



TO: Interested Parties

FROM: Terry Schilling, Executive Director, American Principles Project

DATE: Tuesday, July 28th, 2020

SUBJECT: Battleground State Polling

MEMO ON BATTLEGROUND STATE POLLING

In an attempt to better understand the national “battleground state” electorate and the political landscape in 2020 both for the presidential race and for various competitive U.S. Senate races, we commissioned SPRY Strategies to do a poll of likely voters in ten states: [Arizona](#), [Georgia](#), [Iowa](#), [Kentucky](#), [Michigan](#), [Montana](#), [North Carolina](#), [Pennsylvania](#), [Texas](#), and [Wisconsin](#). In addition to polling the presidential race and the Senate race, we tested a number of high-profile cultural issues.

The surveys were conducted in each of the ten states using a statewide, scientific sample of 42,000 likely General Election voters who voted in at least two of the last four elections (2012, 2014, 2016, 2018), as well as newly registered voters from May 1, 2018 to July 14, 2020. Data is modeled after the 2016 General Election voter turnout, which is the anticipated model for the 2020 General Election. Surveys were completed using a hybrid method of live landline, IVR, and online to mobile.

The topline results for the presidential race and Senate races were as follows:

PRESIDENTIAL ELECTION

[Arizona](#): Biden 49%, Trump 45% (*D+4*)
[Georgia](#): Trump 49%, Biden 46% (*R+3*)
[Iowa](#): Biden 48%, Trump 46% (*D+2*)
[Kentucky](#): Trump 60%, Biden 34% (*R+26*)
[Michigan](#): Trump 50%, Biden 45% (*R+5*)

[Montana](#): Trump 52%, Biden 42% (*R+10*)
[North Carolina](#): Trump 49%, Biden 46% (*R+3*)
[Pennsylvania](#): Trump 48%, Biden 47% (*R+1*)
[Texas](#): Trump 49%, Biden 45% (*R+4*)
[Wisconsin](#): Biden 46%, Trump 45% (*D+1*)

SENATE ELECTIONS

[Arizona](#): Kelly 48%, McSally 41% (*D+7*)
[Georgia](#): Perdue 46%, Ossoff 44% (*R+2*)
[Georgia](#): (Special): Collins 29%, Lieberman 23%, Loeffler 19%, Tarver 9%
[Iowa](#): Greenfield 45%, Ernst 43% (*D+2*)
[Kentucky](#): McConnell 55%, McGrath 33% (*R+22*)
[Michigan](#): Peters 47%, James 37% (*D+10*)
[Montana](#): Daines 47%, Bullock 44% (*R+3*)
[North Carolina](#): Cunningham 40%, Tillis 40% (*TIE*)
[Texas](#): Cornyn 47%, Hegar 37% (*R+10*)

STATE OF THE RACE: TRUMP HAS VIABLE PATH TO 270 EVs

Much has been written about President Trump's current deficit in national polling. But ultimately, the electoral college is what matters. In 2016, President Trump shocked the world by winning 306 electoral votes to Hillary Clinton's 232. This victory included surprising victories in states like Michigan (16 EVs), Pennsylvania (20 EVs), and Wisconsin (10 EVs). Assuming no new GOP pick-ups in 2020 — perhaps an overly pessimistic assumption — the president can afford to lose one of these states, but no more. Because of their importance to the Electoral College puzzle, this memo will focus largely on these three Midwestern states.

It is clear from our polling that the reports of President Trump's impending electoral doom are greatly exaggerated. While the Trump campaign still has much to do in defining Joe Biden as a feckless enabler of the worst elements of the radical left, the fundamentals of this race are encouraging. While Trump currently trails in some obviously important battleground states, he also leads in a few states where many political pundits have already written him off.

On hot-button issues, the survey results were also very interesting. Black Lives Matter is very popular, until voters learn what Black Lives Matter actually supports — then it becomes very unpopular. Voters hate the idea of biological males competing against female athletes in women's sports. They strongly oppose minors being subjected to sex changes or gender conversion therapy. They want to protect kids from online pornography, and they want Big Tech companies to allow free speech and free expression on their platforms. And yes, voters are still very proud to be American!

Republicans would be wise to heed these results and tie themselves to these issues, which will inevitably play a big role in the fall campaign.

Independents moving toward Trump:

[Michigan](#) Independents: Trump 46%, Biden 44% (*R+2*)

[Pennsylvania](#) Independents: Trump 47%, Biden 42% (*R+5*)

[Wisconsin](#) Independents: Biden 44, Trump 38 (*D+6*)

One of the key takeaways from our presidential polling was the shift we are beginning to see in independents. Here's what Ryan Burrell, Founder at SPRY Strategies, had to say about it:

“In Michigan and Pennsylvania, the independents are leaning Trump, which is a reversal from the RealClearPolitics average. The independent advantage lies in the political ideology question and the issue questions. More independents either identify with being very conservative or somewhat conservative in their ideology in these “Rust Belt” states, and independents are clearly being pushed rightward by the violent demonstrations and rioting in major cities throughout America. Both Pittsburgh and Detroit have seen an increase in violent crime and murder rates, while the governors in both states and the Democrats in Washington, D.C. fail to condemn the violence and efforts to defund the police.

“Wisconsin still has a large contingency of “Never Trumpers” among its own Republican base. 4.9 percent of Republicans in Wisconsin are voting for Joe Biden, while zero percent of Democrats are voting for Trump. This statistic says it all about why the independents are still leaning left there.”

VOTERS AGREE WITH CONSERVATIVES ON CULTURAL ISSUES

As mentioned above, we tested a number of cultural issues in all ten states. Here are some of our findings:

Voters approve of Black Lives Matter, until they learn what the group actually supports:

The group “Black Lives Matter” (BLM) currently has a very high approval rating with voters across the political spectrum. Our poll found that 74% of voters approved of BLM across our 10 battleground states.

It is important to assume that a good portion of these voters are not aware of BLM's specific policy goals. Clearly that is evidenced from our polling and from other polls. Therefore, it is

critical for Republican elected officials who are talking about this issue to lead with BLM's radical agenda.

In our polling, when voters were presented with three of BLM's most controversial aims — doing away with the traditional family, defunding the police, and overturning capitalism — most said they would be less likely to support the movement:

If you learned BLM wanted to do away with the traditional family:

- 10-state composite: 72% less likely to support
 - Michigan: 75% less likely to support
 - Pennsylvania: 75% less likely to support
 - Wisconsin: 69% less likely to support

If you learned BLM wanted to defund the police:

- 10-state composite: 73% less likely to support
 - Michigan: 77% less likely to support
 - Pennsylvania: 72% less likely to support
 - Wisconsin: 70% less likely to support

If you learned BLM supported communist goals like overturning capitalism:

- 10-state composite: 82% less likely to support
 - Michigan: 86% less likely to support
 - Pennsylvania: 80% less likely to support
 - Wisconsin: 79% less likely to support

Voters hate the idea of biological males competing against female athletes in women's sports:

Voters across the board rejected gender ideology when it comes to protecting athletic opportunities for women. This issue is extremely effective even with Democrats and independents. In 2019, American Principles Project ran [two ads](#) attacking Democrats on this topic.

Should boys and men who identify as transgender compete in girl's and women's athletics?

- 10-state composite: 77% oppose boys competing against girls
 - Michigan: 78% oppose
 - Pennsylvania: 75% oppose
 - Wisconsin: 71% oppose

Voters strongly oppose minors being subjected to sex changes or gender conversion therapy:

A number of states have introduced legislation to ban sex changes and gender conversion therapy for minors. These efforts have tremendous popular support.

Should minors be allowed to undergo sex change surgeries or chemical treatments to change gender?

- 10-state composite: 81% oppose sex changes for minors
 - Michigan: 79% oppose
 - Pennsylvania: 78% oppose
 - Wisconsin: 77% oppose

Voters want to protect kids from online pornography:

Mandatory age verification for porn websites remains very popular with voters.

Should online pornography distributors be required by law to verify age?

- 10-state composite: 82% support age verification
 - Michigan: 78% support
 - Pennsylvania: 81% support
 - Wisconsin: 81% support

Voters want Big Tech companies to allow free speech on their platforms:

Good news for folks like Sen. Hawley and Sen. Loeffler who have been leading the charge against Big Tech censorship.

Should Big Tech companies be allowed to censor speech even if it would otherwise be constitutionally protected in the public square?

- 10 state composite: 61% oppose censorship
 - Michigan: 61% oppose
 - Pennsylvania: 60% oppose
 - Wisconsin: 59% oppose