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To: Interested Parties

From: Jeff Weaver, America's Promise PAC (formerly Future to Believe In PAC)

## **Polling Shows Urgent Need to Target and Consolidate Sanders Supporters**

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In analyzing recent publicly available data on the presidential election, there is a clear and dangerous trend that could block the path for former Vice President Joe Biden to win the presidency: a significant portion of Bernie Sanders supporters are currently unsupportive and unenthusiastic about Biden's candidacy.

### *Every Vote Matters to Defeat Trump*

Current matchup polling shows narrow margins of support between Biden and Trump. As evidenced in the 2016 general election, winning hinges on extremely thin margins of victory in key states. In 2016, Trump won Michigan by 0.23%, Wisconsin by 0.77%, and Pennsylvania by 0.7%. All told, [80,000 people in these three states](#) delivered Donald Trump the presidency.

Already, the Trump Campaign is [spending millions in TV ads](#) in these three states, as well as Arizona, Florida, Iowa, and North Carolina-- indicating what could be additional battleground states for the Democrats and an expanded map to compete in. In these states in 2016, voters who were either under the age 40 or Latino-- Sanders largest constituencies-- were 30 percent of the total turnout (Source: TargetSmart).

The Bernie Sanders base makes up a sizable group of votes that could have a profound impact in the outcome of the election.

### *The Path to Victory Runs Through Bernie's Base*

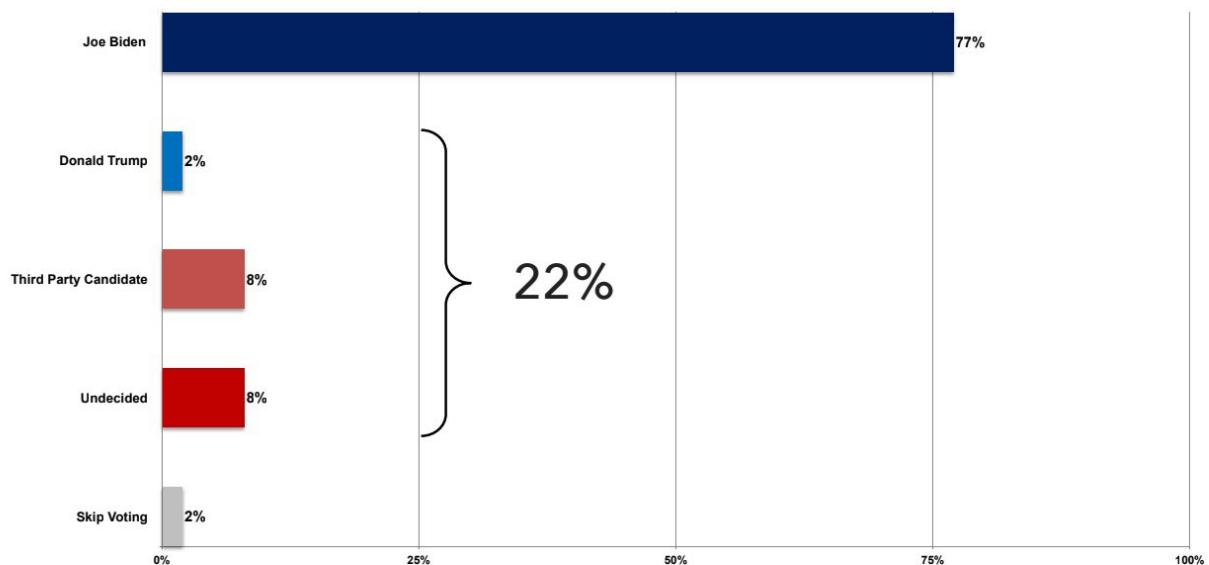
In the 2020 presidential primary, Bernie Sanders won the most votes in three of the first four primaries and caucuses before suspending his campaign. In 2016, he won 23 contests and received over 13 million votes. Between both of his presidential runs, he has amassed an extensive network of support and tapped into traditionally low-propensity voting blocs, including Latinos, the poor and working class, millennials and Gen Z, and Independents.

If all of Sanders' base turned out for Joe Biden in November, he could defeat Trump and take back the White House for Democrats. Here's the problem: significant portions don't currently plan to.

Currently, more than 1 in 5 Sanders supporters say they do not plan to vote for Joe Biden. Furthermore, enthusiasm among Sanders supporters for the former Vice President is quite low,

with 6 in 10 saying they are “not very excited” or “not excited at all” about a Biden nomination.  
(Source: USA Today/Suffolk University Poll of 1000 Registered Voters)

## GENERAL ELECTION AMONG SANDERS SUPPORTERS – 1 IN 5 NOT BIDEN

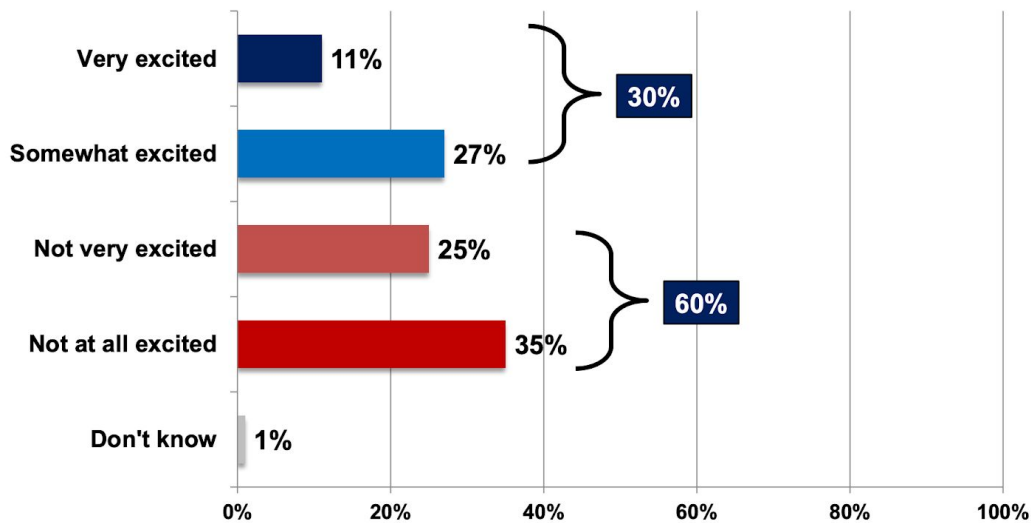


\*Source: USA Today/Suffolk University Poll of 1000 Registered Voters. Field Dates April 21-25, 2020. MOE +/- 3%

There are other alarming trends:

- Voters under the age of 40 overwhelmingly preferred Sanders to Biden. Biden’s favorability is underwater among voters 18 to 35 in the battleground state of Florida, at 43-50% (Quinnipiac, 4/22/20). Among millennials in Michigan, Mr. Biden’s favorability squeaks by at 50-45% (Fox News, 4/23/20).
- On Super Tuesday, Sanders won “very” liberal voters by 47-18% and independents by 38-24% (ABC News). In Michigan, very liberal voters made up 22% of the electorate and Sanders defeated Biden among these voters 66% to 32% (NYT and CNN exit polling).
- Sanders displayed widespread strength among Latinos throughout the primary, who are on track to be the largest nonwhite voting bloc in November. Sanders led Biden 55% to 33% in Arizona; 62% to 13% in Nevada; and 37% to 14% in Texas. In a recent Latino Decisions poll, only 49% of Latino voters support Biden over Trump, with just six out of 10 planning to go to the polls in November (SLATE, 5/4/20).
- Non-college educated voters under the age of 50 was another group that consistently favored Sanders over Biden by wide margins.

## Enthusiasm Among Sanders Supporters for Biden Nomination Is EXTREMELY Low



\*Source: USA Today/Suffolk University Poll of 1000 Registered Voters. Field Dates April 21-25, 2020. MOE +/- 3%.

There is a real and urgent need to help Biden consolidate Sanders supporters. According to Pew Research Center, nearly half of Democratic voters who supported Sanders for the nomination (47%) say that differences will keep many in the party from backing Biden.

### *Full Scale Outreach is Necessary to Win Over Sanders Supporters*

Treating Sanders supporters as throw-away votes will ultimately be at the expense of the party, down ballot candidates, and our ability to enact real policy solutions for Americans. Biden's recent willingness to move further to the left on key issues like health care, wages, labor rights, and higher education funding as well as engage progressives with recently established policy task forces is a good first step. But despite best intentions, the Biden campaign and the DNC are far behind on [digital organizing](#), [Latino outreach](#) and progressive coalition building-- all critical to reaching and winning over Sanders supporters.

We must make up that ground. America's Promise PAC, led by former Sanders aides, is employing the skills from two presidential campaigns to identify, persuade, and mobilize millions of voters, including communities with lower turnout histories that will be critical to winning in November. Unlike anyone else, we have the direct experience engaging, persuading and mobilizing Sanders supporters.

We must use every resource at our disposal to turn out voters in November to defeat Donald Trump and elect Joe Biden. We are dedicating the next six months to building the coalition that can win the White House, ensuring progressives are at the table, and delivering strong margins by mobilizing voters among 3 key groups — Latino voters, young voters, and progressive

Democrats. Accomplishing that will allow us to lock in policy gains progressives have made through their hard work.