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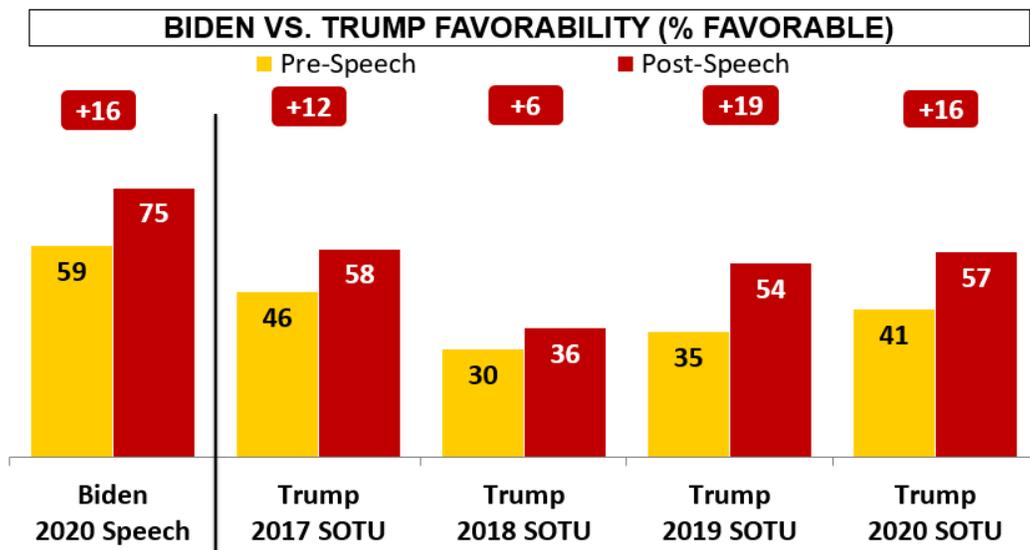
To: Interested Parties

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Biden’s acceptance speech produces impressive gains

Vice President Biden delivered an acceptance speech that produced an exceptional response with the Rising American Electorate (people of color, millennials, and white unmarried women), college women, and white working class voters — one that advanced the campaign’s strategy, defined him as a leader, weakened Donald Trump, and raised Biden’s vote margin. In our experience, the scale of shifts after watching a speech in such an artificial setting produces an exaggerated response, but nonetheless, the direction of the movement is always real. Biden’s gains on personal favorability and shift in the vote is impressive — and certainly, much bigger than anything Donald Trump achieved with his State of the Union addresses.

On behalf of the Center for Voter Information and the Voter Participation Center, Democracy Corps on August 20, 2020, conducted online dial meter research during Vice President Joe Biden’s acceptance speech for the Democratic nomination for President, among 201 registered voters nationally. Key line groups include African Americans, Latinos, white millennials, white unmarried women, white working-class women, white college women, and white working-class men.



The biggest shift in this dial meter exercise was on personal warmth – which jumped 16 points from 59 to 75 percent when people were interviewed before and after the speech. It is hard to believe that won't endure at some level, particularly when Biden continues to speak to the country. And it shows the much greater receptivity of white millennials, Hispanics, and white working class women to him, but also how much Biden resonates with Black voters. They are positive to register a change, but in all the speech segments, Black voters move their lines to the top and react to these major themes.

The speech produced a big 10-point shift in the vote margin, driven by a 23-point shift across the Rising American Electorate. It took Biden's base vote up from almost two-thirds to three quarters. These base gains would be more likely to hold up if this final night of the Democratic convention helps solidify the Democratic consolidation we are seeing in our latest polling. But Biden also pushed down Trump's vote with Republicans — again, a fracturing that could be maintained in weeks ahead.

At the same time, a recent battleground poll conducted by VPC and Democracy Corps did show erosion with older voters and more openness to worries about violence getting out of control. We will see whether Donald Trump's acceptance speech impacts these trends for better or worse.

Biden's speech only produced small changes in Donald Trump's approval and most Trump attributes, but produced a much bigger change — around 10 points on describes him well and very well — on “works only to help his own party.” Biden's vision for the whole country led voters to see the president as just a partisan leader.

When comparing who would do a better job on a series of issues, the speech produced a 10-point increase in the margin for Biden on most of them, but the biggest, double digit changes in intensity were for “dealing with racial strife,” “uniting the country,” and “improving things for the middle class.”

The election is boiling down to a battle for the middle class — Biden's upbringing, values, and not governing for the top 1 percent vs. Trump's “forgotten Americans,” trade agreements, outsourcing, and manufacturing. This speech produced a 13-point shift in Biden's margin in this battle. (In a VPC poll of the battleground, Biden has a margin on it comparable to his vote, and we will release those results this week.)

The speech itself produced some revealing things about the country that are displayed in the lines of the different respondents:

- All the lines moved up when Biden spoke of the inflection point where we could unite and choose a path of hope and light, but particularly the white working class women, Hispanics, and white millennials.
- The lines go up when Biden speaks about being united, building America back together, and taking the muzzle off our experts so people get the information they deserve. It is interesting how much white working class voters go up on wanting unvarnished truth, as

well as Rising American Electorate segments. Black voters rose to 90 on the scale at the end of this appeal.

- Biden speaking about pain and suffering and finding purpose has a big impact on white working class women in particular, but also white college women and Hispanics. The Black line does not move, but that is because they are already above 80.
- Biden’s economic plan laid out in an extended riff took every group up around 10 points, but particularly the white working class men and women.
- One of the steepest rises in the lines came on making corporations pay their fair share in taxes, but particularly for white working class men and women, white unmarried women, and Hispanics.
- All groups went up on Biden speaking about governing for all Americans. This section showed Black voter lines reaching high points right at the beginning and welcoming this fundamental change. The shift in those who agree that Trump only works for his own party was one of the biggest changes in the survey.
- When Biden spoke of COVID-19 deaths remaining high, mom and pop businesses closing and working families struggling, the lines of working people go down led by white working class women, but also white unmarried women, white millennials, white working class men, and Hispanics. The lines show their shared pain.
- Biden describing how he draws strength from his family, which took all lines down, clearly moved by his description.
- The foreign policy segment drove a big and sustained rise in the lines, particularly standing with allies, Russian bounties on American soldiers, and no longer standing with dictators. That generated a strong reaction with white working class women and millennials.
- Biden speaking about Charlottesville and ending the scourge of racism took the lines down as sharply as any point in the speech — especially African Americans but also white working class women. Biden saying, we can’t remain silent moved white unmarried women.
- This moment being a “battle for the soul of the nation” took all lines up, with a really steep rise for Hispanics, white working class men and women, white unmarried women, and white college women. The Black lines go up over 10 points on this.
- The closing minutes where Biden says this darkest moment is an opportunity to make great progress takes the Black lines to the highest point possible. When the speech ends on coming together to “end this chapter of American darkness” it moves college women most of all, but also white unmarried women and white working class men. Sometimes

the close of speeches sounds like rhetoric, but the words clearly rang true for this Biden address.