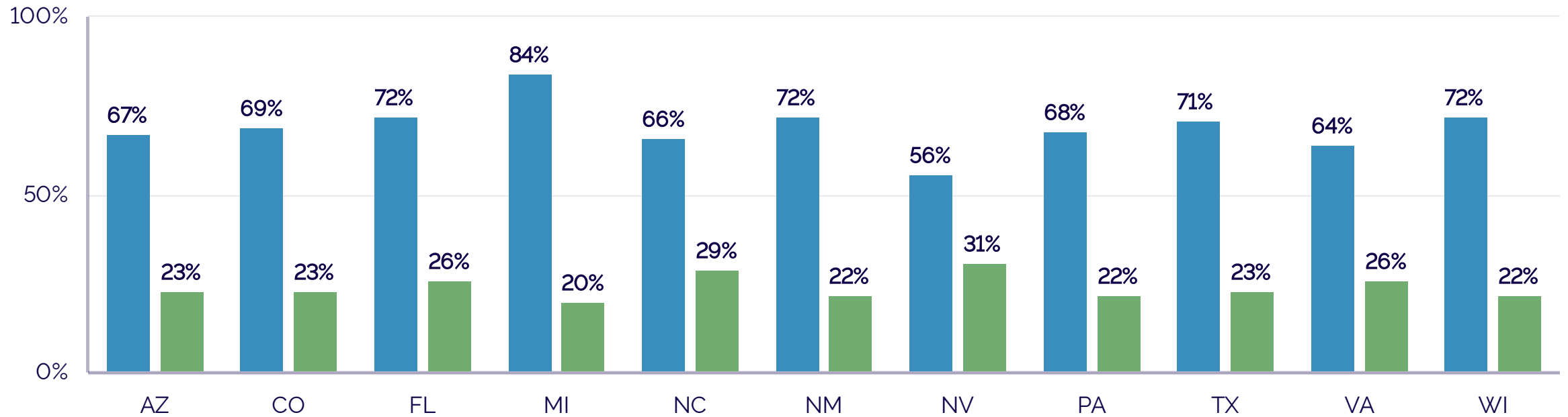targetsmart

Top Concerns by State

Wisconsin

1. Catching virus - 12%

1. **Lack of federal support - 12%**

1. The economy/recession - 12%

1. Distrust of others/social distancing - 12%

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Health Concerns Outpace Economic Concerns in the Aggregate Across All States
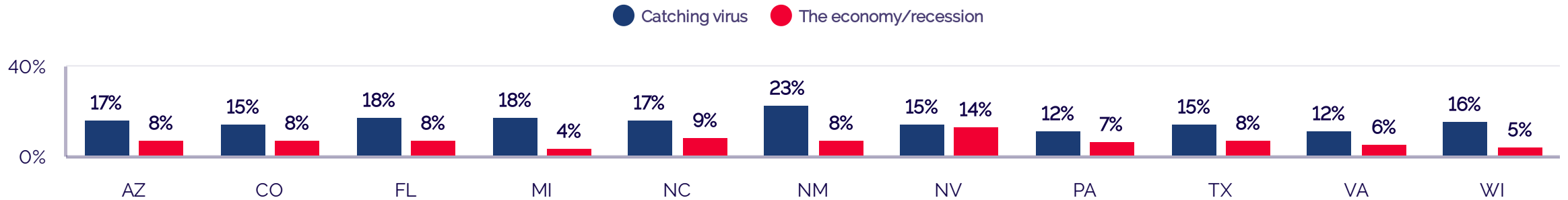
Divide sharpest in Michigan, narrowest in Nevada

Aggregate Health and Economic Concerns by State

● Aggregate health concerns   ● Aggregate economic concerns

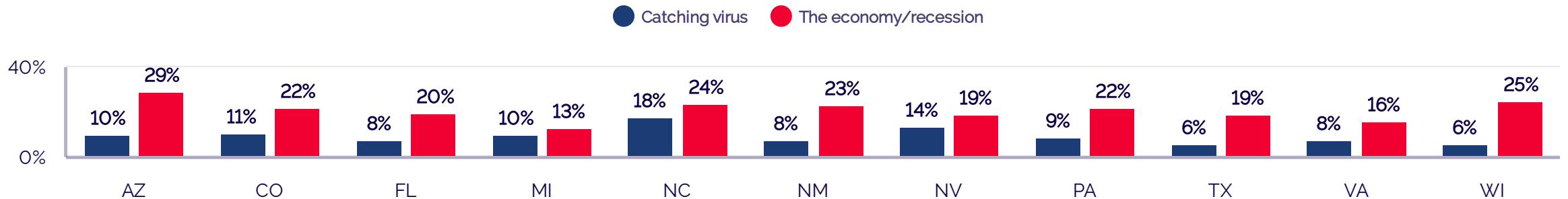| State	Aggregate health concerns	Aggregate economic concerns
AZ	67%	23%
CO	69%	23%
FL	72%	26%
MI	84%	20%
NC	66%	29%
NM	72%	22%
NV	56%	31%
PA	68%	22%
TX	71%	23%
VA	64%	26%
WI	72%	22%

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Biden Supporters More Concerned About Catching Coronavirus, Trump Supporters More Concerned About the Economy

Concern About Catching Coronavirus vs. Concern About the Economy - **Among Biden Supporters**
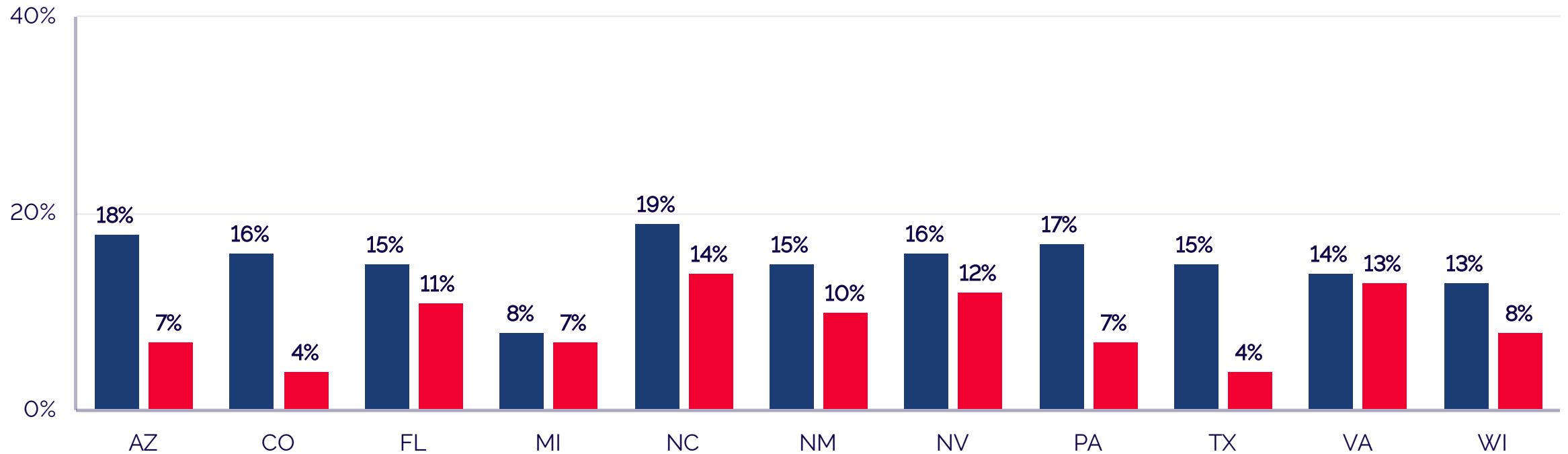
● Catching virus   ● The economy/recession

	AZ	CO	FL	MI	NC	NM	NV	PA	TX	VA	WI
Catching virus	17%	15%	18%	18%	17%	23%	15%	12%	15%	12%	16%
The economy/recession	8%	8%	8%	4%	9%	8%	14%	7%	8%	6%	5%

Concern About Catching Coronavirus vs. Concern About the Economy - **Among Trump Supporters**

● Catching virus   ● The economy/recession

	AZ	CO	FL	MI	NC	NM	NV	PA	TX	VA	WI
Catching virus	10%	11%	8%	10%	18%	8%	14%	9%	6%	8%	6%
The economy/recession	29%	22%	20%	13%	24%	23%	19%	22%	19%	16%	25%

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Ambivalent Voters More Concerned About Catching Coronavirus in Most States; Mixed Responses in MI
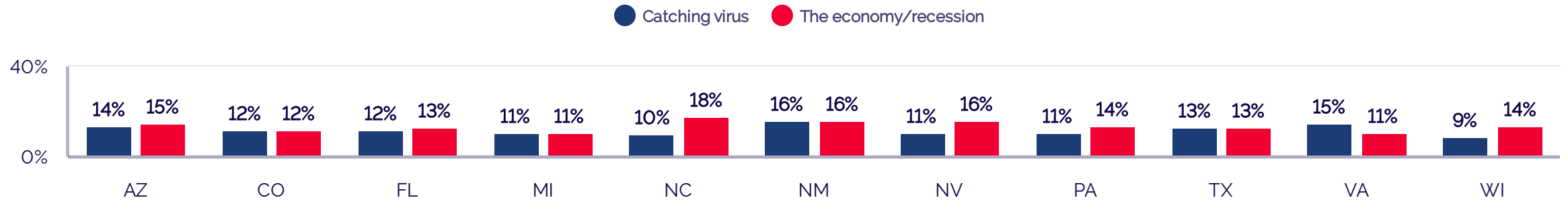
Concern About Catching Coronavirus vs. Concern About the Economy - **Among Ambivalent Voters (Undecided/Not Voting/Third Party Supporters)**
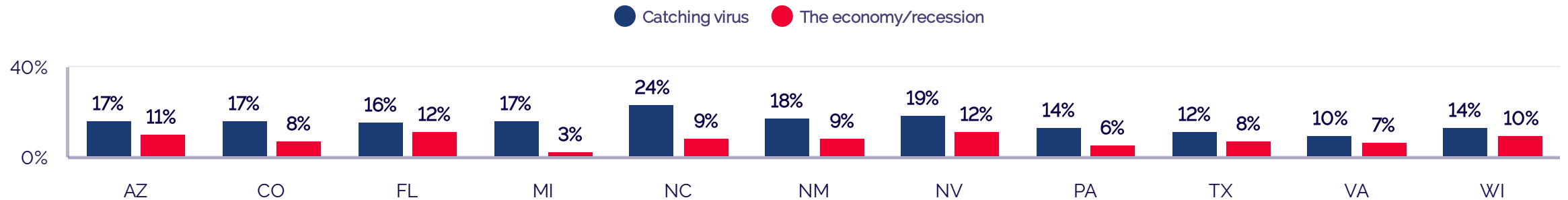
● Catching virus   ● The economy/recession

State	Catching virus	The economy/recession
AZ	18%	7%
CO	16%	4%
FL	15%	11%
MI	8%	7%
NC	19%	14%
NM	15%	10%
NV	16%	12%
PA	17%	7%
TX	15%	4%
VA	14%	13%
WI	13%	8%

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Latinas Express More Concern About Catching Coronavirus; Latinos Near Equally Concerned About Catching Coronavirus and the Economy

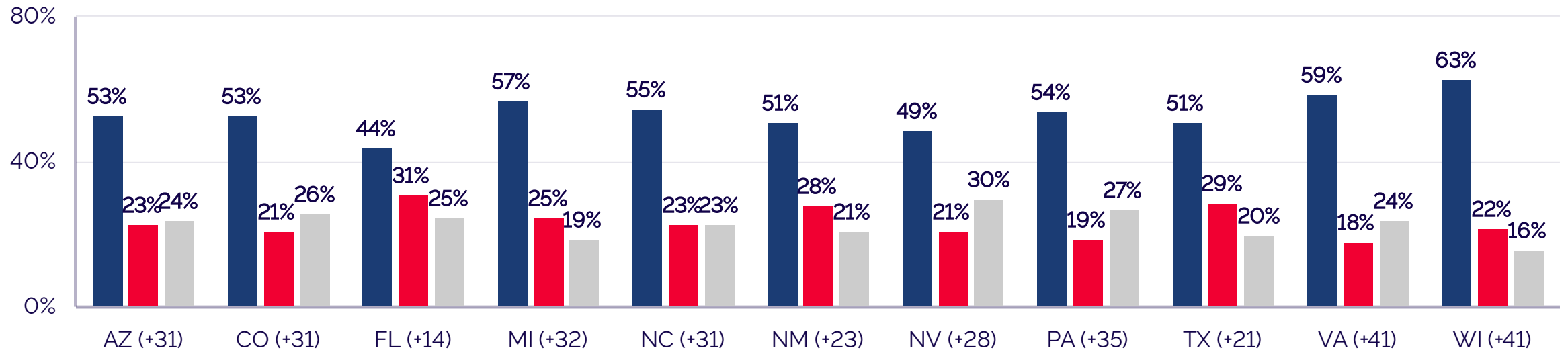## Concern About Catching Coronavirus vs. Concern About the Economy - **Among Latinos**

● Catching virus   ● The economy/recession

	AZ	CO	FL	MI	NC	NM	NV	PA	TX	VA	WI
Catching virus	14%	12%	12%	11%	10%	16%	11%	11%	13%	15%	9%
The economy/recession	15%	12%	13%	11%	18%	16%	16%	14%	13%	11%	14%

Concern About Catching Coronavirus vs. Concern About the Economy - **Among Latinas**

● Catching virus   ● The economy/recession

	AZ	CO	FL	MI	NC	NM	NV	PA	TX	VA	WI
Catching virus	17%	17%	16%	17%	24%	18%	19%	14%	12%	10%	14%
The economy/recession	11%	8%	12%	3%	9%	9%	12%	6%	8%	7%	10%

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Presidential Race

Biden Support Relatively Soft Across the Board; Solid Blocs of Third Party, Soft Support, and Undecided Voters Across States

Presidential Head-to-Head by State

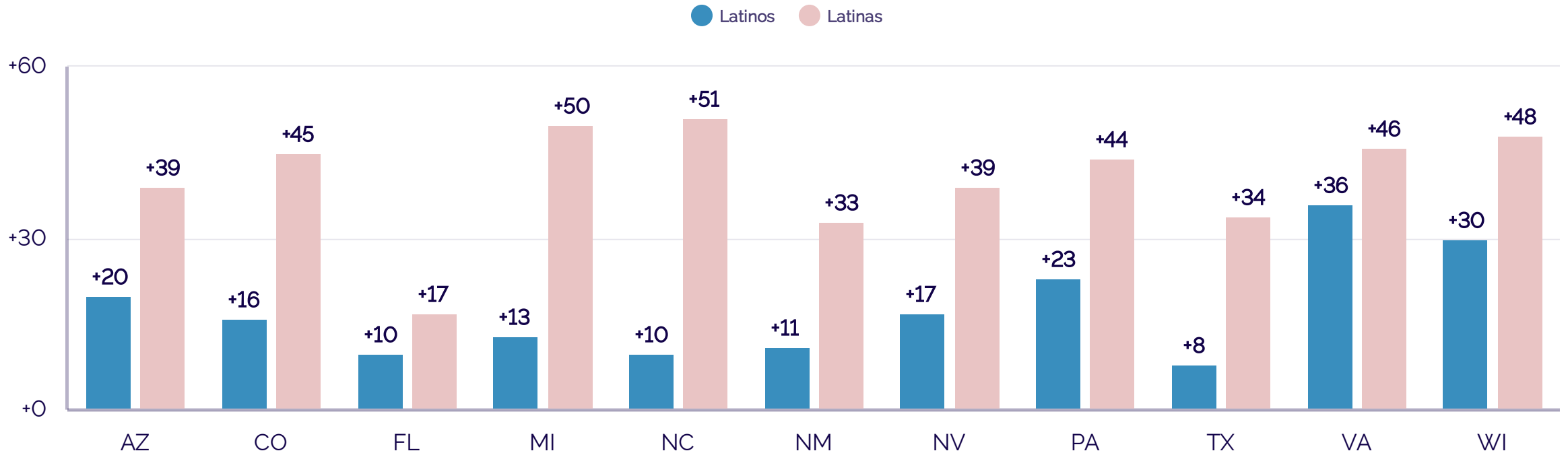● Total Biden ● Total Trump ● Third party/not vote/undecided

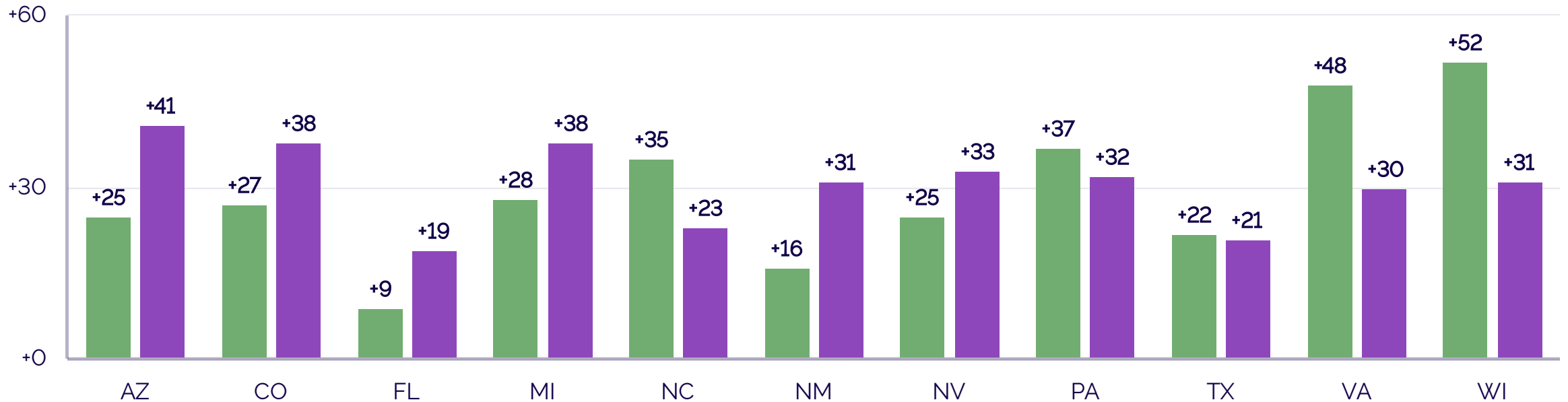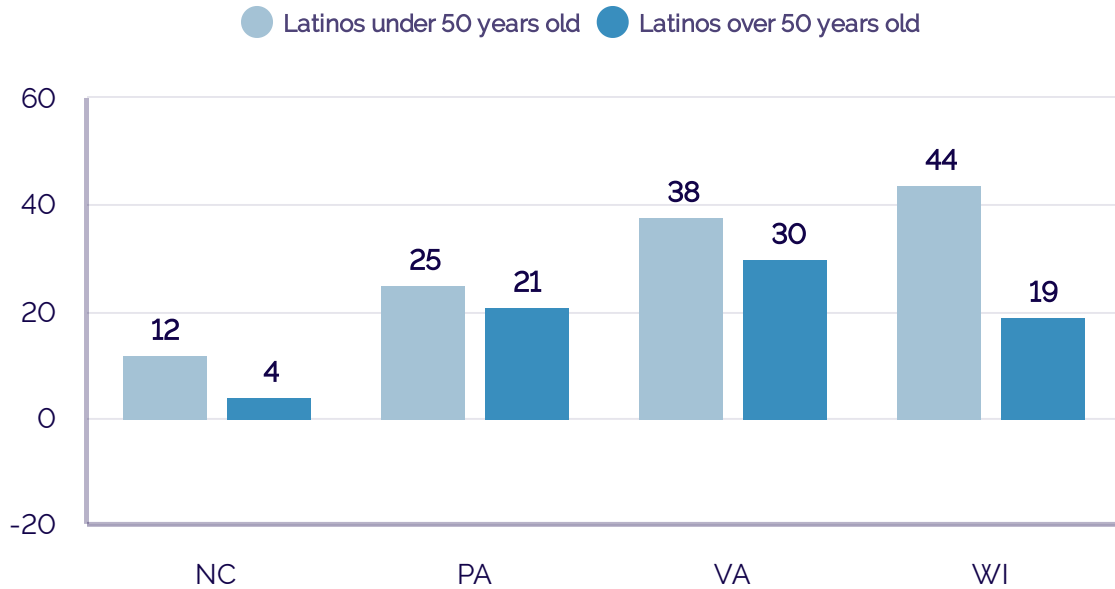| State	Total Biden	Total Trump	Third party/not vote/undecided
AZ (+31)	53%	23%	24%
CO (+31)	53%	21%	26%
FL (+14)	44%	31%	25%
MI (+32)	57%	25%	19%
NC (+31)	55%	23%	23%
NM (+23)	51%	28%	21%
NV (+28)	49%	21%	30%
PA (+35)	54%	19%	27%
TX (+21)	51%	29%	20%
VA (+41)	59%	18%	24%
WI (+41)	63%	22%	16%

Q.4 Thinking about the election for president in November, if the election was held today and Joe Biden were the Democratic nominee, for whom would you vote: Democrat Joe Biden, Republican Donald Trump, an independent or third-party candidate, or would you not vote? Q.5 (IF JOE BIDEN OR DONALD TRUMP IN Q.4) Would you definitely or probably vote for (JOE BIDEN/DONALD TRUMP)?

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No Surprise, Latinas Remain Core Mobilization Targets

Biden-Trump Margin by Gender

● Latinos   ● Latinas

	AZ	CO	FL	MI	NC	NM	NV	PA	TX	VA	WI
Latinos	+20	+16	+10	+13	+10	+11	+17	+23	+8	+36	+30
Latinas	+39	+45	+17	+50	+51	+33	+39	+44	+34	+46	+48

Q.4 Thinking about the election for president in November, if the election was held today and Joe Biden were the Democratic nominee, for whom would you vote: Democrat Joe Biden, Republican Donald Trump, an independent or third-party candidate, or would you not vote? Q.5 (IF JOE BIDEN OR DONALD TRUMP IN Q.4) Would you definitely or probably vote for (JOE BIDEN/DONALD TRUMP)?
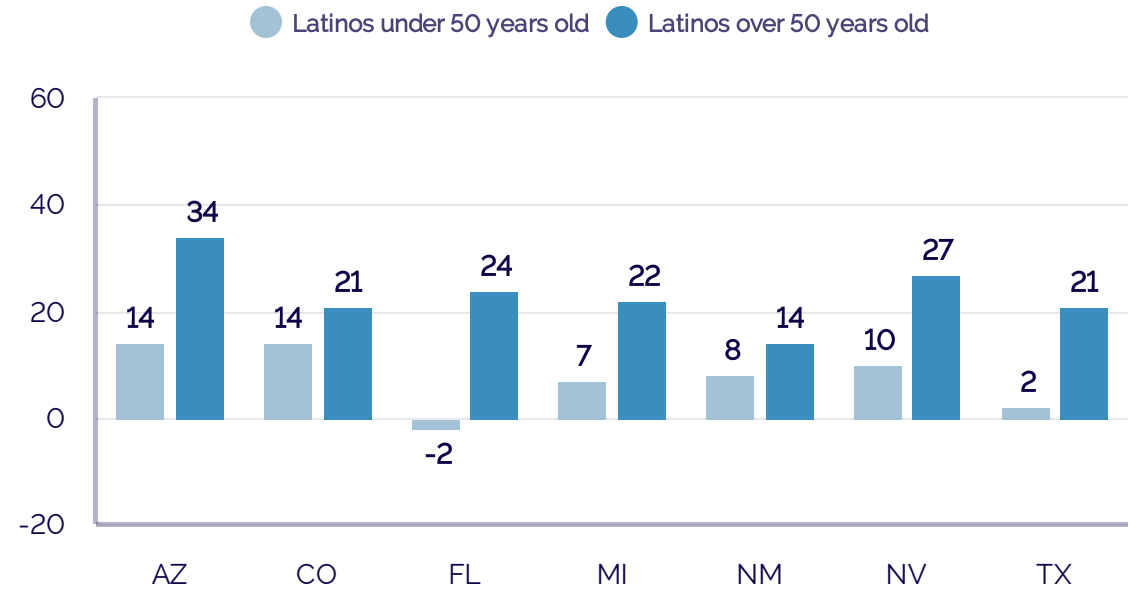
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Age Trend Varies Significantly by State

Biden-Trump Margin by Age

● Under 50 years old   ● Over 50 years old

State	Under 50	Over 50
AZ	+25	+41
CO	+27	+38
FL	+9	+19
MI	+28	+38
NC	+35	+23
NM	+16	+31
NV	+25	+33
PA	+37	+32
TX	+22	+21
VA	+48	+30
WI	+52	+31

Q.4 Thinking about the election for president in November, if the election was held today and Joe Biden were the Democratic nominee, for whom would you vote: Democrat Joe Biden, Republican Donald Trump, an independent or third-party candidate, or would you not vote? Q.5 (IF JOE BIDEN OR DONALD TRUMP IN Q.4) Would you definitely or probably vote for (JOE BIDEN/DONALD TRUMP)?

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With Exceptions of PA, VA, and WI, Biden Struggles to Push Margin Among Younger Latinos

Biden-Trump Margin by Gender/Age - Latinos only

States Where Younger Latino Support Outpaces Older Latino Support

● Latinos under 50 years old   ● Latinos over 50 years old

State	Under 50	Over 50
NC	12	4
PA	25	21
VA	38	30
WI	44	19

States Where Older Latino Support Outpaces Younger Latino Support

● Latinos under 50 years old   ● Latinos over 50 years old

State	Under 50	Over 50
AZ	14	34
CO	14	21
FL	-2	24
MI	7	22
NM	8	14
NV	10	27
TX	2	21

Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure?

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Outside of Inner Mountain West, Biden Support Strongest Among Younger Latinas

Biden-Trump Margin by Latina/Age

### States Where Younger Latina Support Outpaces Older Latina Support

● Latinas under 50 years old ● Latinas over 50 years old

State	Latinas under 50	Latinas over 50
FL	+21	+12
MI	+51	+48
NC	+55	+43
PA	+48	+39
TX	+45	+20
VA	+58	+30
WI	+58	+39
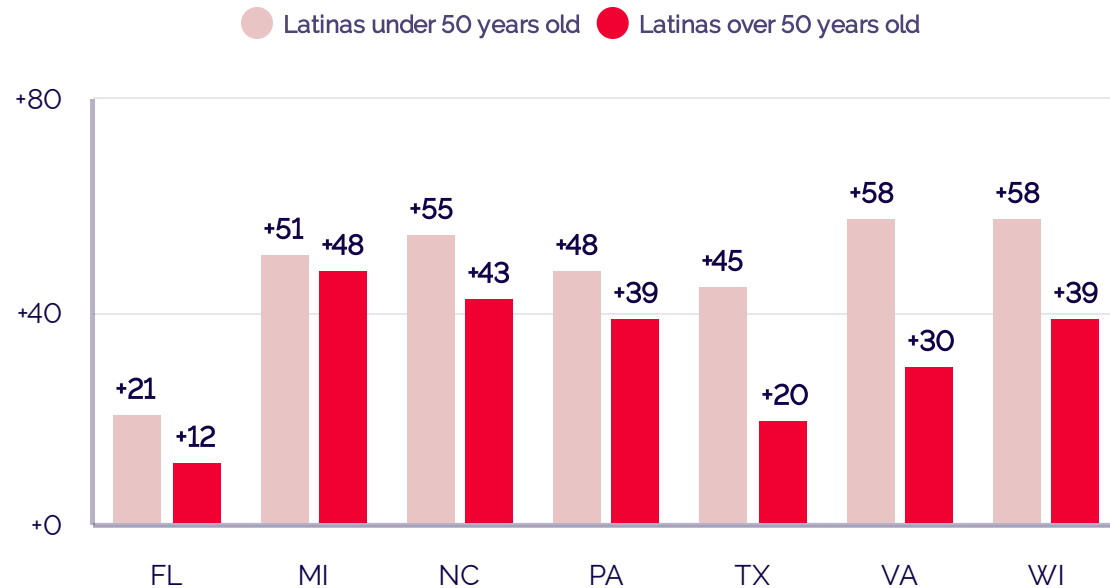
States Where Older Latina Support Outpaces Younger Latina Support
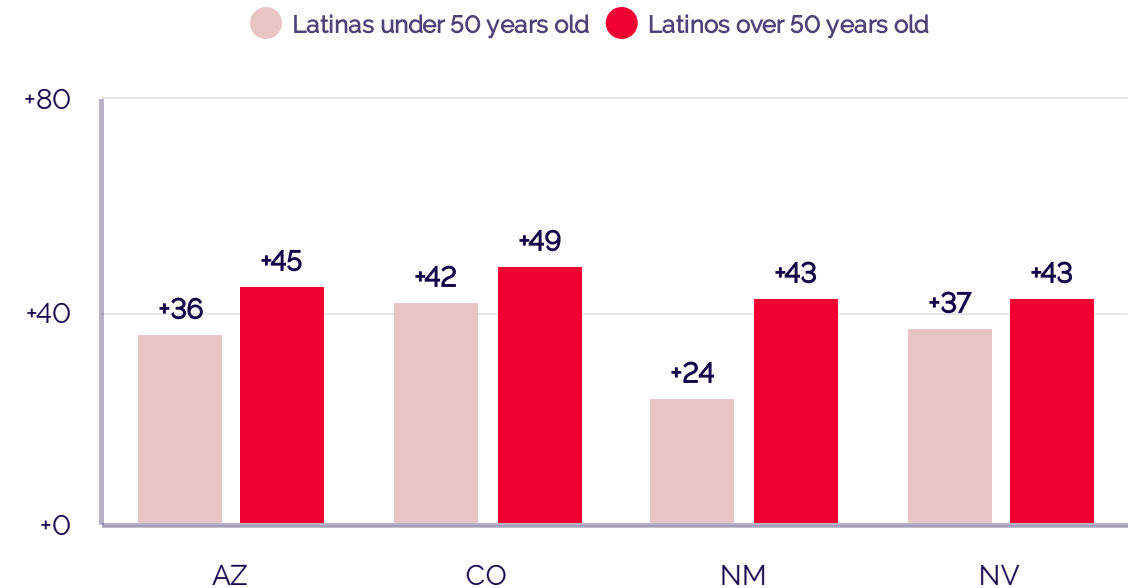
● Latinas under 50 years old ● Latinos over 50 years old

State	Latinas under 50	Latinos over 50
AZ	+36	+45
CO	+42	+49
NM	+24	+43
NV	+37	+43

Q.14 Do you approve or disapprove of the job President Donald Trump is doing in handling the coronavirus, or are you unsure?

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High Levels of Ambivalence Across States, Particularly in NV and PA

Frequency of "Ambivalent" Voters by State

State	Percentage
NV	50%
PA	47%
CO	42%
NC	42%
VA	42%
AZ	40%
FL	40%
MI	37%
TX	37%
NM	35%
WI	28%
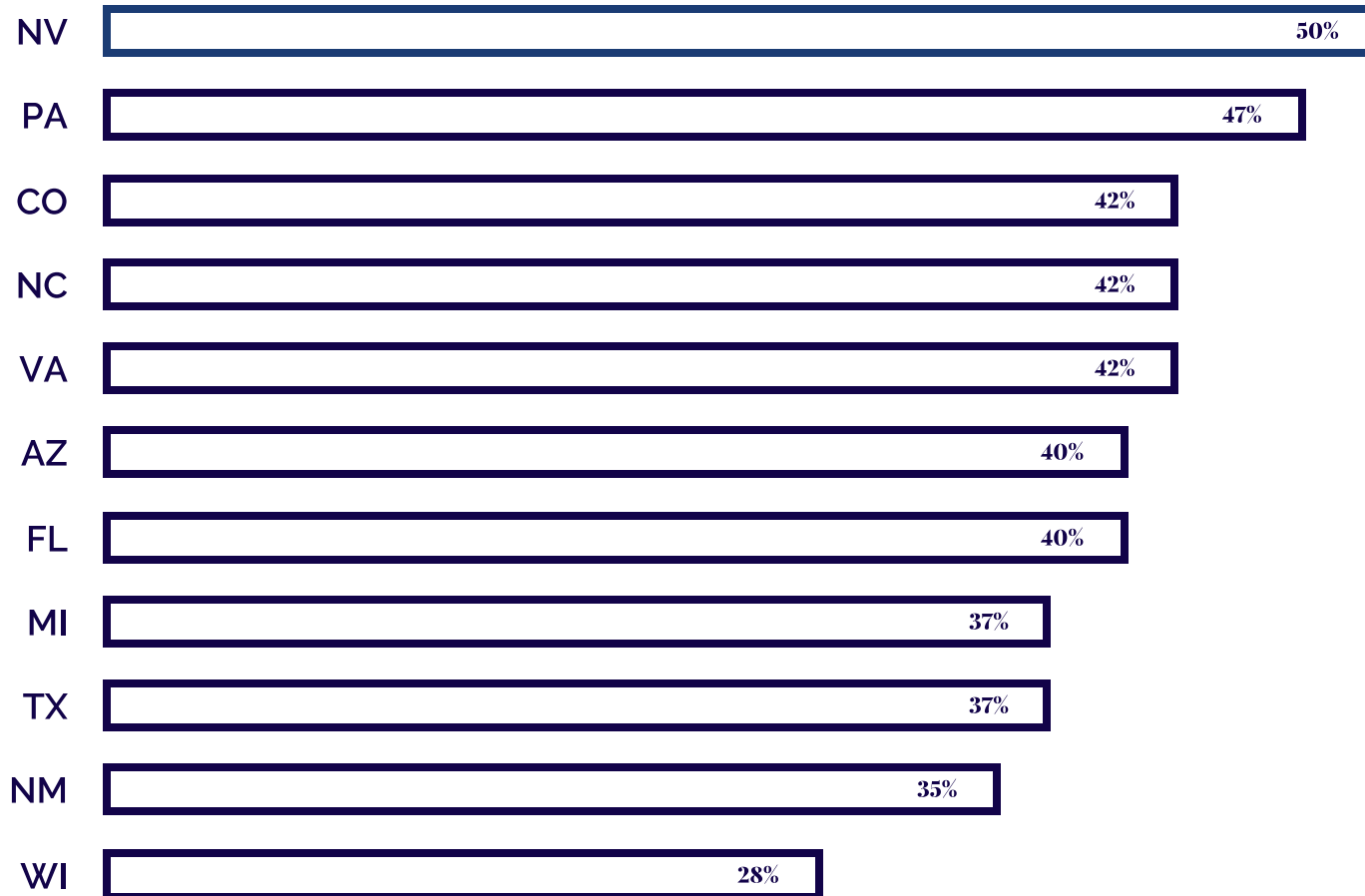
"Ambivalent" voters are defined as respondents who are "probably Biden" supporters, "probably Trump" supporters, voting for a third-party candidate or an independent, planning on not voting, or currently undecided.

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Likely Ambivalent Audience: Independents

Percent of Self-Identified Independents Who Are Ambivalent on the Presidential Ballot by State

State	NV	AZ	NC	NM	PA	VA	CO	MI	TX	FL	WI
%	61%	55%	54%	54%	53%	53%	49%	49%	48%	47%	43%

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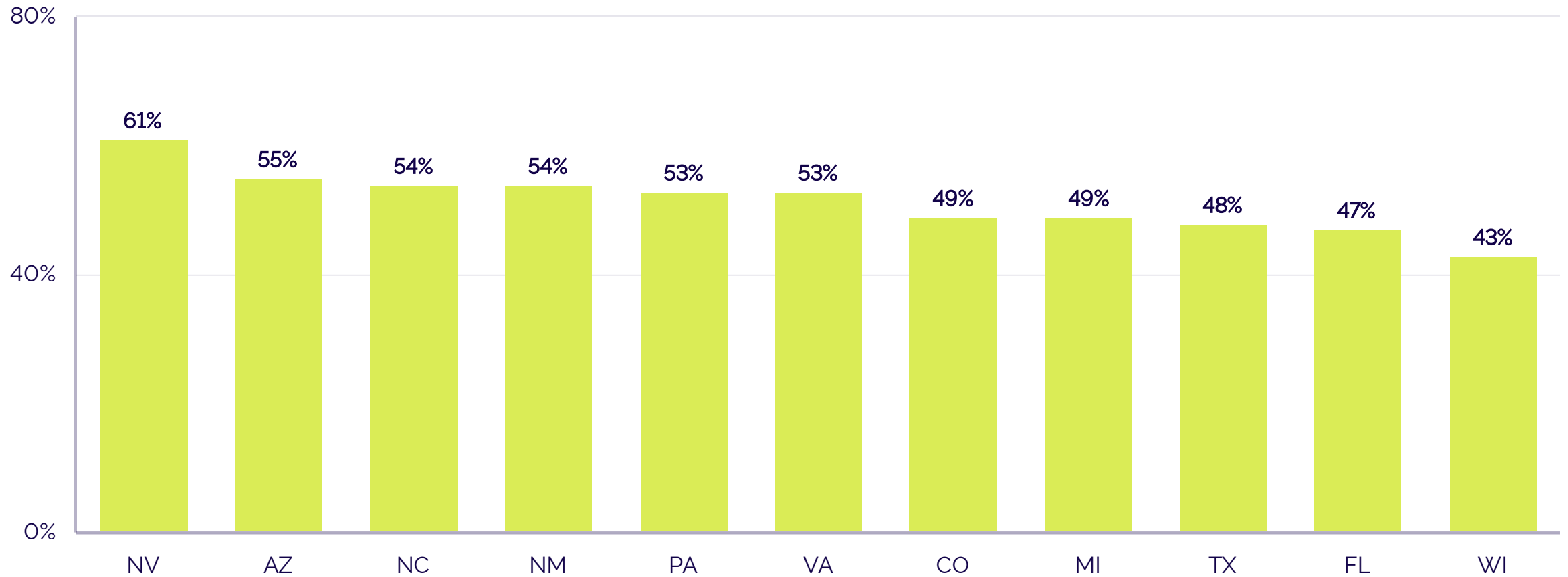
Likely Ambivalent Audience: Voters Without 2014, 2016, or 2018 Vote History

Percent Voters Without '14/'16/'18 Vote History Who Are Ambivalent on the Presidential Ballot by State

State	Percent
PA	66%
NV	60%
CO	60%
MI	55%
NC	51%
VA	51%
FL	51%
AZ	48%
TX	47%
NM	45%
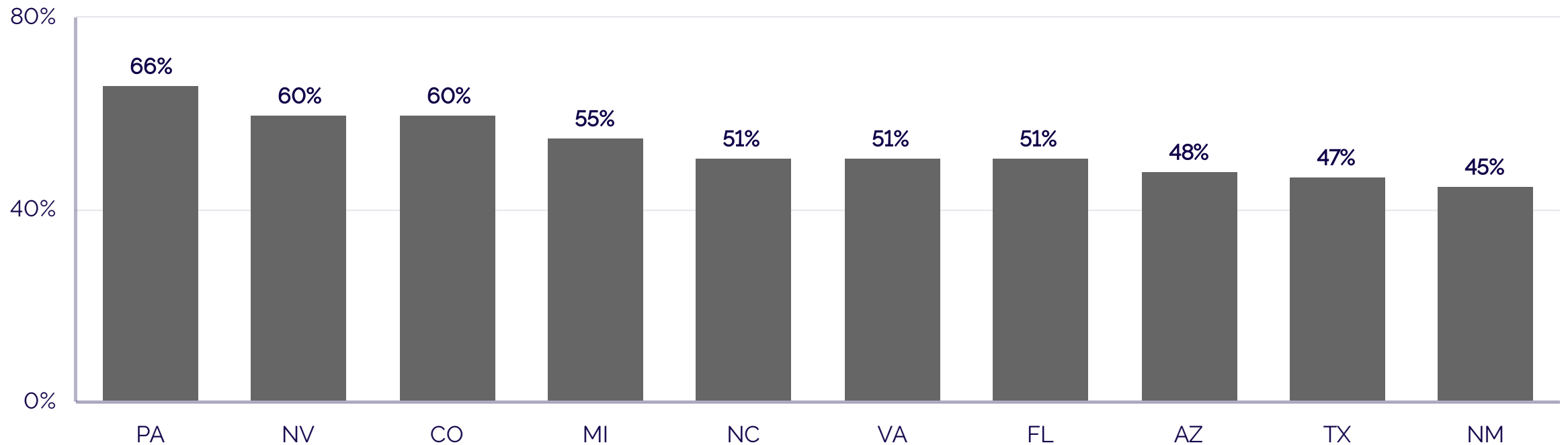
*Note, Wisconsin did not have a large enough sample size to report on

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Likely Ambivalent Audience: Ages 18-34

Percent of Voters Ages 18-34 Who Are Ambivalent on the Presidential Ballot by State

State	Percent
NV	63%
PA	57%
NC	57%
AZ	56%
VA	55%
CO	54%
FL	53%
TX	53%
MI	52%
NM	47%
WI	42%

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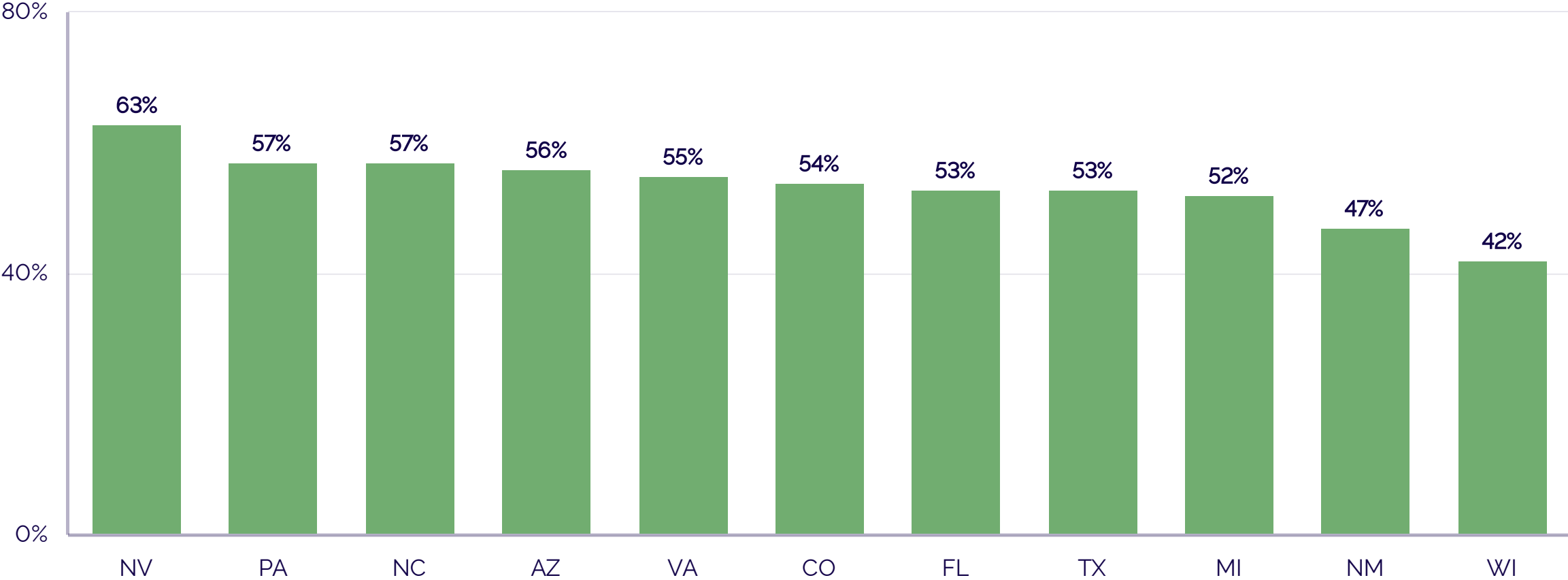
Likely Ambivalent Audience: Younger Latinos

Percent of Latinos Under 50 Who Are Ambivalent on the Presidential Ballot by State

State	Percent
NV	60%
NC	52%
AZ	49%
VA	49%
CO	48%
PA	45%
TX	43%
FL	42%
MI	41%
NM	41%
WI	40%

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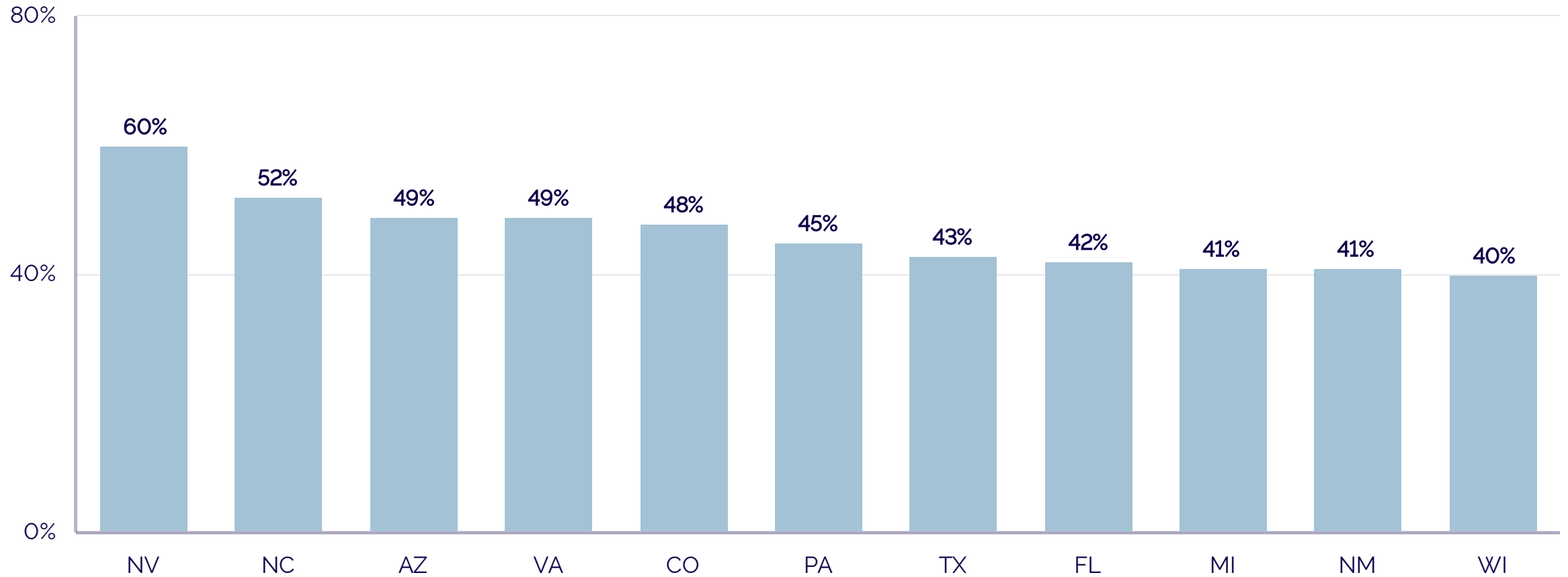
Likely Ambivalent Audience: Non-College Latinas

Percent of Less Educated Latinas Who Are Ambivalent on the Presidential Ballot by State

State	Percent
NV	56%
PA	55%
FL	48%
AZ	47%
CO	47%
VA	47%
NC	46%
MI	42%
TX	39%
NM	36%
WI	27%

targetsmart
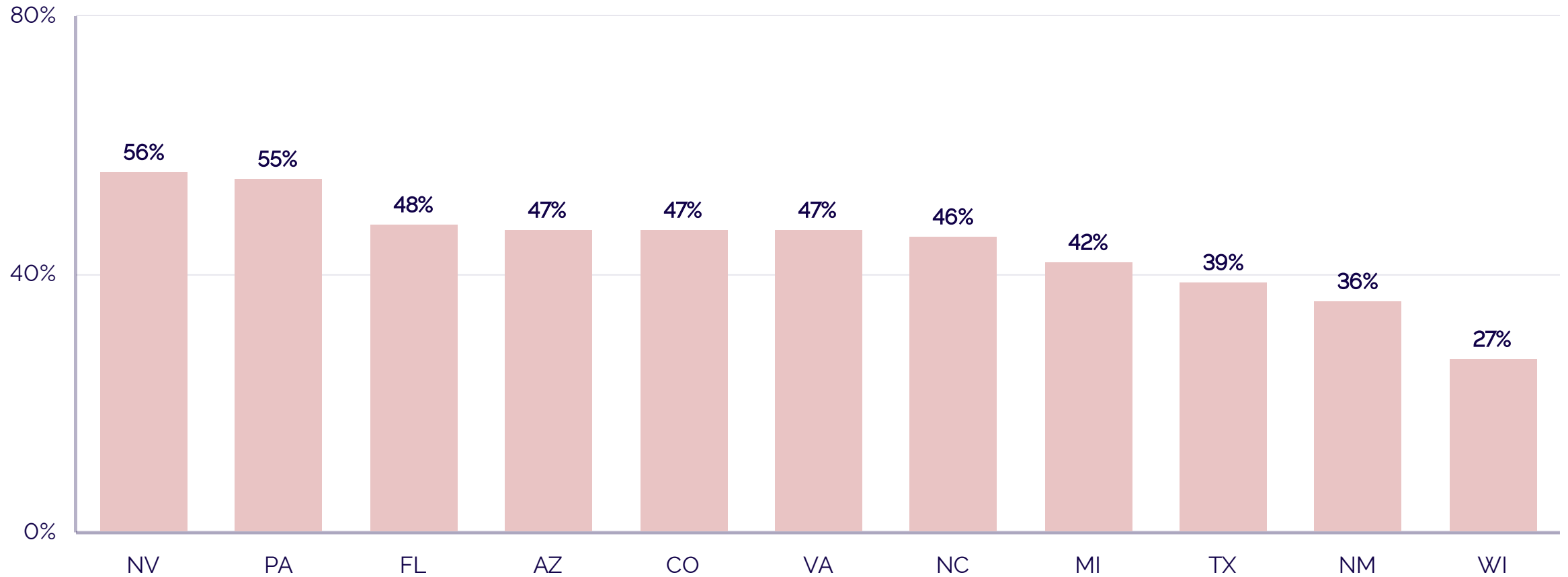
Open End Analysis

Anti-Trump Sentiments Dominate Why Latinx Voters Support Biden in Open End

Why Joe Biden - Combined Frequencies Across 11 States
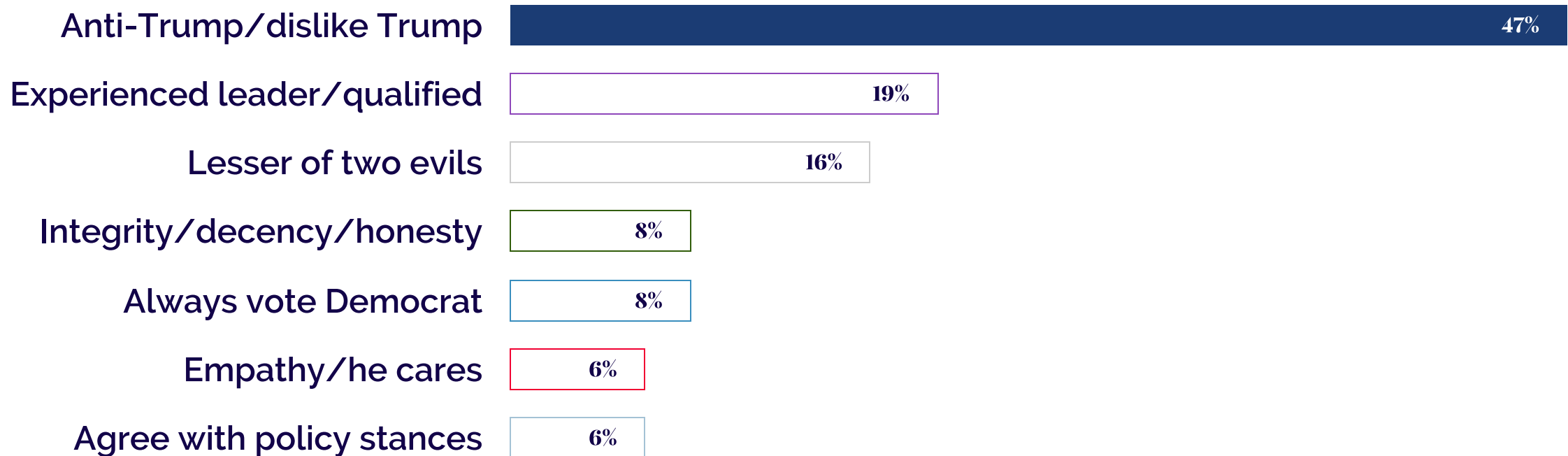
Category	Percentage
Anti-Trump/dislike Trump	47%
Experienced leader/qualified	19%
Lesser of two evils	16%
Integrity/decency/honesty	8%
Always vote Democrat	8%
Empathy/he cares	6%
Agree with policy stances	6%

Q.19 (IF JOE BIDEN IN Q.4) In a few words, please describe why you would support Democrat Joe Biden over Republican Donald Trump in the election for president this November.

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Why Joe Biden Word Cloud With Trump Mentions

Why Joe Biden Word Cloud Without Trump Mentions

39

Top Reasons to Support Biden by State

Arizona

1. Anti-Trump/Trump negative - 44%

2. Experienced/qualified - 19%

3. Lesser of two evils - 18%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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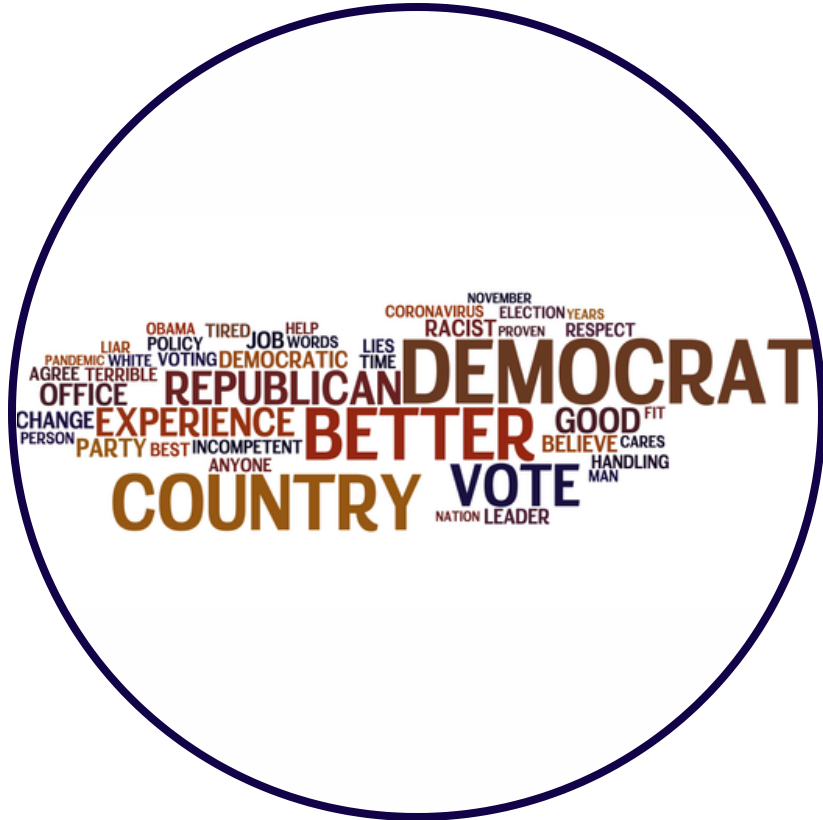
Top Reasons to Support Biden by State

Colorado

1. Anti-Trump/Trump negative - 48%

2. Experienced leader/qualified - 16%

3. Lesser of two evils - 15%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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Top Reasons to Support Biden by State

Florida

1. Anti-Trump/Trump negative - 44%

2. Experienced leader/qualified - 22%

3. Lesser of two evils - 12%

Note: Word clouds show responses with mentions of "Donald Trump" removed.
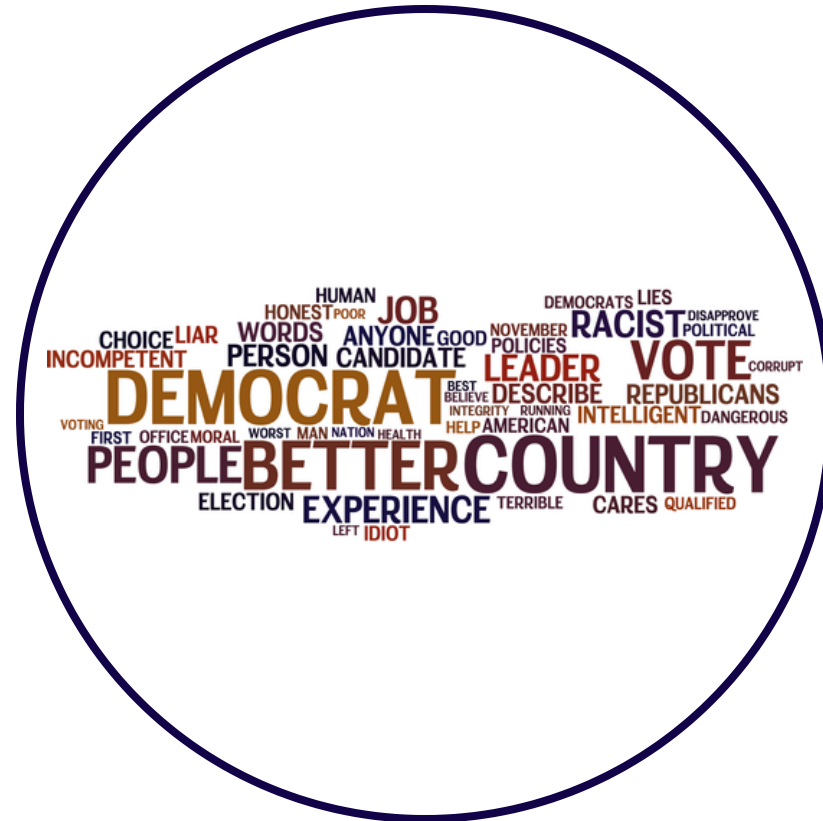
targetsmart

Top Reasons to Support Biden by State

Michigan

1. Anti-Trump/Trump negative - 55%

2. Experienced leader/qualified - 20%

3. Integrity/trust/decency - 10%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

targetsmart

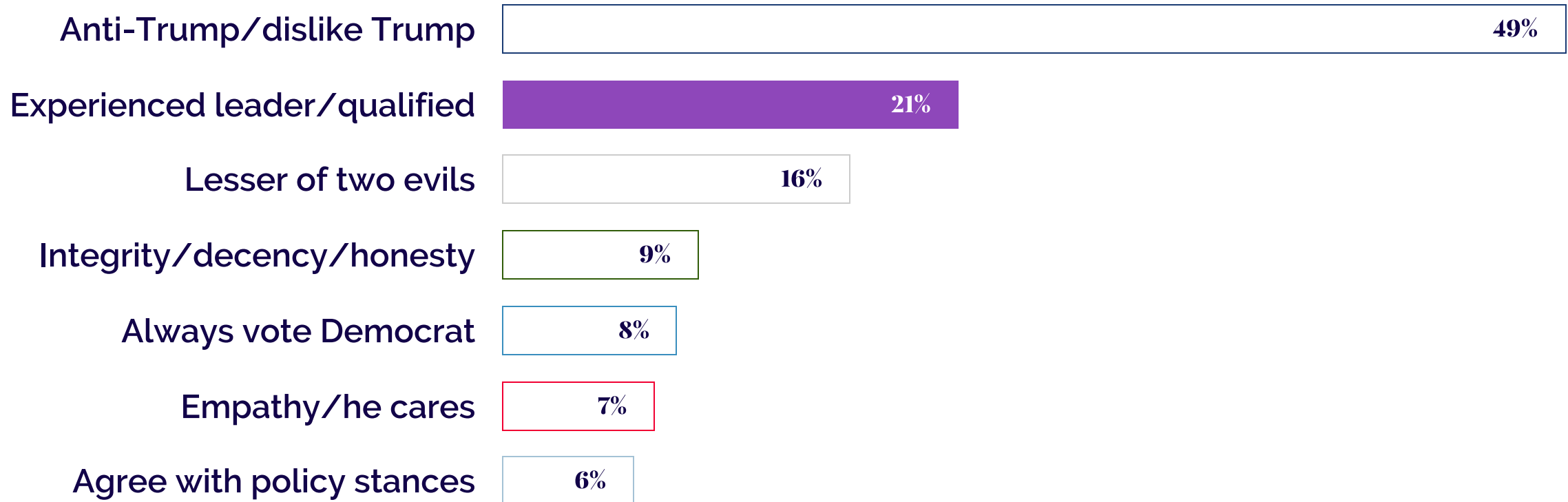# Top Reasons to Support Biden by State

North Carolina

1. Anti-Trump/Trump negative - 48%

2. Experienced leader/qualified - 22%

3. Integrity/trust/decency - 9%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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Top Reasons to Support Biden by State

New Mexico

1. Anti-Trump/Trump negative - 49%

2. Experienced leader/qualified - 23%

3. Lesser of two evils - 22%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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Top Reasons to Support Biden by State

Nevada

1. Anti-Trump/Trump negative - 43%

2. Lesser of two evils - 18%

3. Experienced leader/qualified - 16%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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Top Reasons to Support Biden by State

Pennsylvania

1. Anti-Trump/Trump negative - 43%

2. Lesser of two evils - 19%

3. Experienced leader/qualified - 17%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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Top Reasons to Support Biden by State

Texas

1. Anti-Trump/Trump negative - 49%

2. Experienced leader/qualified - 18%

3. Lesser of two evils - 16%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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Top Reasons to Support Biden by State

Virginia

1. Anti-Trump/Trump negative - 38%

2. Lesser of two evils - 26%

3. Experienced leader/qualified - 20%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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Top Reasons to Support Biden by State

Wisconsin

1. Anti-Trump/Trump negative - 51%

2. Experienced leader/qualified - 24%

3. Integrity/trust/decency - 14%

Note: Word clouds show responses with mentions of "Donald Trump" removed.

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"Definitely" Biden Supporters More Likely to Cite Biden's Experience

Why Joe Biden - Combined Frequencies Across 11 States Among "Definitely" Biden Supporters

Category	Percentage
Anti-Trump/dislike Trump	49%
Experienced leader/qualified	21%
Lesser of two evils	16%
Integrity/decency/honesty	9%
Always vote Democrat	8%
Empathy/he cares	7%
Agree with policy stances	6%

Q.19 (IF JOE BIDEN IN Q.4) In a few words, please describe why you would support Democrat Joe Biden over Republican Donald Trump in the election for president this November.

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"Probably" Biden Supporters More Likely to Support the "Lesser of Two Evils"

Why Joe Biden - Combined Frequencies Across 11 States Among "Probably" Biden Supporters
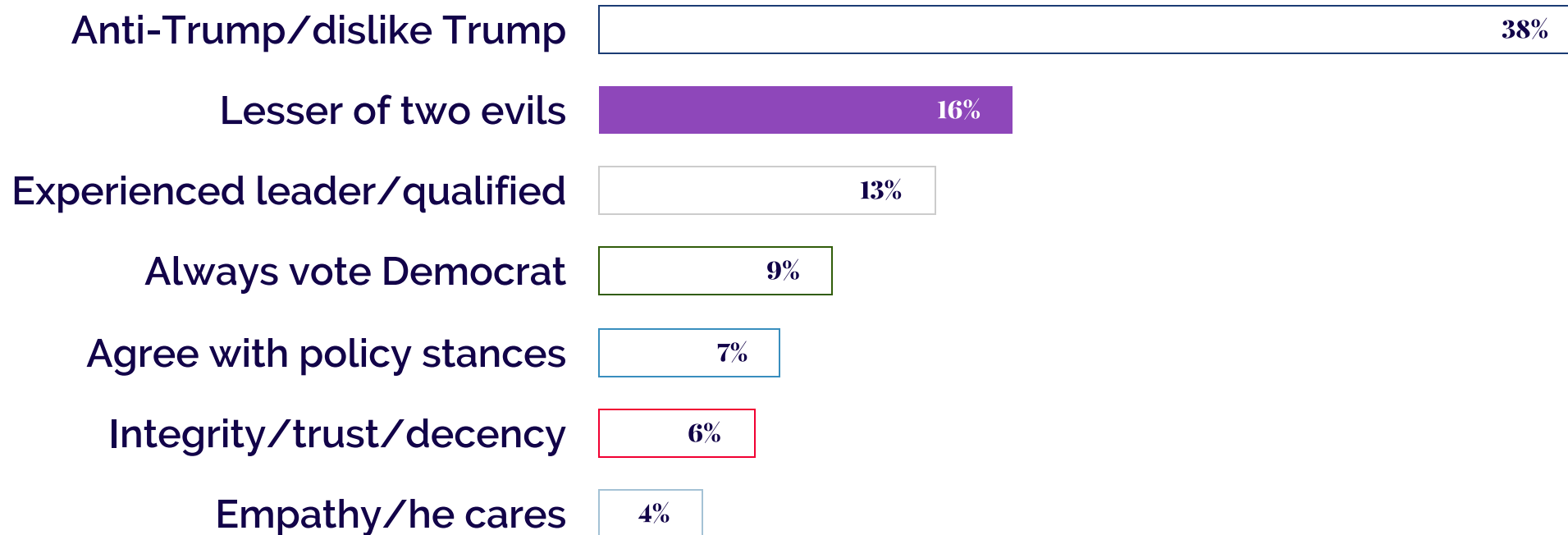
Anti-Trump/dislike Trump	38%
Lesser of two evils	16%
Experienced leader/qualified	13%
Always vote Democrat	9%
Agree with policy stances	7%
Integrity/trust/decency	6%
Empathy/he cares	4%

Q.19 (IF JOE BIDEN IN Q.4) In a few words, please describe why you would support Democrat Joe Biden over Republican Donald Trump in the election for president this November.

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Latinx Trump Supporters Cite Biden Negatives and Promises Kept as Top Reasons to Support Him

Why Donald Trump - Combined Frequencies Across 11 States

Category	Percentage
Anti-Biden/Sleepy Joe/too old/incoherent	27%
Has proven himself/kept promises	22%
Strong leader/good ideas	17%
Good for the economy/stance on China	14%
General positive mentions	12%
Anti-Democratic party	11%
Pro-America	7%
Not a career politician/businessman	5%
Conservative policy stances	5%
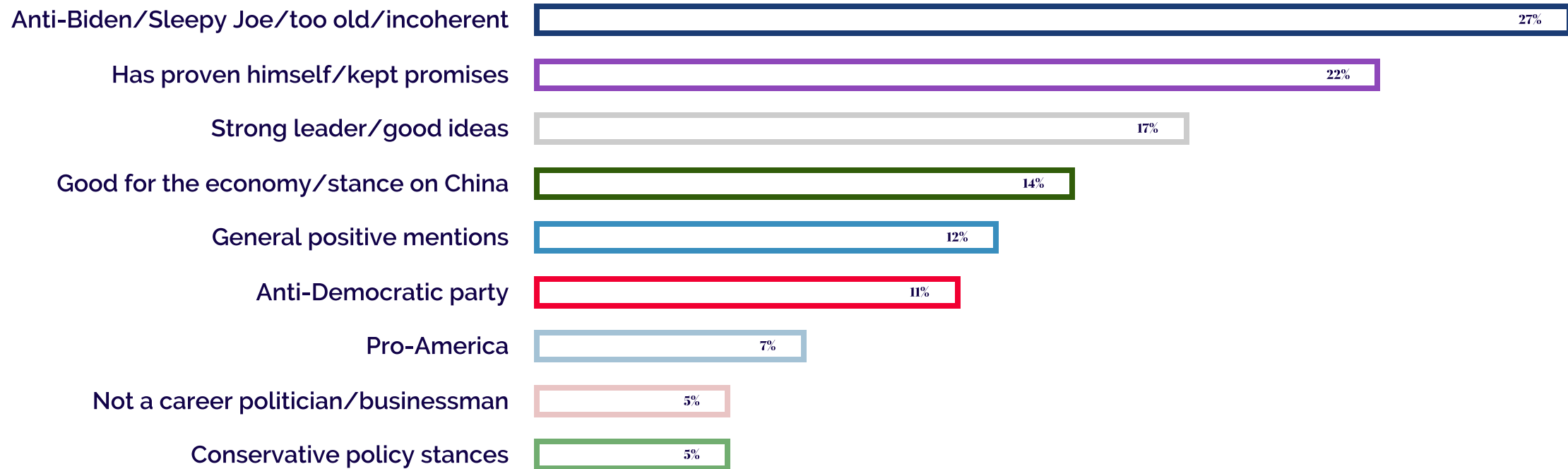
Q.20 IF DONALD TRUMP IN Q,4) In a few words, please describe why you would support Republican Donald Trump over Democrat Joe Biden in the election for president this November.

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Why Donald Trump Word Cloud With Biden Mentions

Why Donald Trump Word Cloud Without Biden Mentions

44

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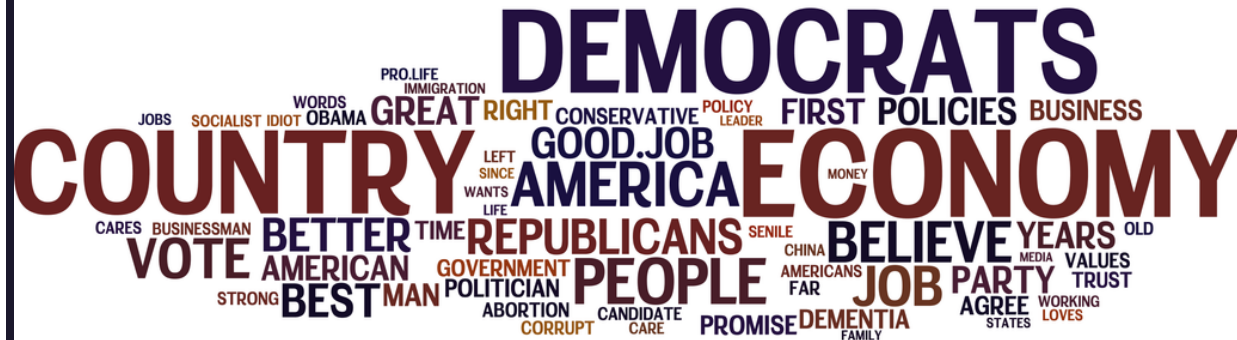
Top Reasons to Support Trump by State
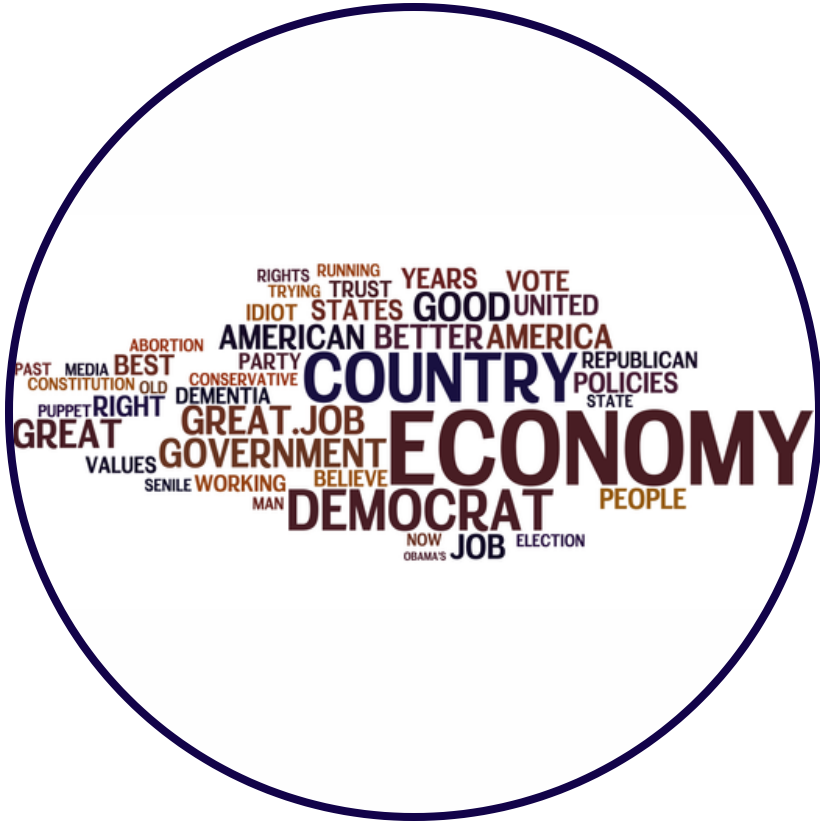
Arizona

1. Anti-Biden/Sleepy Joe/too old/incoherent - 35%

2. Proven himself/kept promises - 27%

3. Positive mentions - 16%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

targetsmart
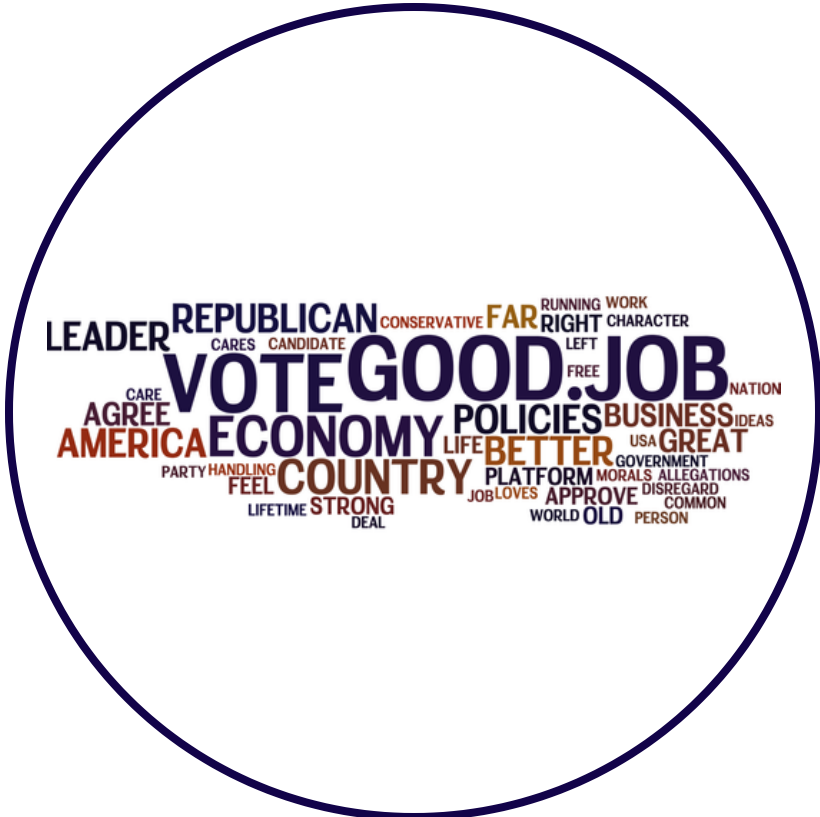
Top Reasons to Support Trump by State

Colorado
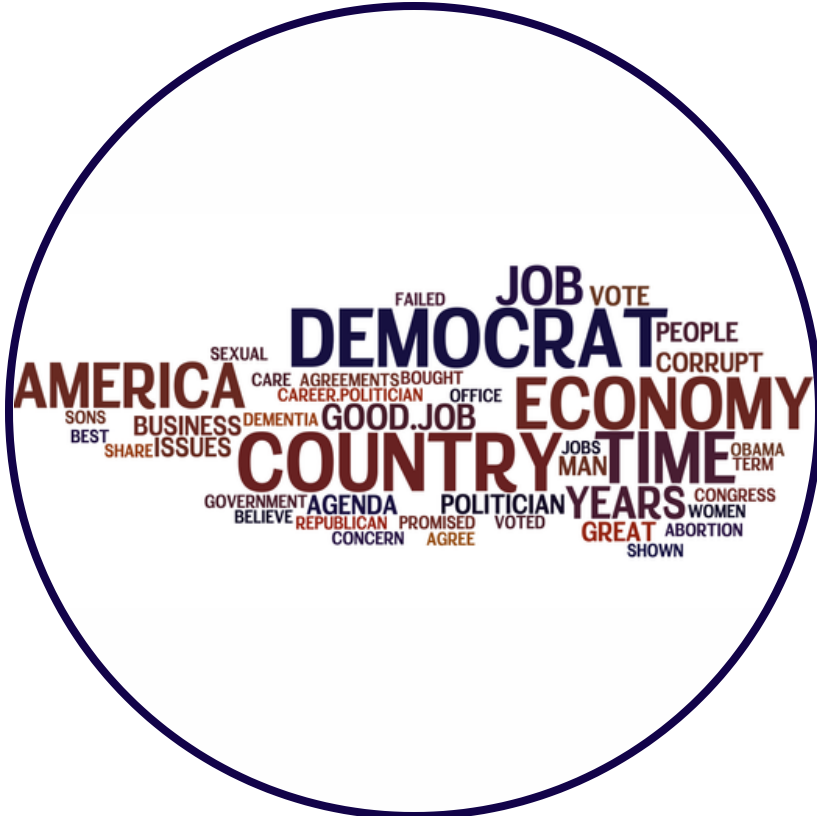
1. Anti-Biden/Sleepy Joe/too old/incoherent - 24%

2. Proven himself/kept promises - 22%

3. Strong leader/good ideas - 18%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

targetsmart

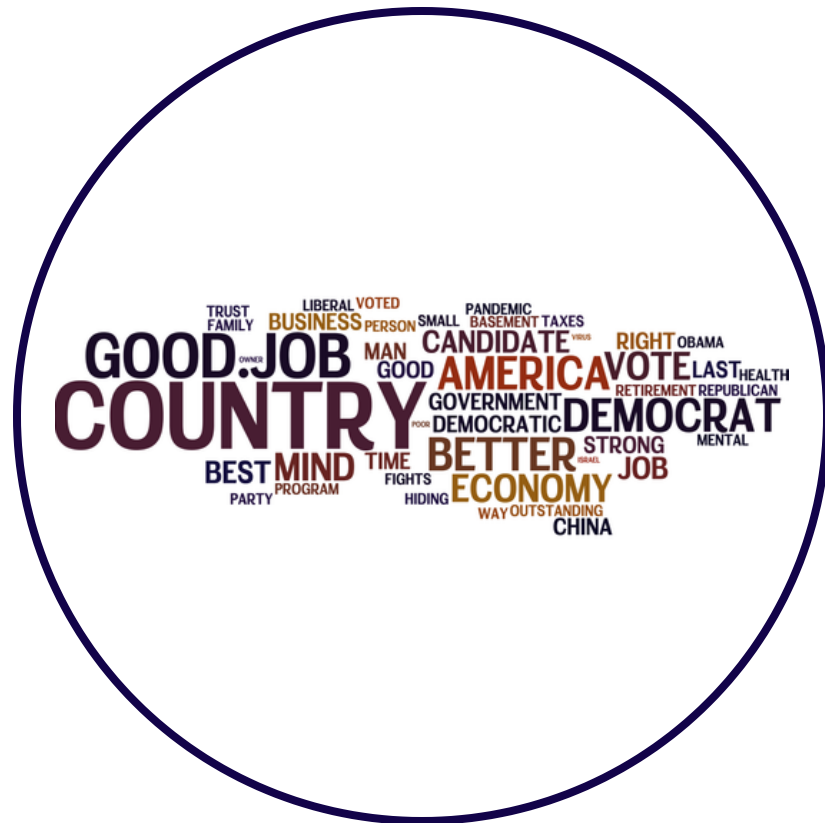# Top Reasons to Support Trump by State

Florida

1. Anti-Biden/Sleepy Joe/too old/incoherent - 20%

2. Proven himself/kept promises - 19%

3. Good for economy - 15%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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Top Reasons to Support Trump by State
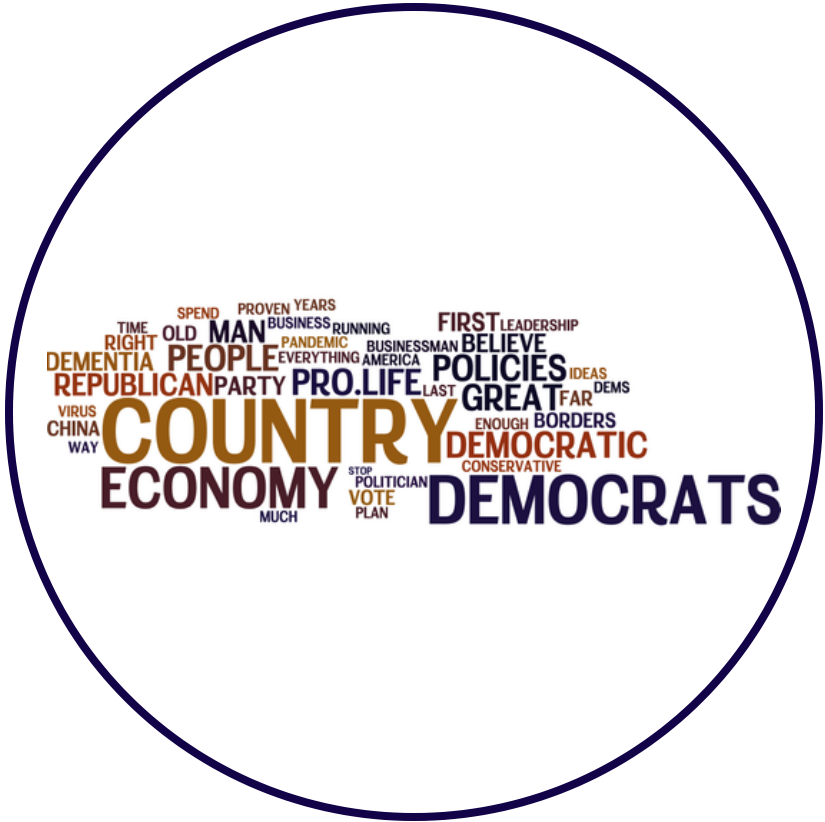
Michigan

1. Anti-Biden/Sleepy Joe/too old/incoherent - 32%

2. Strong leader/good ideas - 28%

3. Proven himself/kept promises - 16%

3. Good for the economy - 16%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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Top Reasons to Support Trump by State

North Carolina

1. Proven himself/kept promises - 37%

2. Anti-Biden/Sleepy Joe/too old/incoherent - 32%

3. Good for economy - 22%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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Top Reasons to Support Trump by State

New Mexico

1. Anti-Biden/Sleepy Joe/too old/incoherent - 26%

2. Proven himself/kept promises - 22%

3. Strong leader/good ideas - 19%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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Top Reasons to Support Trump by State

Nevada

1. Anti-Biden/Sleepy Joe/too old/incoherent - 26%

2. Proven himself/kept promises - 23%

3. Good for the economy - 14%

3. Strong leader/good ideas - 14%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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Top Reasons to Support Trump by State

Pennsylvania

1. Anti-Biden/Sleepy Joe/too old/incoherent - 26%

2. Proven himself/kept promises - 26%

3. Strong leader/good ideas - 19%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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Top Reasons to Support Trump by State

Texas

1. Strong leader/good ideas - 23%

2. Proven himself/kept promises - 22%

3. Anti-Biden/Sleepy Joe/too old/incoherent - 19%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

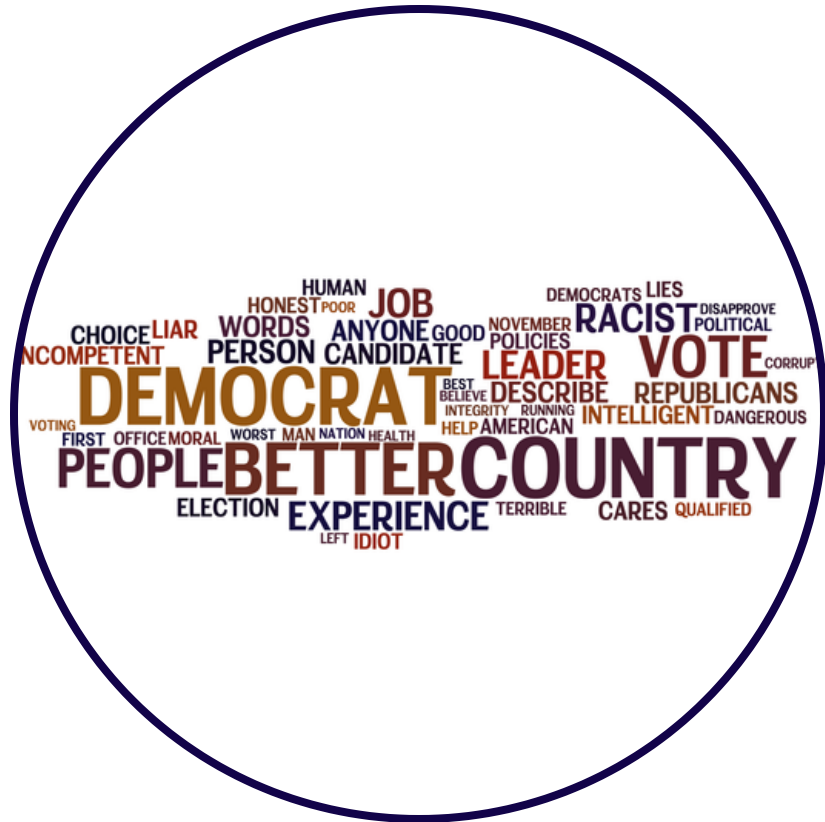targetsmart

Top Reasons to Support Trump by State

Virginia

1. Anti-Biden/Sleepy Joe/too old/incoherent - 42%

2. Positive mentions - 25%

3. Proven himself/kept promises - 17%

3. Not a career politician/he's a businessman - 17%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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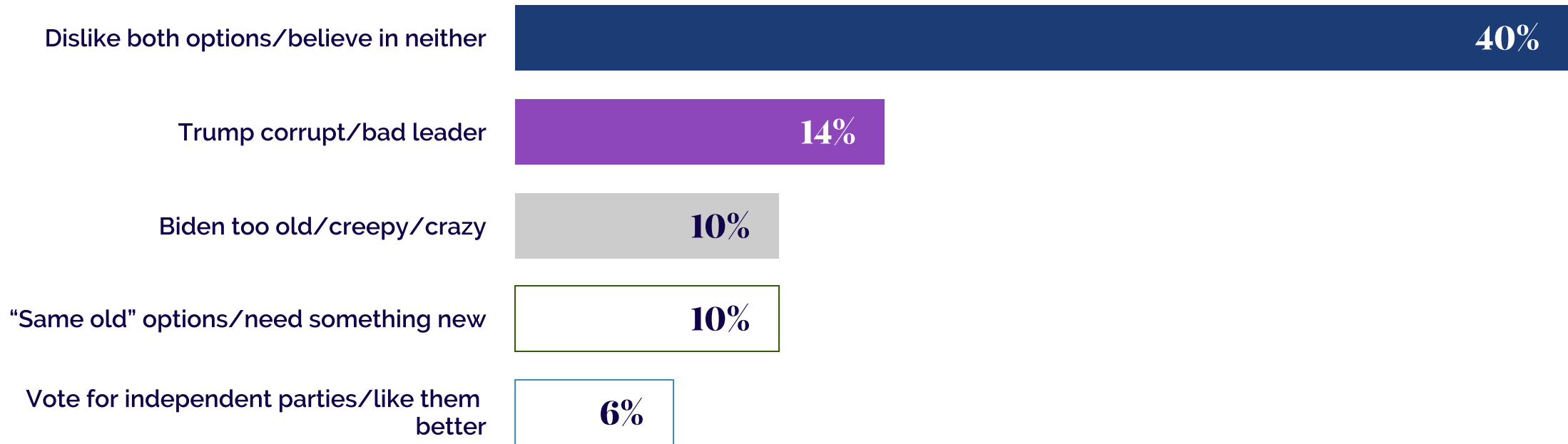# Top Reasons to Support Trump by State

Wisconsin

1. Anti-Biden/Sleepy Joe/too old/incoherent - 31%

2. Strong leader/good ideas - 26%

3. Proven himself/kept promises - 13%

Note: Word clouds show responses with mentions of "Joe Biden" removed.

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Over 2-in-3 Voters Cite Negative Qualities About Biden and Trump as Reasons to Support a Third Party/Independent Candidate

Why Independent/Third-Party - Combined Frequencies Across 11 States

| Category	Percentage
Dislike both options/believe in neither	40%
Trump corrupt/bad leader	14%
Biden too old/creepy/crazy	10%
"Same old" options/need something new	10%
Vote for independent parties/like them better	6%

Q.21 (IF INDEPENDENT/THIRD PARTY IN q.3) In a few words, please describe why you would support an independent or third-party candidate over Democrat Joe Biden or Republican Donald Trump in the election for president this November.Q.

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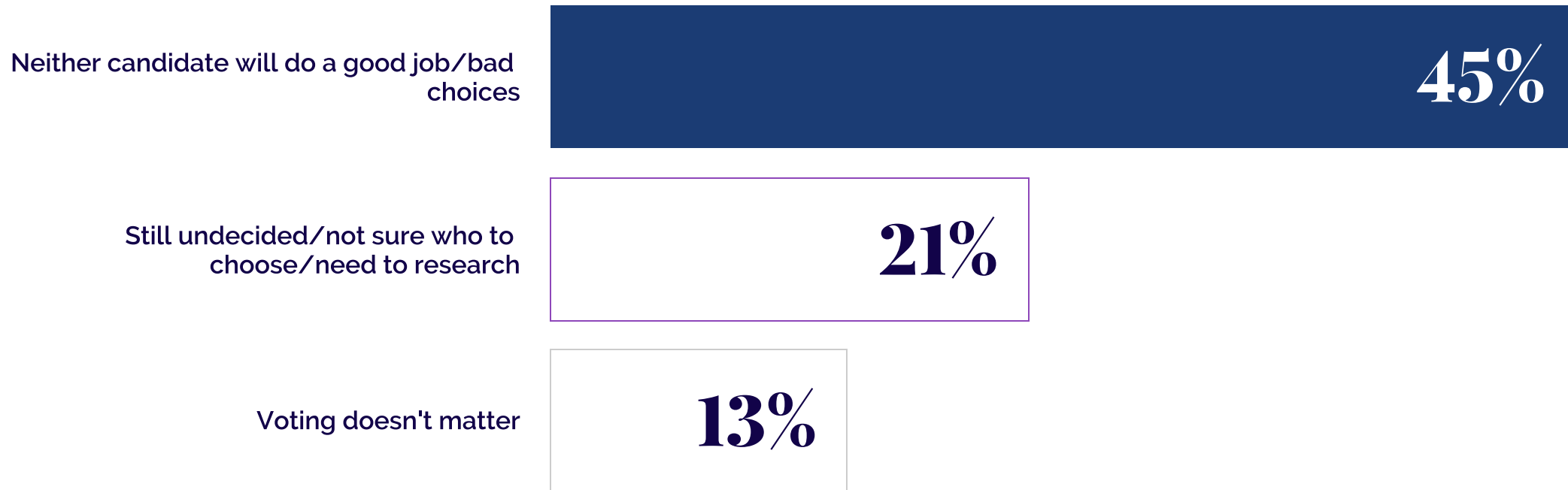Why Independent/Third Party Word Cloud With Biden and Trump Mentions

Why Independent/Third Party Word Cloud With Biden and Trump Mentions

targetsmart
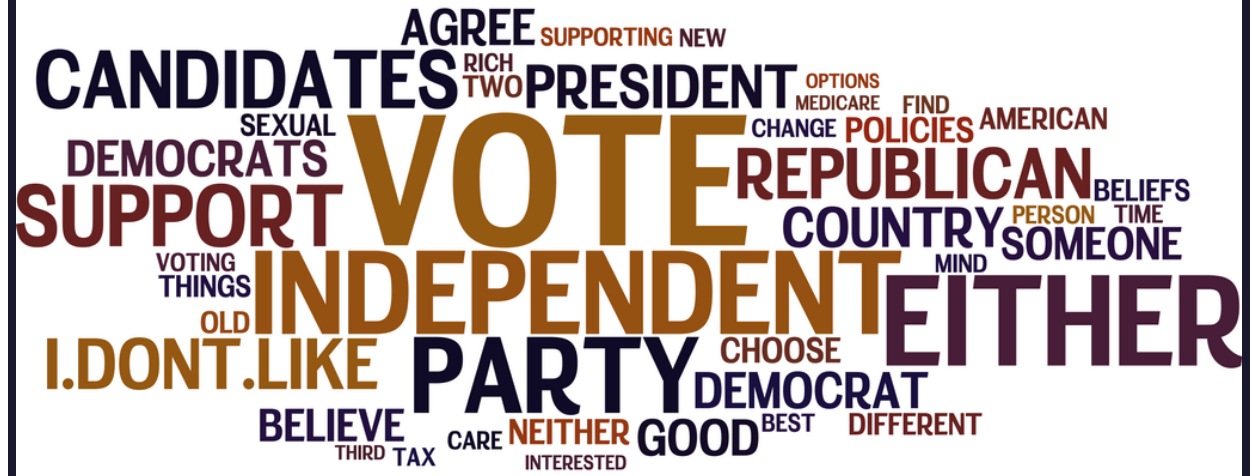
Nearly Half of Respondents Who Do Not Plan on Voting Cite Lack of Faith in Both Candidates as Reason for Non-Participation

Why Not Voting - Combined Frequencies Across 11 States

Neither candidate will do a good job/bad choices **45%**

Still undecided/not sure who to choose/need to research **21%**

Voting doesn't matter **13%**

Q.22 (IF WOULD NOT VOTE IN Q.4) In a few words, please describe why you would currently not vote in the election for president this November.

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Why Not Voting Word Cloud

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