Voter Motivation Survey
Voter Participation Center
A survey of 1,097 registered voters among unmarried women under age 55 and women of color
AZ, FL, GA, NC, MI, MN, NV, PA, WI, CO, IA, ME, NH, and NM
August 2020

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q1. Please indicate your gender. [**TERMINATE IF NOT PUNCH 2**]

	TOTAL	10 - VERY MOTIVATED
Man	0	0
Woman	100	100
Non-binary	0	0
Woman of color	61	65
Unmarried & under 55	66	60
Both women of color & unmarried & under 55	27	25
Only a woman of color	34	40
Only unmarried & under 55	39	35

Q2. What is your age?

Age

	TOTAL	10 - VERY MOTIVATED
18-29 years	34	25
30-39 years	19	18
40-49 years	19	20
50-64 years	20	25
65 and older	8	12
18-24 years	20	15
25-29 years	14	10
30-34 years	10	10
35-39 years	9	8
40-44 years	12	12
45-49 years	7	9
50-54 years	11	12
55-59 years	5	6
60-64 years	4	6
65-69 years	4	6
70-74 years	3	5
75 and older	1	1
(Don't know /Refused)	0	0

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q3. In which state do you live? [**PULLDOWN LIST**] [**TERMINATE IF NOT AZ, FL, GA, NC, MI, MN, NV, PA, WI, CO, IA, ME, NH, and NM**]

Region

	TOTAL	VERY MOTIVATED
Northeast	15	15
Midwest	21	22
South	47	48
West	17	15

Q4. Are you married, unmarried with a partner, single, separated, divorced, or widowed?

	TOTAL	VERY MOTIVATED
Married	23	25
Unmarried with Partner	20	17
Single	40	39
Separated	2	2
Divorced	11	12
Widowed	4	5
Prefer not to answer	1	0

Q5. Just to make sure we have a representative sample, please choose one or more of these racial or ethnic groups that you identify with. RANDOMIZE CHOICES [**TERMINATE IF (Q2 >54, Q5= ONLY 1,7) or (Q4 = 1, AND Q5= ONLY 1,7)**]
Select all that apply

	TOTAL	VERY MOTIVATED
White or Caucasian	39	35
Black or African American	34	37
Latino/Latina or Hispanic	21	21
Asian American or Pacific Islander	4	4
Native American	4	4
Middle Eastern	1	1
None of these/Other	1	1

Q6. Are you registered to vote at your current address?

	TOTAL	VERY MOTIVATED
Yes	95	97
No	4	3
Not sure	1	0

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q7. [**IF Q6 = 2,3**] [**IF AZ, FL, GA, PA**] Do you plan to register to vote before your state's registration deadline? [**TERMINATE IF ANSWER=2,3**]

Weighted N=	27	9
Unweighted N=	27	9

Yes	100	100
No	0	0
Not sure	0	0

Q8. [**IF Q6 = 2,3**] [**IF NC, MI, MN, NV, WI, CO, IA, ME, NH, and NM**] Do you plan to register to vote before your state's registration deadline or at the polls on election day? [**TERMINATE IF ANSWER=2,3**]

Weighted N=	25	9
Unweighted N=	27	9

Yes	100	100
No	0	0
Not sure	0	0

Q9. What is the last year of schooling that you have completed?

High School Graduate or less	32	28
Post-HS	37	36
College graduate or post-grad	30	35
1st -11th Grade	4	3
High School Graduate	29	25
Vocational or technical school	6	6
Some college but no degree	22	22
Associate degree	9	8
4-year college graduate or bachelor's degree	22	26
Graduate School or advanced degree	8	9
(Refused)	0	0

Q10. How likely are you to vote in the November election for President, U.S. Senate and Congress, State Senate and State House, and other offices? Are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

Almost Certain	75	96
Probably	10	1
50 - 50	10	2
Probably not	1	0
Definitely not	1	0
Not sure	1	0

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q11. Some people feel very motivated to vote in the November general election for President, U.S. Congress, and other offices, while others don't feel motivated at all. How about you – using a scale from ZERO to TEN, please tell me how motivated you are to vote in the November election. TEN means you are VERY motivated to vote, and ZERO means you are NOT AT ALL motivated to vote. You can use any number in between.

	TOTAL	10 - VERY MOTIVATED
Mean	8.7	10.0
10 – Very motivated	61	100
8 - 9	15	0
6 - 7	8	0
5	5	0
1 - 4	4	0
0 – Not at all motivated	2	0
Not sure	5	0
6 - 10 – Motivated	84	100
5 /NS	10	0
0 - 4 – Not motivated	6	0

Q12. In the November 2020 election, do you plan to vote in person on election day, vote absentee, or vote in person early?

	TOTAL	10 - VERY MOTIVATED
Vote in person on election day	43	45
Vote absentee	30	33
Vote in person early	17	18
I do not plan to vote	2	0
Not sure	8	4

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q13. Now, here is a list of issues. Please indicate which two issues you believe are the most important for the next president to focus on: [**RANDOMIZE LIST**]
Select two

	TOTAL	10 - VERY MOTIVATED
Dealing with coronavirus and COVID-19	49	52
The economy and jobs	37	37
Police and criminal justice reform	24	26
Health care	24	26
Schools and education	12	10
Crime and safety	11	10
Immigration	8	8
Climate change	8	8
Environment and pollution	6	6
Taxes	6	4
Roads and transportation	1	1
Other	3	4
Not sure	3	2

Q14. [**ASK IF AZ, FL, MI, NV, CO, ME, and NM**] When you vote there are different ballot initiatives, referendums, and propositions on the ballot, in addition to the candidates for office. Many people vote for individual candidates, but do not vote on ballot initiatives. Do you usually vote on ALL the ballot initiatives, on MOST of the ballot initiatives, on JUST SOME of the ballot initiatives, or on NONE of them?

Weighted N=	572	344
Unweighted N=	562	327

All	50	65
Most	19	16
Just some	13	10
None	2	1
Depends	8	5
Not sure	6	4
Prefer not to answer	2	1

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q15. Here is a list some people, groups, and things. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person, group, or idea [**RANDOMIZE LIST**]

Sorted by "Very favorable"

B15r.Michelle Obama	57	63
A15q.Barack Obama	55	63
A15y.U.S. Postal Service	54	62
A15k.The Black Lives Matter Movement	46	50
A15w.Planned Parenthood	45	52
B15z.Vote by mail	40	47
A15aa.Teachers' unions	38	44
B15t.Moms Demand Action Against Gun Violence	36	45
A15m.The #MeToo Movement	34	37
15b.Joe Biden	29	39
B15l.The NAACP	29	38
A15g.Democrats in Congress	28	37
B15p.Bernie Sanders	28	31
15c.Kamala Harris	28	38
A15e.Nancy Pelosi	22	31
B15v.The National Education Association	21	27
A15i.Defund the police	19	21
B15x.The American Civil Liberties Union	19	24
A15o.Alexandria Ocasio-Cortez	18	25
B15bb.Labor unions	18	22
15a.Donald Trump	16	20
A15s.The National Rifle Association	16	18
B15h.Republicans in Congress	12	14
15d.Mike Pence	11	15
B15j.Abolish the police	10	10
A15u.The Sierra Club	7	9
B15f.Mitch McConnell	6	7
B15n.Cancel Culture	5	6

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

a.   Donald Trump

	TOTAL	10 - VERY MOTIVATED
Very Favorable	16	20
Somewhat Favorable	12	8
Somewhat Unfavorable	10	6
Very Unfavorable	54	63
No Opinion	6	3
Never Heard	1	0
Favorable	28	28
Unfavorable	65	68

b.   Joe Biden

	TOTAL	10 - VERY MOTIVATED
Very Favorable	29	39
Somewhat Favorable	28	28
Somewhat Unfavorable	12	8
Very Unfavorable	21	21
No Opinion	8	4
Never Heard	1	1
Favorable	58	67
Unfavorable	33	28

c.   Kamala Harris

	TOTAL	10 - VERY MOTIVATED
Very Favorable	28	38
Somewhat Favorable	23	23
Somewhat Unfavorable	8	6
Very Unfavorable	17	17
No Opinion	16	10
Never Heard	8	6
Favorable	50	61
Unfavorable	26	23

d.   Mike Pence

	TOTAL	10 - VERY MOTIVATED
Very Favorable	11	15
Somewhat Favorable	12	10
Somewhat Unfavorable	16	13
Very Unfavorable	38	46
No Opinion	18	13
Never Heard	4	3
Favorable	24	25
Unfavorable	54	60

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

e. **SSA:** Nancy Pelosi

	TOTAL	10 - VERY MOTIVATED
Very Favorable	22	31
Somewhat Favorable	22	24
Somewhat Unfavorable	13	9
Very Unfavorable	21	22
No Opinion	16	8
Never Heard	7	6
Favorable	44	55
Unfavorable	33	31

f. **SSB:** Mitch McConnell

	TOTAL	10 - VERY MOTIVATED
Very Favorable	6	7
Somewhat Favorable	9	7
Somewhat Unfavorable	14	13
Very Unfavorable	29	38
No Opinion	28	21
Never Heard	14	13
Favorable	14	14
Unfavorable	44	51

g. **SSA:** Democrats in Congress

	TOTAL	10 - VERY MOTIVATED
Very Favorable	28	37
Somewhat Favorable	29	28
Somewhat Unfavorable	14	11
Very Unfavorable	15	17
No Opinion	12	6
Never Heard	1	1
Favorable	58	65
Unfavorable	29	29

h. **SSB:** Republicans in Congress

	TOTAL	10 - VERY MOTIVATED
Very Favorable	12	14
Somewhat Favorable	14	12
Somewhat Unfavorable	18	14
Very Unfavorable	39	48
No Opinion	15	11
Never Heard	2	1
Favorable	26	26
Unfavorable	56	63

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

i.   **SSA:** Defund the police

	TOTAL	10 - VERY MOTIVATED
Very Favorable	19	21
Somewhat Favorable	17	20
Somewhat Unfavorable	15	16
Very Unfavorable	35	34
No Opinion	12	8
Never Heard	2	1
Favorable	36	41
Unfavorable	50	50

j.   **SSB:** Abolish the police

	TOTAL	10 - VERY MOTIVATED
Very Favorable	10	10
Somewhat Favorable	13	16
Somewhat Unfavorable	18	16
Very Unfavorable	40	40
No Opinion	13	11
Never Heard	6	7
Favorable	24	26
Unfavorable	58	57

k.   **SSA:** The Black Lives Matter Movement

	TOTAL	10 - VERY MOTIVATED
Very Favorable	46	50
Somewhat Favorable	21	20
Somewhat Unfavorable	5	5
Very Unfavorable	16	16
No Opinion	11	8
Never Heard	1	1
Favorable	67	70
Unfavorable	21	21

l.   **SSB:** The NAACP

	TOTAL	10 - VERY MOTIVATED
Very Favorable	29	38
Somewhat Favorable	22	21
Somewhat Unfavorable	6	3
Very Unfavorable	8	8
No Opinion	27	24
Never Heard	9	6
Favorable	51	59
Unfavorable	13	11

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

m. **SSA:** The #MeToo Movement

	TOTAL	10 - VERY MOTIVATED
Very Favorable	34	37
Somewhat Favorable	26	26
Somewhat Unfavorable	8	8
Very Unfavorable	8	9
No Opinion	16	12
Never Heard	8	8
Favorable	60	63
Unfavorable	16	17

n. **SSB:** Cancel Culture

	TOTAL	10 - VERY MOTIVATED
Very Favorable	5	6
Somewhat Favorable	9	8
Somewhat Unfavorable	14	14
Very Unfavorable	22	21
No Opinion	23	24
Never Heard	26	27
Favorable	14	14
Unfavorable	36	35

o. **SSA:** Alexandria Ocasio-Cortez

	TOTAL	10 - VERY MOTIVATED
Very Favorable	18	25
Somewhat Favorable	20	22
Somewhat Unfavorable	7	6
Very Unfavorable	12	12
No Opinion	23	17
Never Heard	20	17
Favorable	38	47
Unfavorable	20	19

p. **SSB:** Bernie Sanders

	TOTAL	10 - VERY MOTIVATED
Very Favorable	28	31
Somewhat Favorable	27	32
Somewhat Unfavorable	10	6
Very Unfavorable	18	19
No Opinion	16	10
Never Heard	2	2
Favorable	54	63
Unfavorable	28	25

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

q. **SSA:** Barack Obama

	TOTAL	10 - VERY MOTIVATED
Very Favorable	55	63
Somewhat Favorable	18	13
Somewhat Unfavorable	7	4
Very Unfavorable	13	15
No Opinion	7	4
Never Heard	1	0
Favorable	72	77
Unfavorable	20	19

r. **SSB:** Michelle Obama

	TOTAL	10 - VERY MOTIVATED
Very Favorable	57	63
Somewhat Favorable	13	10
Somewhat Unfavorable	5	4
Very Unfavorable	16	16
No Opinion	9	7
Never Heard	1	1
Favorable	70	73
Unfavorable	21	20

s. **SSA:** The National Rifle Association, also known as the NRA

	TOTAL	10 - VERY MOTIVATED
Very Favorable	16	18
Somewhat Favorable	13	12
Somewhat Unfavorable	15	16
Very Unfavorable	28	36
No Opinion	21	11
Never Heard	6	5
Favorable	29	31
Unfavorable	44	53

t. **SSB:** Moms Demand Action Against Gun Violence

	TOTAL	10 - VERY MOTIVATED
Very Favorable	36	45
Somewhat Favorable	23	22
Somewhat Unfavorable	9	7
Very Unfavorable	8	7
No Opinion	15	13
Never Heard	10	7
Favorable	59	66
Unfavorable	17	14

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

u. **SSA:** The Sierra Club

Very Favorable	7	9
Somewhat Favorable	13	17
Somewhat Unfavorable	5	4
Very Unfavorable	6	6
No Opinion	27	24
Never Heard	42	41
Favorable	20	26
Unfavorable	11	9

v. **SSB:** The National Education Association, also known as NEA

Very Favorable	21	27
Somewhat Favorable	23	23
Somewhat Unfavorable	8	5
Very Unfavorable	6	5
No Opinion	24	23
Never Heard	17	16
Favorable	45	51
Unfavorable	14	10

w. **SSA:** Planned Parenthood

Very Favorable	45	52
Somewhat Favorable	24	23
Somewhat Unfavorable	6	3
Very Unfavorable	12	12
No Opinion	12	10
Never Heard	1	1
Favorable	69	75
Unfavorable	18	15

x. **SSB:** The American Civil Liberties Union, also known as ACLU

Very Favorable	19	24
Somewhat Favorable	25	27
Somewhat Unfavorable	8	5
Very Unfavorable	6	7
No Opinion	28	26
Never Heard	13	11
Favorable	44	51
Unfavorable	15	12

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

y. **SSA:** U.S. Postal Service

Very Favorable	54	62
Somewhat Favorable	27	25
Somewhat Unfavorable	7	7
Very Unfavorable	3	3
No Opinion	9	3
Never Heard	1	0
Favorable	81	87
Unfavorable	9	10

z. **SSB:** Vote by mail

Very Favorable	40	47
Somewhat Favorable	23	24
Somewhat Unfavorable	11	8
Very Unfavorable	17	15
No Opinion	8	5
Never Heard	1	1
Favorable	63	71
Unfavorable	28	23

aa. **SSA:** Teachers' unions

Very Favorable	38	44
Somewhat Favorable	30	32
Somewhat Unfavorable	5	5
Very Unfavorable	2	3
No Opinion	19	13
Never Heard	5	3
Favorable	68	76
Unfavorable	8	8

bb. **SSB:** Labor unions

Very Favorable	18	22
Somewhat Favorable	29	30
Somewhat Unfavorable	11	9
Very Unfavorable	8	9
No Opinion	31	29
Never Heard	3	2
Favorable	47	52
Unfavorable	20	17

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q16. Does Joe Biden's decision to pick Kamala Harris as his Vice President make you feel much more excited, somewhat more excited, somewhat less excited, or much less excited to vote in the upcoming election?

Much more excited	31	41
Somewhat more excited	25	25
Somewhat less excited	11	8
Much less excited	14	14
Not sure	19	12
More excited	56	65
Less excited	25	23

Q17. **SSA:** Have you become more motivated, less motivated, or felt no change in your motivation to vote this year?

More motivated	65	80
Less motivated	10	3
No change in motivation	23	16
Not sure	2	0

Q18. **SSB:** Thinking about the upcoming election, do you feel more motivated, less motivated, or about as motivated to vote as you were to vote in the November 2016 election?

More motivated	59	80
Less motivated	10	2
About as motivated	20	13
I was not eligible to vote in 2016	7	4
Not sure	4	1

17/18.MOTIVATED COMBINED

More motivated	62	80
Less motivated	10	2
About as motivated	21	15
I was not eligible to vote in 2016	4	2
Not sure	3	1

		TOTAL	10 - VERY MOTIVATED
Weighted N=		1097	674
Unweighted N=		1097	657

Q19. Why did you answer that way? [**OPEN END**]

19.AMONG MORE MOTIVATED

		Weighted N=	680	540
		Unweighted N=	666	526

	TOTAL	10 - VERY MOTIVATED
Replace Trump/Elect Dems	36	38
Want change	17	18
COVID-19/Country in crisis	15	13
Re-elect Trump/Republicans	12	13
Want to vote/exercise rights	9	9
VP Choice	5	6
Didn't/couldn't vote in '16	2	1
Miscellaneous	14	12

19.AMONG LESS MOTIVATED

		Weighted N=	110	17
		Unweighted N=	117	19

	TOTAL	10 - VERY MOTIVATED
Dislike both candidates	42	40
Focused on other things	14	4
Don't trust political parties/politicians	11	0
Don't think vote will count	7	0
Miscellaneous	35	56

	10 - VERY
	TOTAL	MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

19.AMONG NEITHER MORE NOR LESS MOTIVATED

Weighted N=	306	118
Unweighted N=	314	112

Voting is a responsibility/Always vote	17	30
Always motivated/no change	13	18
Didn't/Couldn't Vote in 2016	11	12
Dislike both candidates	9	3
Voting makes no difference/not voting	7	4
Excited about Biden-Harris ticket/Replacing Trump	6	11
Pro Trump/Dislike Biden-Harris	3	4
Miscellaneous	38	22

Q20. If the general election for U.S. Congress were held today, would you vote for [**RANDOMIZE**] _the DEMOCRAT or _the REPUBLICAN?
Q21. [**IF Q20 = 1-2**] Would you say you support that candidate strongly or not so strongly?
Q22. [**IF Q20 = 3**] If you had to choose, toward whom would you lean?

Democrat strongly	48	60
Democrat not so strongly	10	7
Lean Democrat	3	2
Republican strongly	21	22
Republican not so strongly	5	3
Lean Republican	2	1
Undecided - No firm preference at this time	7	3
Other: SPECIFY: _____	2	1
Prefer not to answer	2	0
Democrat	61	69
Republican	28	26

		10 - VERY
	TOTAL	MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q23. **SSA:** If the general election for U.S. President were held today and the candidates were: [**RANDOMIZE**] _Democrat Joe Biden OR _Republican Donald Trump for whom would you vote?
Q24. **SSA:** [**IF Q23= 1-2**] Would you say you support that candidate strongly or not so strongly?
Q25. **SSA:** [**IF Q23 = 3**] If you had to choose, toward whom would you lean?

Biden strongly	50	60
Biden not so strongly	11	8
Lean Biden	2	0
Trump strongly	22	24
Trump not so strongly	6	4
Lean Trump	1	0
Undecided - No firm preference at this time	5	2
Other: SPECIFY: _____	1	1
Prefer not to answer	2	0
Biden	63	68
Trump	28	29

Q26. **SSA:** Why did you vote for that candidate? [**OPEN END**]

26.WHY BIDEN

Weighted N=	347	231
Unweighted N=	352	222

Dislike Trump	43	41
Right person for the job/Qualified/Like Biden	34	39
Like Biden's Policies/Agree with Biden	13	13
Democrat	9	9
Like Harris	2	2
Miscellaneous	10	7

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

26.WHY TRUMP

	TOTAL	10 - VERY MOTIVATED
Weighted N=	156	97
Unweighted N=	145	86

	TOTAL	10 - VERY MOTIVATED
Good Leader/Like Trump/Gets things done	48	50
Dislike Biden/Dems	21	15
Agree with his beliefs and policies/Registered Republican	10	11
Better on the economy	7	9
Let him continue/Deserves more time	5	5
Miscellaneous	14	15

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q27. **SSA:** Thinking about that candidate, please indicate whether you would do each of the following activities to get that candidate elected? [**RANDOMIZE**]

Sorted by "Yes, would do"

	TOTAL	10 - VERY MOTIVATED
A27c.Talk to friends and family about that candidate 77		87
A27b.Make a phone call.. 40		47
A27d.Donate to their campaign 37		44
A27a.Volunteer on the campaign... 30		34

a. Volunteer on the campaign

	TOTAL	10 - VERY MOTIVATED
Yes 30		34
No 48		43
Not sure.. 22		23

b. Make a phone call

	TOTAL	10 - VERY MOTIVATED
Yes 40		47
No 41		34
Not sure.. 20		20

c. Talk to friends and family about that candidate

	TOTAL	10 - VERY MOTIVATED
Yes 77		87
No 17		10
Not sure.. 6		4

d. Donate to their campaign

	TOTAL	10 - VERY MOTIVATED
Yes 37		44
No 45		36
Not sure.. 19		20

		TOTAL	10 - VERY MOTIVATED
	Weighted N=	1097	674
	Unweighted N=	1097	657

Q28. SSA: [IF Q23 = 1 or Q25 = 1] And would you say you are voting FOR Joe Biden or AGAINST Donald Trump?

	Weighted N=	347	231
	Unweighted N=	352	222

	TOTAL	10 - VERY MOTIVATED
For Biden	57	60
Against Trump	41	39
Not sure	2	0

Q29. SSA: [IF Q23 = 2 or Q25 = 2] And would you say you are voting FOR Donald Trump or AGAINST Joe Biden?

	Weighted N=	156	97
	Unweighted N=	145	86

	TOTAL	10 - VERY MOTIVATED
For Trump	74	84
Against Biden	23	16
Not sure	3	0

Q30. SSB: If the general election for U.S. President and Vice President were held today and the candidates were: [**RANDOMIZE**] _Democrats Joe Biden and Kamala Harris OR _Republicans Donald Trump and Mike Pence for whom would you vote?
Q31. SSB: [IF Q30 = 1-2] Would you say you support that ticket strongly or not so strongly?
Q32. SSB: [IF Q30 = 3] If you had to choose, toward whom would you lean?

	TOTAL	10 - VERY MOTIVATED
Biden/Harris strongly	51	63
Biden/Harris not so strongly	9	7
Lean Biden/Harris	2	0
Trump/Pence strongly	24	24
Trump/Pence not so strongly	3	1
Lean Trump/Pence	0	0
Undecided - No firm preference at this time	6	2
Other: SPECIFY: _____	1	1
Prefer not to answer	3	1
Biden/Harris	62	70
Trump/Pence	28	26

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q33. **SSB:** Why did you vote for that ticket? [**OPEN END**]

33.WHY BIDEN/HARRIS

	TOTAL	10 - VERY MOTIVATED
Weighted N=	341	235
Unweighted N=	351	244

	TOTAL	10 - VERY MOTIVATED
Dislike Trump/Republicans	38	38
Right Choice/Leadership/Empathy/Experience	26	28
Like Biden-Harris/Dems	11	13
Agree with Biden-Harris policies	9	10
Like Harris	7	7
Democrat	5	4
Miscellaneous	13	10

33.WHY TRUMP/PENCE

	TOTAL	10 - VERY MOTIVATED
Weighted N=	154	86
Unweighted N=	144	78

	TOTAL	10 - VERY MOTIVATED
Like Trump/Doing a good job	38	42
Agree with Trump's Policies/Beliefs	25	27
Dislike Biden-Harris/Dems	22	23
Not socialist/Dems are too far left	5	6
Republican	3	2
Miscellaneous	12	7

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q34. **SSB:** Thinking about that ticket, please indicate whether you would do each of the following activities to get that ticket elected? [**RANDOMIZE**]

Sorted by "Yes, would do"

B34c.Talk to friends and family about that ticket	70	78
B34b.Make a phone call..	40	44
B34d.Donate to their campaign	31	38
B34a.Volunteer on the campaign..	30	33

a.   Volunteer on the campaign

Yes	30	33
No	50	48
Not sure..	20	18

b.   Make a phone call

Yes	40	44
No	43	40
Not sure..	18	16

c.   Talk to friends and family about that candidate

Yes	70	78
No	20	15
Not sure..	10	7

d.   Donate to their campaign

Yes	31	38
No	47	39
Not sure..	22	23

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

27/34. DO FOR CANDIDATE/TICKET COMBINED

Sorted by "Yes, would do"

27/31c. Talk to friends and family about that candidate combined	73	82
27/31b. Make a phone call combined	40	45
27/31d. Donate to their campaign combined	34	41
27/31a. Volunteer on the campaign combined	30	33

a.   Volunteer on the campaign

Yes	30	33
No	49	46
Not sure	21	21

b.   Make a phone call

Yes	40	45
No	42	37
Not sure	19	18

c.   Talk to friends and family about that candidate

Yes	73	82
No	18	12
Not sure	8	5

d.   Donate to their campaign

Yes	34	41
No	46	38
Not sure	21	21

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q35. **SSB:** [**IF Q30 = 1 or Q32 = 1**] And would you say you are voting FOR Joe Biden and Kamala Harris or AGAINST Donald Trump and Mike Pence?

	TOTAL	10 - VERY MOTIVATED
Weighted N=	341	235
Unweighted N=	351	244

For Biden/Harris	66	72
Against Trump/Pence	32	26
Not sure	3	1

28/35.COMBINED

	TOTAL	10 - VERY MOTIVATED
Weighted N=	687	467
Unweighted N=	703	466

For Biden/Harris	61	66
Against Trump/Pence	36	33
Not sure	2	1

Q36. **SSB:** [**IF Q30 = 2 or Q32 = 2**] And would you say you are voting FOR Donald Trump and Mike Pence or AGAINST Joe Biden and Kamala Harris?

	TOTAL	10 - VERY MOTIVATED
Weighted N=	154	86
Unweighted N=	144	78

For Trump/Pence	79	93
Against Biden/Harris	18	7
Not sure	3	0

29/36.COMBINED

	TOTAL	10 - VERY MOTIVATED
Weighted N=	310	183
Unweighted N=	289	164

For Trump/Pence	76	88
Against Biden/Harris	21	12
Not sure	3	0

Q37. Would you consider voting for a third party?

Yes	24	18
No	52	62
Not sure	24	20

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q38. Describe Donald Trump in one sentence. [**OPEN END**]

	TOTAL	10 - VERY MOTIVATED
General negative/Liar/Cruel/Failure	41	43
Stupid/Childish/Unqualified	18	18
General positive	14	13
Narcissist	14	15
Strong leader/good job	9	10
Racist/Sexist/Bigot	8	10
Corrupt/for the rich/undermining democratic institutions	5	6
Businessman positive	2	2
Don't know	1	0
Other	8	6

Q39. Regardless of how you intend to vote, which two of the following concerns you most about Donald Trump, or does nothing concern you about Donald Trump? [**RANDOMIZE LIST**]
Select two

	TOTAL	10 - VERY MOTIVATED
His racist comments and actions towards people of color	30	31
His corruption and abuse of power	30	35
His failure to control the spread of coronavirus	22	24
His chaotic leadership	17	16
His embarrassing behavior and inappropriate use of Twitter	15	13
His egotistical behavior	15	13
His self-dealing to enrich himself, family, and friends	11	11
His foreign policy and actions that could lead us into a war	9	9
His efforts to repeal Obamacare	4	5
Other	4	4
I have no concerns	16	17

Q40. Which of the following statements is closer to your opinion? {**ROTATE 1-2, 2-1**}

	TOTAL	10 - VERY MOTIVATED
We need elected leaders who will reject Trump's divide and conquer tactics and put the interests of working people first, whether we're White, Black, or Brown	65	70
We need elected leaders like Trump and his allies who will work with business leaders, secure our borders, and prevent illegal immigrants from taking advantage of our country	23	25
Not Sure	12	5

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q41. Here is a list of reasons some people have given for why it is important to them to vote in November. Using a scale from zero to ten, please indicate how important that reason is to you personally to vote in the November election. Ten means it is very important to you personally, and zero means it is not at all important to you. You can use any number in between.
[RANDOMIZE LIST]

Sorted by means

	TOTAL	10 - VERY MOTIVATED
A41e. To stand up for the issues that I care about	8.9	9.2
A41g. To make good things happen	8.8	9.1
A41m. To create change that will lead to a better future for myself	8.7	9.0
A41s. To elect leaders who put people above special interests	8.7	9.1
B41n. To create change that will lead to a better future for my family	8.7	9.1
A41a. To remove bad people from office	8.7	8.9
B41t. To create change that will lead to a better future for our children	8.6	8.9
A41o. To fight against racism and sexism	8.5	8.7
B41f. To make positive change in my community	8.5	8.8
B41h. To prevent bad things from happening	8.5	8.9
A41c. To make my voice heard	8.3	8.8
B41r. To put people who care about people like me in office	8.3	8.7
B41p. To repair America's standing in the world	8.3	8.8
B41l. Because I am frustrated with the way things are going	8.1	8.5
B41d. To do my civic duty	7.9	8.4
B41b. To elect new leaders with fresh ideas	7.8	8.2
A41k. Because I am angry with the way things are going	7.6	8.0
A41q. To put people who are in touch with my life in office	7.5	8.1
A41i. To vote President Trump out of office	7.0	7.3
B41j. To vote against Vice President Biden	3.6	3.2

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Sorted by "10 – Very important"

	TOTAL	10 - VERY MOTIVATED
A41a.To remove bad people from office	63	71
B41t.To create change that will lead to a better future for our children	59	69
A41o.To fight against racism and sexism	58	64
A41e.To stand up for the issues that I care about	58	66
A41g.To make good things happen	57	68
B41n.To create change that will lead to a better future for my family	57	67
A41s.To elect leaders who put people above special interests	56	67
A41m.To create change that will lead to a better future for myself	56	64
B41f.To make positive change in my community	54	64
B41r.To put people who care about people like me in office	51	63
B41h.To prevent bad things from happening	51	60
A41c.To make my voice heard	51	61
B41l.Because I am frustrated with the way things are going	50	64
A41i.To vote President Trump out of office	50	60
B41p.To repair America's standing in the world	50	62
B41d.To do my civic duty	43	54
B41b.To elect new leaders with fresh ideas	42	52
A41k.Because I am angry with the way things are going	41	51
A41q.To put people who are in touch with my life in office	36	45
B41j.To vote against Vice President Biden	19	21

		10 - VERY
	TOTAL	MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

a. **SSA:** To remove bad people from office

Mean 8.7   8.9

10 – Very important	63	71
8 - 9	16	13
6 - 7	7	5
5	4	3
1 - 4	5	3
0 – Not at all important	3	3
Not sure	3	1

6 - 10 – Important	86	90
5 /NS	7	4
0 - 4 – Not important	8	7

b. **SSB:** To elect new leaders with fresh ideas

Mean 7.8   8.2

10 – Very important	42	52
8 - 9	22	23
6 - 7	12	7
5	7	5
1 - 4	8	5
0 – Not at all important	4	6
Not sure	4	3

6 - 10 – Important	77	81
5 /NS	11	8
0 - 4 – Not important	12	11

c. **SSA:** To make my voice heard

Mean 8.3   8.8

10 – Very important	51	61
8 - 9	21	20
6 - 7	13	10
5	6	4
1 - 4	5	2
0 – Not at all important	3	2
Not sure	3	0

6 - 10 – Important	84	91
5 /NS	9	5
0 - 4 – Not important	8	4

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

d. **SSB:** To do my civic duty

	TOTAL	MOTIVATED
Mean	7.9	8.4
10 – Very important	43	54
8 - 9	20	18
6 - 7	15	14
5	8	5
1 - 4	7	3
0 – Not at all important	3	3
Not sure	4	3
6 - 10 – Important	78	86
5 /NS	12	8
0 - 4 – Not important	10	7

e. **SSA:** To stand up for the issues that I care about

	TOTAL	MOTIVATED
Mean	8.9	9.2
10 – Very important	58	66
8 - 9	24	22
6 - 7	8	6
5	4	2
1 - 4	3	2
0 – Not at all important	1	1
Not sure	3	2
6 - 10 – Important	90	94
5 /NS	6	4
0 - 4 – Not important	4	2

f. **SSB:** To make positive change in my community

	TOTAL	MOTIVATED
Mean	8.5	8.8
10 – Very important	54	64
8 - 9	20	18
6 - 7	10	6
5	7	5
1 - 4	4	4
0 – Not at all important	2	2
Not sure	3	1
6 - 10 – Important	84	88
5 /NS	10	6
0 - 4 – Not important	6	6

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

g. **SSA:** To make good things happen

Mean	8.8	9.1

10 – Very important	57	68
8 - 9	25	21
6 - 7	8	4
5	4	4
1 - 4	3	2
0 – Not at all important	1	1
Not sure	2	0

6 - 10 – Important	90	93
5 /NS	6	4
0 - 4 – Not important	4	3

h. **SSB:** To prevent bad things from happening

Mean	8.5	8.9

10 – Very important	51	60
8 - 9	21	23
6 - 7	11	8
5	6	3
1 - 4	5	3
0 – Not at all important	1	1
Not sure	3	2

6 - 10 – Important	84	91
5 /NS	9	5
0 - 4 – Not important	7	5

i. **SSA:** To vote President Trump out of office

Mean	7.0	7.3

10 – Very important	50	60
8 - 9	11	10
6 - 7	6	3
5	4	2
1 - 4	6	4
0 – Not at all important	19	20
Not sure	4	1

6 - 10 – Important	67	72
5 /NS	7	4
0 - 4 – Not important	25	25

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

j. **SSB:** To vote against Vice President Biden

Mean 3.6   3.2

10 – Very important	19	21
8 - 9	7	5
6 - 7	6	4
5	4	3
1 - 4	14	9
0 – Not at all important	46	55
Not sure	5	3

6 - 10 – Important	31	30
5 /NS	9	5
0 - 4 – Not important	60	64

k. **SSA:** Because I am angry with the way things are going

Mean 7.6   8.0

10 – Very important	41	51
8 - 9	20	18
6 - 7	15	12
5	7	7
1 - 4	8	3
0 – Not at all important	6	7
Not sure	4	2

6 - 10 – Important	75	81
5 /NS	11	9
0 - 4 – Not important	14	10

l. **SSB:** Because I am frustrated with the way things are going

Mean 8.1   8.5

10 – Very important	50	64
8 - 9	19	15
6 - 7	10	5
5	7	5
1 - 4	8	5
0 – Not at all important	3	4
Not sure	3	2

6 - 10 – Important	79	84
5 /NS	10	7
0 - 4 – Not important	11	9

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

m. **SSA:** To create change that will lead to a better future for myself

Mean 8.7   9.0

10 – Very important	56	64
8 - 9	24	22
6 - 7	10	9
5	4	1
1 - 4	3	2
0 – Not at all important	2	2
Not sure	2	1

6 - 10 – Important	90	95
5 /NS	6	2
0 - 4 – Not important	4	3

n. **SSB:** To create change that will lead to a better future for my family

Mean 8.7   9.1

10 – Very important	57	67
8 - 9	20	19
6 - 7	10	5
5	4	3
1 - 4	4	3
0 – Not at all important	1	1
Not sure	4	2

6 - 10 – Important	87	91
5 /NS	8	5
0 - 4 – Not important	5	4

o. **SSA:** To fight against racism and sexism

Mean 8.5   8.7

10 – Very important	58	64
8 - 9	16	16
6 - 7	10	6
5	6	5
1 - 4	4	4
0 – Not at all important	2	2
Not sure	3	2

6 - 10 – Important	84	86
5 /NS	9	7
0 - 4 – Not important	7	6

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

p. **SSB:** To repair America's standing in the world

Mean	8.3	8.8

10 – Very important...	50	62
8 - 9	22	20
6 - 7	11	7
5	7	5
1 - 4	6	3
0 – Not at all important	2	1
Not sure..	3	1

6 - 10 – Important...	82	89
5 /NS	10	6
0 - 4 – Not important	8	5

q. **SSA:** To put people who are in touch with my life in office

Mean	7.5	8.1

10 – Very important...	36	45
8 - 9	23	26
6 - 7	13	11
5	9	8
1 - 4	7	4
0 – Not at all important	6	4
Not sure..	5	2

6 - 10 – Important...	72	82
5 /NS	15	10
0 - 4 – Not important	13	8

r. **SSB:** To put people who care about people like me in office

Mean	8.3	8.7

10 – Very important...	51	63
8 - 9	18	15
6 - 7	11	8
5	10	7
1 - 4	5	2
0 – Not at all important	2	2
Not sure..	4	2

6 - 10 – Important...	80	86
5 /NS	13	9
0 - 4 – Not important	7	5

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

s. **SSA:** To elect leaders who put people above special interests

	TOTAL	10 - VERY MOTIVATED
Mean	8.7	9.1
10 – Very important...	56	67
8 - 9	21	18
6 - 7	9	6
5	4	4
1 - 4	4	2
0 – Not at all important	2	2
Not sure..	4	1
6 - 10 – Important...	86	92
5 /NS	8	5
0 - 4 – Not important	6	3

t. **SSB:** To create change that will lead to a better future for our children

	TOTAL	10 - VERY MOTIVATED
Mean	8.6	8.9
10 – Very important...	59	69
8 - 9	17	15
6 - 7	9	5
5	6	3
1 - 4	4	3
0 – Not at all important	2	3
Not sure..	4	2
6 - 10 – Important...	84	89
5 /NS	9	5
0 - 4 – Not important	6	6

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q42. Here is a list of different elected offices that might be on your ballot in November. Using a scale from zero to ten, please indicate how motivated you are to vote in the race for each of these elected offices.

[RANDOMIZE LIST]

Sorted by means

42a.President of the United States	8.7	9.3
42c.U.S. Senate and Congress	8.1	8.9
42b.Governor	8.0	8.7
42d.Your State Legislature	7.8	8.6
42e.Local offices like mayor, city council, and sheriff	7.6	8.3
42f.Ballot initiatives and propositions	7.5	8.1

Sorted by "10 – Very motivated"

42a.President of the United States	66	82
42b.Governor	45	59
42c.U.S. Senate and Congress	44	60
42d.Your State Legislature	38	53
42e.Local offices like mayor, city council, and sheriff	37	50
42f.Ballot initiatives and propositions	32	43

a.   President of the United States

Mean	8.7	9.3
10 – Very motivated	66	82
8 - 9	12	8
6 - 7	6	3
5	4	2
1 - 4	5	2
0 – Not at all motivated	3	2
Not sure	3	2
6 - 10 – Motivated	85	92
5 /NS	7	4
0 - 4 – Not motivated	8	4

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

b.   Governor

Mean	8.0	8.7

10 – Very motivated	45	59
8 - 9	21	20
6 - 7	10	7
5	9	5
1 - 4	6	3
0 – Not at all motivated	4	2
Not sure	5	3

6 - 10 – Motivated	77	86
5 /NS	14	9
0 - 4 – Not motivated	9	5

c.   U.S. Senate and Congress

Mean	8.1	8.9

10 – Very motivated	44	60
8 - 9	21	21
6 - 7	12	8
5	7	5
1 - 4	7	2
0 – Not at all motivated	3	1
Not sure	6	3

6 - 10 – Motivated	77	88
5 /NS	13	8
0 - 4 – Not motivated	10	4

d.   Your State Legislature

Mean	7.8	8.6

10 – Very motivated	38	53
8 - 9	23	22
6 - 7	15	11
5	8	6
1 - 4	7	3
0 – Not at all motivated	3	2
Not sure	6	3

6 - 10 – Motivated	76	86
5 /NS	14	9
0 - 4 – Not motivated	10	5

		10 - VERY
	TOTAL	MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

e.   Local offices like mayor, city council, and sheriff

Mean	7.6	8.3
10 – Very motivated	37	50
8 - 9	21	21
6 - 7	14	12
5	9	7
1 - 4	11	6
0 – Not at all motivated	3	2
Not sure	5	3
6 - 10 – Motivated	72	82
5 /NS	15	10
0 - 4 – Not motivated	14	8

f.   Ballot initiatives and propositions

Mean	7.5	8.1
10 – Very motivated	32	43
8 - 9	20	21
6 - 7	16	11
5	12	10
1 - 4	8	6
0 – Not at all motivated	3	2
Not sure	10	8
6 - 10 – Motivated	67	75
5 /NS	22	18
0 - 4 – Not motivated	11	7

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q43. Here is a list of qualities that some people have said motivate them to cast a ballot for a candidate. Please indicate whether each quality is very important, somewhat important, not too important, or not at all important to you personally in deciding whether to vote for a candidate. **[RANDOMIZE LIST]**

Sorted by "Very important"

	TOTAL	10 - VERY MOTIVATED
B43o. They care about people like me	65	70
B43q. They are respectful to others, even when they disagree with others	61	68
B43c. They care about the issues that I care about	59	70
43a. They share my values	53	61
A43v. They stand up for the values of my party	50	57
B43m. They believe in science and facts	45	52
B43u. They work with members of the other party	42	47
A43r. They are progressive	41	45
A43d. They have a lot of experience in politics	38	43
B43w. They vote their conscience and know that sometimes the parties get it wrong	38	43
A43p. They say what they mean and don't care about political correctness	37	41
A43l. They are a charismatic leader	31	33
A43t. They are moderate	25	28
B43g. They are new to politics and have fresh ideas	23	25
A43n. They are religious and use their faith in informing their values and policies	23	25
B43e. They are not a career politician	22	22
B43y. They believe in capitalism	19	20
B43k. Their family is similar to mine	19	24
A43x. They believe in socialism	18	19
B43i. They are a woman	18	19
B43s. They are conservative	18	20
A43b. Their background is a lot like mine	16	18
A43h. They share my race	13	14
A43f. They are an incumbent and I know them already	13	15
A43j. They are young	10	9

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

a.   They share my values

Very important	53	61
Somewhat important	32	30
Not too important	7	5
Not at all important	3	2
Not sure	5	3
Important	85	91
Not important	10	7

b.   **SSA:** Their background is a lot like mine

Very important	16	18
Somewhat important	24	24
Not too important	27	27
Not at all important	26	27
Not sure	8	4
Important	39	42
Not important	53	54

c.   **SSB:** They care about the issues that I care about

Very important	59	70
Somewhat important	27	21
Not too important	6	4
Not at all important	2	1
Not sure	5	3
Important	86	91
Not important	8	6

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

d. **SSA:** They have a lot of experience in politics

	TOTAL	10 - VERY MOTIVATED
Very important	38	43
Somewhat important	34	33
Not too important	14	13
Not at all important	7	7
Not sure	7	3
Important	73	77
Not important	21	20

e. **SSB:** They are not a career politician

	TOTAL	10 - VERY MOTIVATED
Very important	22	22
Somewhat important	25	24
Not too important	24	24
Not at all important	15	18
Not sure	15	12
Important	47	46
Not important	38	42

f. **SSA:** They are an incumbent and I know them already

	TOTAL	10 - VERY MOTIVATED
Very important	13	15
Somewhat important	21	22
Not too important	26	27
Not at all important	25	27
Not sure	15	10
Important	34	37
Not important	51	54

g. **SSB:** They are new to politics and have fresh ideas

	TOTAL	10 - VERY MOTIVATED
Very important	23	25
Somewhat important	30	27
Not too important	23	23
Not at all important	13	18
Not sure	11	7
Important	53	51
Not important	36	41

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

h. **SSA:** They share my race

	TOTAL	10 - VERY MOTIVATED
Very important	13	14
Somewhat important	14	13
Not too important	19	20
Not at all important	48	50
Not sure	6	3
Important	27	27
Not important	67	70

i. **SSB:** They are a woman

	TOTAL	10 - VERY MOTIVATED
Very important	18	19
Somewhat important	23	24
Not too important	26	26
Not at all important	26	28
Not sure	7	4
Important	41	43
Not important	52	53

j. **SSA:** They are young

	TOTAL	10 - VERY MOTIVATED
Very important	10	9
Somewhat important	19	19
Not too important	29	28
Not at all important	36	40
Not sure	7	4
Important	29	28
Not important	64	68

k. **SSB:** Their family is similar to mine

	TOTAL	10 - VERY MOTIVATED
Very important	19	24
Somewhat important	25	22
Not too important	25	25
Not at all important	23	25
Not sure	8	5
Important	44	45
Not important	48	50

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

l.   **SSA:** They are a charismatic leader

Very important	31	33
Somewhat important	37	40
Not too important	14	14
Not at all important	9	10
Not sure	8	4
Important	68	72
Not important	23	24

m.   **SSB:** They believe in science and facts

Very important	45	52
Somewhat important	27	24
Not too important	12	11
Not at all important	7	7
Not sure	9	6
Important	72	76
Not important	19	18

n.   **SSA:** They are religious and use their faith in informing their values and policies

Very important	23	25
Somewhat important	24	23
Not too important	19	20
Not at all important	27	28
Not sure	8	4
Important	46	48
Not important	46	48

o.   **SSB:** They care about people like me

Very important	65	70
Somewhat important	22	20
Not too important	5	4
Not at all important	2	2
Not sure	6	3
Important	87	91
Not important	7	6

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

p. **SSA:** They say what they mean and don't care about political correctness

Very important	37	41
Somewhat important	28	27
Not too important	13	11
Not at all important	13	15
Not sure	10	5
Important	64	68
Not important	26	27

q. **SSB:** They are respectful to others, even when they disagree with others

Very important	61	68
Somewhat important	21	19
Not too important	6	5
Not at all important	5	6
Not sure	6	3
Important	82	87
Not important	12	10

r. **SSA:** They are progressive

Very important	41	45
Somewhat important	34	32
Not too important	11	10
Not at all important	5	7
Not sure	10	6
Important	75	77
Not important	16	17

s. **SSB:** They are conservative

Very important	18	20
Somewhat important	24	22
Not too important	20	17
Not at all important	28	34
Not sure	10	7
Important	42	42
Not important	48	51

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

t. **SSA:** They are moderate

Very important	25	28
Somewhat important	30	27
Not too important	20	23
Not at all important	12	14
Not sure	14	8

Important	55	55
Not important	32	37

u. **SSB:** They work with members of the other party

Very important	42	47
Somewhat important	31	30
Not too important	9	8
Not at all important	8	8
Not sure	9	7

Important	74	77
Not important	17	15

v. **SSA:** They stand up for the values of my party

Very important	50	57
Somewhat important	33	30
Not too important	7	6
Not at all important	4	4
Not sure	6	2

Important	83	87
Not important	11	10

w. **SSB:** They vote their conscience and know that sometimes the parties get it wrong

Very important	38	43
Somewhat important	34	33
Not too important	12	8
Not at all important	4	3
Not sure	14	12

Important	71	77
Not important	15	11

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

x. **SSA:** They believe in socialism

Very important	18	19
Somewhat important	22	22
Not too important	18	18
Not at all important	22	25
Not sure	21	16
Important	39	41
Not important	40	43

y. **SSB:** They believe in capitalism

Very important	19	20
Somewhat important	20	19
Not too important	21	19
Not at all important	17	20
Not sure	22	21
Important	39	40
Not important	39	39

Q44. Thinking about our democracy, which statement comes closer to your views, even if neither is exactly right? [**ROTATE 1-2, 2-1**]

Voting gives people like me some say about how government runs things	70	81
Voting by people like me doesn't really affect how government runs things	20	14
Not sure	9	4

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q45. Here are some issues and current events on the minds of people in the U.S. Please indicate how much you are personally worried that this could happen. Use this scale. A TEN means you are VERY worried and a ZERO means you are not at all worried. You can use any number in-between. If this has already happened, please indicate so. {**RANDOMIZE LIST**}

Sorted by means

	TOTAL	10 - VERY MOTIVATED
A45e. That there might be another surge in coronavirus cases in your community	7.7	8.0
B45b. That someone you care about might become sick with the coronavirus	7.7	8.1
B45h. That the protests around police violence might turn violent again	7.4	7.7
A45k. That college education is becoming too unaffordable for many families	7.3	7.4
B45n. That children will not be getting a good education because of COVID-19	7.3	7.5
B45j. That the next generation may not have it as good as we do	7.3	7.7
B45l. That you might have trouble affording or lose good health insurance in the future	7.0	7.3
A45a. That you might become sick with the coronavirus	6.9	7.2
A45m. That someone in your family could be the victim of a crime	6.6	6.8
A45g. That someone you care about might be a victim of police violence	6.6	6.7
45o. That it will be difficult keep balancing family and work responsibilities if the pandemic keeps schools and businesses closed	6.6	6.6
B45d. That you might see reduced hours at work due to the coronavirus	5.7	5.7
B45f. That you might be a victim of police violence	5.4	5.5
A45c. That you might lose your job due to the coronavirus	5.0	5.0
A45i. That someone you know may be detained or deported by ICE	4.1	4.2

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Sorted by "10 – Very worried"

	TOTAL	10 - VERY MOTIVATED
A45e. That there might be another surge in coronavirus cases in your community	41	48
B45b. That someone you care about might become sick with the coronavirus	40	47
A45a. That you might become sick with the coronavirus	36	41
A45k. That college education is becoming too unaffordable for many families	31	33
B45n. That children will not be getting a good education because of COVID-19	31	36
A45g. That someone you care about might be a victim of police violence	31	32
B45h. That the protests around police violence might turn violent again	30	36
B45l. That you might have trouble affording or lose good health insurance in the future	30	38
B45j. That the next generation may not have it as good as we do	28	35
A45m. That someone in your family could be the victim of a crime	28	30
45o. That it will be difficult keep balancing family and work responsibilities if the pandemic keeps schools and businesses closed	26	29
B45f. That you might be a victim of police violence	23	29
A45c. That you might lose your job due to the coronavirus	18	20
B45d. That you might see reduced hours at work due to the coronavirus	17	20
A45i. That someone you know may be detained or deported by ICE	15	16

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Sorted by "Already happened"

	TOTAL	10 - VERY MOTIVATED
B45d. That you might see reduced hours at work due to the coronavirus	17	19
B45h. That the protests around police violence might turn violent again	13	13
A45c. That you might lose your job due to the coronavirus	12	12
B45n. That children will not be getting a good education because of COVID-19	12	11
A45k. That college education is becoming too unaffordable for many families	10	10
B45b. That someone you care about might become sick with the coronavirus	9	10
A45e. That there might be another surge in coronavirus cases in your community	8	8
B45j. That the next generation may not have it as good as we do	8	8
B45l. That you might have trouble affording or lose good health insurance in the future	7	7
45o. That it will be difficult keep balancing family and work responsibilities if the pandemic keeps schools and businesses closed	7	6
A45m. That someone in your family could be the victim of a crime	5	5
A45g. That someone you care about might be a victim of police violence	4	5
B45f. That you might be a victim of police violence	2	2
A45i. That someone you know may be detained or deported by ICE	2	1
A45a. That you might become sick with the coronavirus	2	2

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

a. **SSA**: That you might become sick with the coronavirus

Mean	6.9	7.2

10 – Very worried	36	41
8 - 9	20	20
6 - 7	12	10
5	8	7
1 - 4	12	10
0 – Not at all worried	9	10
This already happened	2	2
Not sure	2	1

6 - 10 – Worried	67	70
5 /NS	9	8
0 - 4 – Not worried	22	20

b. **SSB:** That someone you care about might become sick with the coronavirus

Mean	7.7	8.1

10 – Very worried	40	47
8 - 9	16	17
6 - 7	13	9
5	6	4
1 - 4	8	6
0 – Not at all worried	4	4
This already happened	9	10
Not sure	3	2

6 - 10 – Worried	69	73
5 /NS	9	6
0 - 4 – Not worried	12	10

c. **SSA**: That you might lose your job due to the coronavirus

Mean	5.0	5.0

10 – Very worried	18	20
8 - 9	13	13
6 - 7	8	9
5	7	6
1 - 4	12	10
0 – Not at all worried	24	27
This already happened	12	12
Not sure	4	3

6 - 10 – Worried	40	42
5 /NS	11	9
0 - 4 – Not worried	37	38

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

d.   **SSB:** That you might see reduced hours at work due to the coronavirus

	TOTAL	10 - VERY MOTIVATED
Mean	5.7	5.7
10 – Very worried	17	20
8 - 9	14	13
6 - 7	13	12
5	8	7
1 - 4	10	7
0 – Not at all worried	15	18
This already happened	17	19
Not sure	6	5
6 - 10 – Worried	44	45
5 /NS	14	11
0 - 4 – Not worried	25	25

e.   **SSA**: That there might be another surge in coronavirus cases in your community

	TOTAL	10 - VERY MOTIVATED
Mean	7.7	8.0
10 – Very worried	41	48
8 - 9	20	20
6 - 7	9	6
5	6	4
1 - 4	7	6
0 – Not at all worried	6	7
This already happened	8	8
Not sure	2	1
6 - 10 – Worried	70	75
5 /NS	8	5
0 - 4 – Not worried	13	12

f.   **SSB:** That you might be a victim of police violence

	TOTAL	10 - VERY MOTIVATED
Mean	5.4	5.5
10 – Very worried	23	29
8 - 9	9	7
6 - 7	16	13
5	10	8
1 - 4	19	19
0 – Not at all worried	17	19
This already happened	2	2
Not sure	4	3
6 - 10 – Worried	48	49
5 /NS	14	11
0 - 4 – Not worried	36	38

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

g. **SSA**: That someone you care about might be a victim of police violence

Mean 6.6	6.7

	TOTAL	VERY MOTIVATED
10 – Very worried	31	32
8 - 9	18	19
6 - 7	14	14
5	7	6
1 - 4	13	10
0 – Not at all worried	11	13
This already happened..	4	5
Not sure...	2	1
6 - 10 – Worried	63	65
5 /NS	10	7
0 - 4 – Not worried...	23	23

h. **SSB:** That the protests around police violence might turn violent again

Mean 7.4	7.7

	TOTAL	VERY MOTIVATED
10 – Very worried	30	36
8 - 9	19	20
6 - 7	15	12
5	7	5
1 - 4	8	7
0 – Not at all worried	4	3
This already happened..	13	13
Not sure...	4	4
6 - 10 – Worried	64	67
5 /NS	11	9
0 - 4 – Not worried...	11	11

i. **SSA:** That someone you know may be detained or deported by ICE - also known as Immigration and Customs Enforcement

Mean 4.1	4.2

	TOTAL	VERY MOTIVATED
10 – Very worried	15	16
8 - 9	11	12
6 - 7	10	11
5	6	6
1 - 4	16	13
0 – Not at all worried	35	36
This already happened..	2	1
Not sure...	5	5
6 - 10 – Worried	37	39
5 /NS	11	11
0 - 4 – Not worried...	50	49

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

j. **SSB:** That the next generation may not have it as good as we do

Mean	7.3	7.7

10 – Very worried	28	35
8 - 9	20	21
6 - 7	18	15
5	10	8
1 - 4	8	7
0 – Not at all worried	4	4
This already happened	8	8
Not sure	4	2

6 - 10 – Worried	66	71
5 /NS	14	10
0 - 4 – Not worried	12	10

k. **SSA:** That college education is becoming too unaffordable for many families

Mean	7.3	7.4

10 – Very worried	31	33
8 - 9	22	22
6 - 7	13	12
5	8	7
1 - 4	8	5
0 – Not at all worried	6	8
This already happened	10	10
Not sure	3	3

6 - 10 – Worried	66	67
5 /NS	10	10
0 - 4 – Not worried	14	14

l. **SSB:** That you might have trouble affording or lose good health insurance in the future

Mean	7.0	7.3

10 – Very worried	30	38
8 - 9	18	17
6 - 7	15	12
5	10	8
1 - 4	10	7
0 – Not at all worried	6	8
This already happened	7	7
Not sure	4	3

6 - 10 – Worried	62	66
5 /NS	15	12
0 - 4 – Not worried	16	15

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

m. **SSA:** That someone in your family could be the victim of a crime

Mean	6.6	6.8

10 – Very worried	28	30
8 - 9	19	20
6 - 7	16	15
5	8	8
1 - 4	14	11
0 – Not at all worried	9	10
This already happened	5	5
Not sure	2	1

6 - 10 – Worried	63	65
5 /NS	10	8
0 - 4 – Not worried	23	21

n. **SSB:** That children will not be getting a good education because of COVID-19

Mean	7.3	7.5

10 – Very worried	31	36
8 - 9	19	18
6 - 7	13	11
5	9	7
1 - 4	8	6
0 – Not at all worried	6	7
This already happened	12	11
Not sure	4	3

6 - 10 – Worried	62	65
5 /NS	12	10
0 - 4 – Not worried	14	13

o. That it will be difficult keep balancing family and work responsibilities if the pandemic keeps schools and businesses closed

Mean	6.6	6.6

10 – Very worried	26	29
8 - 9	19	18
6 - 7	14	12
5	10	9
1 - 4	10	9
0 – Not at all worried	10	13
This already happened	7	6
Not sure	4	3

6 - 10 – Worried	59	59
5 /NS	14	13
0 - 4 – Not worried	20	22

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q46. Please indicate whether each of the following have happened to you or anyone in your household. Have you or anyone in your household [**RANDOMIZE**]

Sorted by "Yes, has happened"

46a. Been discouraged from voting by friends or family	13	11
46b. Been told your name was not on the list even though you were registered	11	11
46c. Been told you did not have the correct identification ...	11	10

a.   Been discouraged from voting by friends or family

Yes	13	11
No	82	85
Not sure..	5	4

b.   Been told your name was not on the list even though you were registered

Yes	11	11
No	83	86
Not sure..	6	3

c.   Been told you did not have the correct identification

Yes	11	10
No	83	87
Not sure..	6	3

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

[**ROTATE 47-49**]

Sorted by means

49.Be the Change	7.8	8.7
48.Stronger Community	7.8	8.6
47.Defiance	7.6	8.4

Sorted by "10 – Very motivated"

48.Stronger Community	41	58
49.Be the Change	40	58
47.Defiance	39	56

		10 - VERY
	TOTAL	MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Now you are going to see an image of a letter that you may receive in the mail. Take a close look at the letter and read it.

VOTER
★★★★
PARTICIPATION
CENTER

Dear Jane,

Thank you for being a registered voter in New Mexico. It may not seem like it to you, but voting is an act of defiance.

Over 250 hundred years ago, the right to vote was a radical idea. 150 years ago, it was radical for Black men to vote. 100 years ago, it was radical for women to vote. Make no mistake voting is a big deal.

You've shown that you were brave when you used your voice to vote in 2016 and again in 2018*.

Take action this year – don't allow your voice to be silenced. Be brave, use your voice, and vote by **Tuesday, November 3**.

Sincerely,

Page S. Gardner
Board Chair
The Voter Participation Center

P.S. We hope to see your name on the list of people who voted in 2020, and we look forward to hearing about your experience voting.

*This data comes from publicly available state voter files.
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	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q47. After reading this letter, how motivated are you to vote? Use a scale between ZERO to TEN, where ZERO means you are NOT AT ALL MOTIVATED to vote, and TEN means you are VERY MOTIVATED to vote. You can be anywhere in between.

	TOTAL	10 - VERY MOTIVATED
Mean	7.6	8.4
10 – Very motivated	39	56
8 - 9	18	15
6 - 7	11	8
5	9	7
1 - 4	7	4
0 – Not at all motivated	5	4
Not sure	11	7
6 - 10 – Motivated	68	78
5 /NS	20	14
0 - 4 – Not motivated	12	7

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Now you are going to see an image of a letter that you may receive in the mail. Take a close look at the letter and read it.

Dear Jane,

Communities are strong because people rely on each other when they need help. Everyone has a role to play: first responders, teachers, nurses, and you Jane.

You lock your doors every night. You wear a seat belt. You look both ways before crossing the street. These every day actions keep you and those you love safe, so why wouldn't you vote in this year's General Election?

You have the opportunity to teach the next generation that voting is not just a right; it is a safeguard to protect us from tyranny. **Your vote keeps democracy safe** – for you, your family, your friends, and America.

We want to **thank you.** Publicly available records show that you voted in 2018* and gave your community a voice. You've shown voting is important – now we're challenging you to do more. Ask 3 friends or family members to join you. Can we count on you? The best encouragement comes from the people we know.

Join your community and cast your ballot by **Tuesday, November 3.**

Sincerely,

[signature]

Page S. Gardner
Board Chair
The Voter Participation Center

P.S. We hope to see your name on the list of people who voted in 2020, and we look forward to hearing about your experience voting.

*This data comes from publicly available state voter files.
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	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q48. After reading this letter, how motivated are you to vote? Use a scale between ZERO to TEN, where ZERO means you are NOT AT ALL MOTIVATED to vote, and TEN means you are VERY MOTIVATED to vote. You can be anywhere in between.

	TOTAL	10 - VERY MOTIVATED
Mean	7.8	8.6
10 – Very motivated	41	58
8 - 9	18	15
6 - 7	13	8
5	9	6
1 - 4	5	3
0 – Not at all motivated	4	2
Not sure	10	6
6 - 10 – Motivated	72	82
5 /NS	19	12
0 - 4 – Not motivated	9	5

		10 - VERY
	TOTAL	MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Now you are going to see an image of a letter that you may receive in the mail. Take a close look at the letter and read it.

Dear Jane,

Thank you for being a registered voter in Florida. You have chosen to take part in one of America's longest and proudest traditions – democracy.

I know America has not always gotten things right the first time. But we can be proud that brave Americans always stood up for what was right and fought for change.

The General Election, on **Tuesday November 3**, it's our turn. Our turn to fight for a fairer, more sustainable America that we all can be proud to call home.

Our forefathers made mistakes. Together, we have righted many of them. There is still more work to do. **Today we vote. Tomorrow we call our representatives, we volunteer, we march.** We will <u>not</u> stay silent.

The next generation is counting on us. Publicly available records show that you took part in the historic 2018 General Election[*]. Cast your ballot in the General Election by **Tuesday November 3**, and ask 3 friends to join you. We can be the change we have been waiting for – but we have to vote.

Sincerely,

Page S. Gardner
Board Chair
The Voter Participation Center

P.S. If you have questions about your mail ballot, please contact your county Supervisor of Elections office. You can find their information at sos.gov.

[*]This data comes from publicly available state voter file

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q49. After reading this letter, how motivated are you to vote? Use a scale between ZERO to TEN, where ZERO means you are NOT AT ALL MOTIVATED to vote, and TEN means you are VERY MOTIVATED to vote. You can be anywhere in between.

	TOTAL	10 - VERY MOTIVATED
Mean	7.8	8.7
10 – Very motivated	40	58
8 - 9	17	15
6 - 7	13	8
5	10	7
1 - 4	5	2
0 – Not at all motivated	3	2
Not sure	11	8
6 - 10 – Motivated	70	81
5 /NS	21	14
0 - 4 – Not motivated	9	4

		10 - VERY
	TOTAL	MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q50. Here is a list of some statements people have made about the upcoming election. For each, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement. [**RANDOMIZE LIST**]

Sorted by "Strongly agree"

	TOTAL	10 - VERY MOTIVATED
B50f. We are the changing face of the country and the voting population, and it is more important now than ever that we participate in our elections, from the presidential all the way down to city council races	58	73
A50g. To create change in our country and in our communities, we must join together with others who share our values and make sure our elected leaders know that they cannot ignore us	58	67
B50j. It is important to protest and organize, but it is not enough; I need to vote, too	55	69
B50h. The most important thing in the presidential election is to beat Donald Trump	42	50
B50l. I'm sick and tired of always having to vote for the lesser of two evils	33	29
B50d. There is no difference between women and men running for office - at the end of the day, they are only fighting for their own self-interest	22	23
A50e. We could have had the most progressive candidate ever this year, someone who would fight for Medicare for All and free college tuition. Instead, we have a moderate, establishment Democrat who won't bring about change	19	18
B50b. Both Joe Biden and Donald Trump are two old, white men who are out of touch with what real Americans want	18	13
A50c. There is no difference between the Democratic and Republican parties - they only care about their wealthy donors and special interests, and they are not looking out for our working families	14	14
A50i. I can have more impact protesting, getting involved in my community, and organizing around issues than I can from voting	14	12
A50a. Both Joe Biden and Donald Trump are two old, white men who are out of touch with what real Americans want, and there really isn't any difference between them	12	10
A50k. I don't know enough about who Joe Biden is or what he will do as President	10	8

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

a. **SSA:** Both Joe Biden and Donald Trump are two old, white men who are out of touch with what real Americans want, and there really isn't any difference between them.

	TOTAL	10 - VERY MOTIVATED
Strongly agree	12	10
Somewhat agree	18	14
Somewhat disagree	21	20
Strongly disagree	38	49
Not sure	10	7
Agree	30	24
Disagree	59	69

b. **SSB:** Both Joe Biden and Donald Trump are two old, white men who are out of touch with what real Americans want.

	TOTAL	10 - VERY MOTIVATED
Strongly agree	18	13
Somewhat agree	23	23
Somewhat disagree	22	22
Strongly disagree	24	32
Not sure	13	11
Agree	41	36
Disagree	46	53

c. **SSA:** There is no difference between the Democratic and Republican parties – they only care about their wealthy donors and special interests, and they are not looking out for our working families.

	TOTAL	10 - VERY MOTIVATED
Strongly agree	14	14
Somewhat agree	20	17
Somewhat disagree	22	23
Strongly disagree	34	40
Not sure	11	6
Agree	34	31
Disagree	55	64

d. **SSB:** There is no difference between women and men running for office – at the end of the day, they are only fighting for their own self-interest.

	TOTAL	10 - VERY MOTIVATED
Strongly agree	22	23
Somewhat agree	28	24
Somewhat disagree	22	20
Strongly disagree	19	25
Not sure	10	8
Agree	49	46
Disagree	41	46

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

e. **SSA:** We could have had the most progressive candidate ever this year, someone who would fight for Medicare for All and free college tuition. Instead, we have a moderate, establishment Democrat who won't bring about change.

Strongly agree	19	18
Somewhat agree	23	20
Somewhat disagree	19	19
Strongly disagree	22	29
Not sure	17	14
Agree	41	38
Disagree	41	48

f. **SSB:** We are the changing face of the country and the voting population, and it is more important now than ever that we participate in our elections, from the presidential all the way down to city council races.

Strongly agree	58	73
Somewhat agree	21	15
Somewhat disagree	8	5
Strongly disagree	4	2
Not sure	9	5
Agree	79	88
Disagree	11	7

g. **SSA:** To create change in our country and in our communities, we must join together with others who share our values and make sure our elected leaders know that they cannot ignore us.

Strongly agree	58	67
Somewhat agree	27	22
Somewhat disagree	5	4
Strongly disagree	4	3
Not sure	7	3
Agree	85	89
Disagree	9	8

h. **SSB:** The most important thing in the presidential election is to beat Donald Trump.

Strongly agree	42	50
Somewhat agree	18	15
Somewhat disagree	10	7
Strongly disagree	24	24
Not sure	7	4
Agree	59	65
Disagree	33	31

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

i. **SSA:** I can have more impact protesting, getting involved in my community, and organizing around issues than I can from voting.

Strongly agree	14	12
Somewhat agree	22	18
Somewhat disagree	23	24
Strongly disagree	30	38
Not sure	12	8
Agree	36	30
Disagree	52	62

j. **SSB:** It is important to protest and organize, but it is not enough; I need to vote, too.

Strongly agree	55	69
Somewhat agree	23	17
Somewhat disagree	9	6
Strongly disagree	5	4
Not sure	8	5
Agree	78	85
Disagree	14	10

k. **SSA:** I don't know enough about who Joe Biden is or what he will do as President

Strongly agree	10	8
Somewhat agree	21	18
Somewhat disagree	25	24
Strongly disagree	37	48
Not sure	7	3
Agree	31	25
Disagree	62	71

l. **SSB:** I'm sick and tired of always having to vote for the lesser of two evils.

Strongly agree	33	29
Somewhat agree	26	25
Somewhat disagree	12	11
Strongly disagree	18	25
Not sure	11	9
Agree	59	54
Disagree	30	37

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q51. Which of the following comes closer to your opinion, even if neither is exactly right? [**ROTATE 1-2, 2-1**]

The Black Lives Matter protests have highlighted how broken our criminal justice system is and has made me more motivated to elect leaders who will fight for racial justice in our own communities and across the country	63	72
The Black Lives Matter protests have shown just how ineffective our government is at addressing problems, no matter who is in charge, and has made me less motivated to vote in the upcoming election	17	12
Not sure	20	16

Q52. Which of the following comes closer to your opinion, even if neither is exactly right? [**ROTATE 1-2, 2-1**]

Voting in the presidential election is important because it gives my community a voice and the power to affect change in the highest office in the country	74	85
Voting in the presidential election is not important because the electoral college makes some people's votes count more than others	16	11
Not sure	10	5

Q53. Which of the following comes closer to your opinion, even if neither is exactly right? [**ROTATE 1-2, 2-1**]

We need to unite as a country, regardless of race, religion, or politics, to make our communities a better place for our families	85	90
We do not need to unite with others who do not share our values and beliefs in order to make meaningful change	8	7
Not sure	7	3

		TOTAL	10 - VERY MOTIVATED
Weighted N=		1097	674
Unweighted N=		1097	657

Q54. Here is a list of concerns that some people have. Please tell me how important each issue is to you personally – very important, somewhat important, not very important, or not important at all. [**RANDOMIZE LIST**]

Sorted by "Very important"

	TOTAL	10 - VERY MOTIVATED
A54a.Incomes aren't keeping pace with the cost of living .. 69		75
A54v.We need to put the interests of working people first, whether White, Black, or Brown. 68		74
54i.Health care and prescription drug costs are too high for most working Americans 67		75
A54bb.Teachers are not paid enough................................. 63		72
A54l.The wealthy and large corporations do not pay their fair share of taxes 61		69
B54w.We need to reform our criminal justice system and hold police accountable for their actions 61		68
B54aa.Women are paid less than men for the same job.... 60		67
B54cc.Schools do not have the resources they need to handle virtual learning 60		65
A54t.People of color are treated less fairly than whites in this country 59		65
A54x.Women are given less opportunities than men 59		64
A54p.Too many students are graduating college with too much debt 59		63
B54b.The economic gains are going to the rich instead of the middle class and working poor 58		64
B54f.Too many regular people's voices aren't being heard by politicians 57		63
A54z.Women are being stripped of access to birth control and affordable reproductive health care 56		62
A54c.Big corporations and lobbyists have too much control over our government and elections 56		67
B54s.Not all are being given an equal opportunity to succeed 54		60
B54u.Black people are treated less fairly than whites in this country 54		62
A54g.Voting rights are being denied to too many Americans 54		63
B54h.Voting rights are being denied to too many Black and Brown people... 53		58
A54e.My voice isn't being heard by politicians 51		61
A54r.Government has a responsibility to help take care of people who are unable to care for themselves......... 50		56
B54m.Sixty profitable corporations paid no taxes under President Trump's tax cuts 50		55
B54q.There is not enough being done to address climate change 46		53
A54n.There is too much government regulation holding small businesses back... 40		44

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

B54k.Politicians draw their own legislative districts to make it easier for them to get elected	39	46
B54y.White men are overrepresented in politics	38	42
A54j.Legislative districts are gerrymandered	33	39
B54o.There is too much government regulation killing jobs	31	34
B54d.Government regulation of business does more harm than good	29	33

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

a.   **SSA:** Incomes aren't keeping pace with the cost of living

Very important	69	75
Somewhat important	17	15
Not very important	6	4
Not important at all	2	1
Not sure	7	4
Important	85	91
Not important	8	6

b.   **SSB:** The economic gains are going to the rich instead of the middle class and working poor

Very important	58	64
Somewhat important	18	16
Not very important	9	8
Not important at all	4	4
Not sure	11	8
Important	76	80
Not important	13	11

c.   **SSA:** Big corporations and lobbyists have too much control over our government and elections

Very important	56	67
Somewhat important	22	18
Not very important	7	4
Not important at all	3	3
Not sure	12	8
Important	78	85
Not important	10	7

d.   **SSB:** Government regulation of business does more harm than good

Very important	29	33
Somewhat important	30	26
Not very important	14	16
Not important at all	8	9
Not sure	19	17
Important	59	59
Not important	22	24

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

e. **SSA:** My voice isn't being heard by politicians

	TOTAL	10 - VERY MOTIVATED
Very important	51	61
Somewhat important	27	24
Not very important	7	4
Not important at all	4	5
Not sure	10	7
Important	78	85
Not important	11	8

f. **SSB:** Too many regular people's voices aren't being heard by politicians

	TOTAL	10 - VERY MOTIVATED
Very important	57	63
Somewhat important	23	21
Not very important	7	6
Not important at all	3	4
Not sure	9	5
Important	80	84
Not important	11	11

g. **SSA:** Voting rights are being denied to too many Americans

	TOTAL	10 - VERY MOTIVATED
Very important	54	63
Somewhat important	20	17
Not very important	8	7
Not important at all	4	5
Not sure	14	9
Important	74	80
Not important	12	12

h. **SSB:** Voting rights are being denied to too many Black and Brown people

	TOTAL	10 - VERY MOTIVATED
Very important	53	58
Somewhat important	20	16
Not very important	7	7
Not important at all	6	8
Not sure	14	11
Important	73	74
Not important	13	15

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

i.   Health care and prescription drug costs are too high for most working Americans

Very important	67	75
Somewhat important	20	17
Not very important	4	3
Not important at all	2	2
Not sure	6	3
Important	87	92
Not important	6	5

j.   **SSA**: Legislative districts are gerrymandered

Very important	33	39
Somewhat important	22	23
Not very important	7	5
Not important at all	4	4
Not sure	34	29
Important	54	62
Not important	11	9

k.   **SSB**: Politicians draw their own legislative districts to make it easier for them to get elected

Very important	39	46
Somewhat important	31	28
Not very important	8	6
Not important at all	5	5
Not sure	17	15
Important	69	75
Not important	14	11

l.   **SSA:** The wealthy and large corporations do not pay their fair share of taxes

Very important	61	69
Somewhat important	21	16
Not very important	5	4
Not important at all	3	4
Not sure	10	7
Important	82	85
Not important	9	8

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

m. **SSB:** Sixty profitable corporations paid no taxes under President Trump's tax cuts

Very important	50	55
Somewhat important	22	19
Not very important	7	6
Not important at all	6	7
Not sure	15	13
Important	71	74
Not important	13	13

n. **SSA**: There is too much government regulation holding small businesses back

Very important	40	44
Somewhat important	30	30
Not very important	9	8
Not important at all	5	5
Not sure	15	13
Important	70	74
Not important	14	13

o. **SSB**: There is too much government regulation killing jobs

Very important	31	34
Somewhat important	30	27
Not very important	13	15
Not important at all	7	9
Not sure	17	15
Important	62	61
Not important	21	24

p. **SSA:** Too many students are graduating college with too much debt

Very important	59	63
Somewhat important	26	24
Not very important	6	6
Not important at all	4	4
Not sure	6	3
Important	84	88
Not important	10	10

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

q. **SSB:** There is not enough being done to address climate change

Very important	46	53
Somewhat important	24	21
Not very important	11	8
Not important at all	7	8
Not sure	13	9
Important	70	74
Not important	17	16

r. **SSA:** Government has a responsibility to help take care of people who are unable to care for themselves

Very important	50	56
Somewhat important	32	33
Not very important	6	4
Not important at all	3	2
Not sure	9	5
Important	83	89
Not important	9	6

s. **SSB:** Not all are being given an equal opportunity to succeed

Very important	54	60
Somewhat important	24	22
Not very important	8	7
Not important at all	5	5
Not sure	9	7
Important	78	82
Not important	13	11

t. **SSA**: People of color are treated less fairly than whites in this country

Very important	59	65
Somewhat important	17	16
Not very important	6	4
Not important at all	5	7
Not sure	12	9
Important	77	81
Not important	11	10

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

u. **SSB**: Black people are treated less fairly than whites in this country

	TOTAL	VERY MOTIVATED
Very important	54	62
Somewhat important	20	17
Not very important	9	8
Not important at all	7	7
Not sure	10	6
Important	75	79
Not important	15	15

v. **SSA:** We need to put the interests of working people first, whether White, Black, or Brown.

	TOTAL	VERY MOTIVATED
Very important	68	74
Somewhat important	18	16
Not very important	7	5
Not important at all	1	1
Not sure	6	3
Important	86	90
Not important	8	6

w. **SSB:** We need to reform our criminal justice system and hold police accountable for their actions

	TOTAL	VERY MOTIVATED
Very important	61	68
Somewhat important	21	16
Not very important	7	8
Not important at all	3	3
Not sure	8	4
Important	81	84
Not important	11	12

x. **SSA**: Women are given less opportunities than men

	TOTAL	VERY MOTIVATED
Very important	59	64
Somewhat important	21	19
Not very important	7	6
Not important at all	4	5
Not sure	9	6
Important	80	83
Not important	11	11

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

y. **SSB**: White men are overrepresented in politics

	TOTAL	10 - VERY MOTIVATED
Very important	38	42
Somewhat important	25	23
Not very important	16	15
Not important at all	10	11
Not sure	11	8
Important	63	66
Not important	26	26

z. **SSA:** Women are being stripped of access to birth control and affordable reproductive health care

	TOTAL	10 - VERY MOTIVATED
Very important	56	62
Somewhat important	22	21
Not very important	6	5
Not important at all	6	6
Not sure	9	6
Important	78	83
Not important	13	11

aa. **SSB:** Women are paid less than men for the same job

	TOTAL	10 - VERY MOTIVATED
Very important	60	67
Somewhat important	21	17
Not very important	6	5
Not important at all	4	4
Not sure	8	7
Important	81	84
Not important	10	9

bb. **SSA**: Teachers are not paid enough

	TOTAL	10 - VERY MOTIVATED
Very important	63	72
Somewhat important	20	15
Not very important	7	5
Not important at all	3	3
Not sure	7	4
Important	83	88
Not important	9	9

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

cc. **SSB**: Schools do not have the resources they need to handle virtual learning

Very important	60	65
Somewhat important	22	21
Not very important	6	3
Not important at all	3	3
Not sure	10	8
Important	81	86
Not important	9	6

Q55. Which one of the following social media platforms do you use for news about the upcoming election? [**RANDOMIZE**]
Select multiple

Facebook	58	57
YouTube	44	42
Instagram	34	34
Twitter	25	26
Snapchat	16	13
TikTok	15	12
Reddit	8	9
Other	13	15
Prefer not to answer	8	7

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q56. Some people say that they would be more motivated to vote if the voting process was easier. Please indicate whether each of the following would make you much more motivated, somewhat more motivated, somewhat less motivated, or much less motivated to vote. [**RANDOMIZE LIST**]

Sorted by "Much more motivated"

	TOTAL	10 - VERY MOTIVATED
A56b.Knowing more about the candidates running in all of the races in my area	56	63
56a.Having a more accessible polling place	51	60
B56c.Being sent a voting guide about the candidates	51	61
56d.Being sent a mail-in ballot request form	48	54
56e.Being sent instructions on how to vote-by-mail	46	52
56f.Making Election Day a holiday where I live	42	51

a.   Having a more accessible polling place

	TOTAL	10 - VERY MOTIVATED
Much more motivated	51	60
Somewhat more motivated	29	27
Somewhat less motivated	5	3
Much less motivated	2	1
Not sure	12	8
More motivated	80	87
Less motivated	8	4

b.   **SSA:** Knowing more about the candidates running in all of the races in my area

	TOTAL	10 - VERY MOTIVATED
Much more motivated	56	63
Somewhat more motivated	27	26
Somewhat less motivated	5	4
Much less motivated	1	0
Not sure	10	6
More motivated	83	89
Less motivated	6	4

c.   **SSB:** Being sent a voting guide about the candidates

	TOTAL	10 - VERY MOTIVATED
Much more motivated	51	61
Somewhat more motivated	27	23
Somewhat less motivated	6	5
Much less motivated	6	4
Not sure	11	7
More motivated	78	84
Less motivated	12	8

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

d. Being sent a mail-in ballot request form

Much more motivated	48	54
Somewhat more motivated	23	21
Somewhat less motivated	7	6
Much less motivated	10	9
Not sure	12	9

More motivated	71	75
Less motivated	17	16

e. Being sent instructions on how to vote-by-mail

Much more motivated	46	52
Somewhat more motivated	27	25
Somewhat less motivated	7	7
Much less motivated	9	9
Not sure	11	8

More motivated	72	77
Less motivated	16	15

f. Making Election Day a holiday where I live

Much more motivated	42	51
Somewhat more motivated	22	20
Somewhat less motivated	8	6
Much less motivated	9	7
Not sure	18	15

More motivated	64	72
Less motivated	17	13

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q57. Here is a list of some people and groups. Please indicate for each whether, if this person or group encouraged you to vote by mail or by dropping off an absentee ballot at a designated location, you would feel much more motivated, somewhat more motivated, somewhat less motivated, or much less motivated to vote by mail. [**RANDOMIZE LIST**]

Sorted by "Much more motivated"

A57a.Barack Obama	46	55
A57e.My family	45	52
B57b.Michelle Obama	42	49
B57f.My close friends	32	38
A57i.My state representative	30	38
A57c.Kamala Harris	30	41
57k.An election official or the Secretary of State in my state	24	30
B57j.My Senator or Congressperson	21	25
B57h.My colleagues	20	26
A57g.My boss	18	20
B57d.An athlete or celebrity you follow on social media	16	19

a. **SSA:** Barack Obama

Much more motivated	46	55
Somewhat more motivated	17	14
Somewhat less motivated	5	4
Much less motivated	15	17
Not sure	16	10
More motivated	64	69
Less motivated	20	21

b. **SSB:** Michelle Obama

Much more motivated	42	49
Somewhat more motivated	20	17
Somewhat less motivated	7	6
Much less motivated	17	17
Not sure	15	12
More motivated	61	65
Less motivated	24	23

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

c. **SSA:** Kamala Harris

Much more motivated	30	41
Somewhat more motivated	19	18
Somewhat less motivated	9	7
Much less motivated	18	18
Not sure	24	15
More motivated	49	60
Less motivated	27	26

d. **SSB:** An athlete or celebrity you follow on social media

Much more motivated	16	19
Somewhat more motivated	25	25
Somewhat less motivated	13	11
Much less motivated	20	21
Not sure	27	24
More motivated	41	44
Less motivated	32	32

e. **SSA:** My family

Much more motivated	45	52
Somewhat more motivated	28	26
Somewhat less motivated	5	5
Much less motivated	5	5
Not sure	16	11
More motivated	74	78
Less motivated	11	11

f. **SSB:** My close friends

Much more motivated	32	38
Somewhat more motivated	32	32
Somewhat less motivated	9	7
Much less motivated	8	8
Not sure	19	16
More motivated	64	69
Less motivated	17	15

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

g. **SSA:** My boss

	TOTAL	10 - VERY MOTIVATED
Much more motivated	18	20
Somewhat more motivated	23	24
Somewhat less motivated	11	10
Much less motivated	13	14
Not sure	35	32
More motivated	41	44
Less motivated	24	24

h. **SSB:** My colleagues

	TOTAL	10 - VERY MOTIVATED
Much more motivated	20	26
Somewhat more motivated	30	30
Somewhat less motivated	13	11
Much less motivated	11	12
Not sure	26	21
More motivated	50	56
Less motivated	24	23

i. **SSA:** My state representative

	TOTAL	10 - VERY MOTIVATED
Much more motivated	30	38
Somewhat more motivated	26	26
Somewhat less motivated	12	11
Much less motivated	9	10
Not sure	23	15
More motivated	57	64
Less motivated	21	21

j. **SSB:** My Senator or Congressperson

	TOTAL	10 - VERY MOTIVATED
Much more motivated	21	25
Somewhat more motivated	30	33
Somewhat less motivated	16	13
Much less motivated	11	12
Not sure	22	18
More motivated	51	58
Less motivated	27	24

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

k.   An election official or the Secretary of State in my state

Much more motivated	24	30
Somewhat more motivated	29	31
Somewhat less motivated	13	11
Much less motivated	10	10
Not sure	24	18
More motivated	53	61
Less motivated	23	21

The remaining questions are for statistical purposes only.

Q58. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent or something else?
Q59. {**IF Q58 = DEMOCRAT:**} Do you consider yourself a strong or a not-so-strong Democrat?
Q60. {**IF Q58 = REPUBLICAN**} Do you consider yourself a strong or a not-so-strong Republican?
Q61. {**IF Q58= INDEPENDENT:**} Would you say you lean more towards the Republicans or more towards the Democrats?

Strong Democrat	38	48
Not-so-strong Democrat	13	11
Independent - lean Democrat	7	7
Democrat	58	65
Independent	10	5
Republican	26	26
Independent - lean Republican	21	22
Not-so-strong Republican	3	2
Strong Republican	2	2
Something else	4	3
Prefer not to answer	2	1

Q62. In the 2016 election for President, which candidate did you vote for [**ROTATE**] _Democrat Hillary Clinton _Republican Donald Trump

Clinton	48	58
Trump	21	22
Other candidate	5	5
I did not vote in that race	21	14
Not sure	2	1
Prefer not to answer	2	1

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q63. Have you moved and changed your address since January 2017?

Yes	35	34
No	62	66
Not sure	2	1

Q64. How often do you attend church or another place of worship?

More than once a week	8	8
Once a week	19	19
Once or twice a month	8	7
Several times a year	13	13
Only on holidays	5	6
Almost never	38	39
Not sure	3	3
Prefer not to answer	7	5

Q65. Do you have any children under the age of 18 living at home with you?

Yes	36	33
No	62	67
Prefer not to answer	2	0

Q66. Do you or does anyone in your household ever have to skip a meal or go hungry because there isn't enough money to buy food?

Yes - frequently	9	9
Yes - sometimes	23	19
No – never skip a meal	66	72
Prefer not to answer	2	1

Q67. How would you describe the area in which you live?

Large city	28	29
Smaller city	17	16
Suburb near a city	35	35
Small town	9	10
Rural area	11	10

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q68. Before the coronavirus pandemic hit in March, what was your employment status – were you:

Employed full-time	45	47
Employed part-time	13	11
Unemployed	9	8
Retired	9	12
Homemaker or stay at home parent	8	7
Full-time student	6	6
On disability	7	7
Other	2	2
Prefer not to answer	1	1

Q69. [**IF Q68 = 1,2**] And since the pandemic have you kept your job at relatively the same hours and pay, kept your job but at reduced hours and pay, or lost your job?

Weighted N=	641	388
Unweighted N=	631	377

Kept	48	49
Reduced	27	26
Lost	21	20
Other	3	4
Prefer not to answer	1	1

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q70. [**IF Q68=1,2**] Which of the following best describes the industry in which you work or worked for your main job, before the coronavirus started having an impact in the U.S.? SELECT FROM PULL DOWN MENU

	Weighted N=	641	388
	Unweighted N=	631	377

	TOTAL	10 - VERY MOTIVATED
Healthcare other than nursing	11	12
Other service industry	10	11
Retail other than grocery store or big box store.	9	10
Restaurant, cafe, or bar	8	6
Education - K-12	6	5
Education - Early education/childcare	5	4
Government	4	6
Construction/building	4	4
Financial services	4	5
Other non-service industry	3	2
Manufacturing/supply chain	3	4
Computer/computer science	3	3
Grocery store or big box store	3	2
Domestic work, like a home health care worker, nanny or house cleaner	2	2
Nursing	2	2
Warehouse	2	1
Nonprofit organization	2	3
Education - post-secondary	2	2
Law	2	3
Transportation/utility/communications	2	2
Human resources/HR consulting/broker	1	2
Delivery service, like USPS, UPS, or FedEx	1	1
Advertising	1	1
Real estate/property management	1	1
Media	1	1
Market research	1	0
Gig economy, like driving for Uber, Lyft, and DoorDash.	1	1
Wholesale other than grocery store or big box store	1	1
Labor union/multi-employer trust	0	1
Mining	0	0
Prefer not to answer	4	4

	TOTAL	10 - VERY MOTIVATED
Weighted N=	1097	674
Unweighted N=	1097	657

Q71. Please indicate your current living situation.
Select all that apply

	TOTAL	10 - VERY MOTIVATED
Home with parents	18	15
In a dorm	1	1
Apartment/house with roommates	14	12
With a significant other	15	15
With a spouse and/or child	28	29
On my own [EXCLUSIVE]	25	28
Somewhere else	3	3
Prefer not to answer	2	2