

Higher Heights Battleground Poll:

Voters most important to building Biden's majority coalition want an African American VP

Battleground Survey of 802 registered likely voters

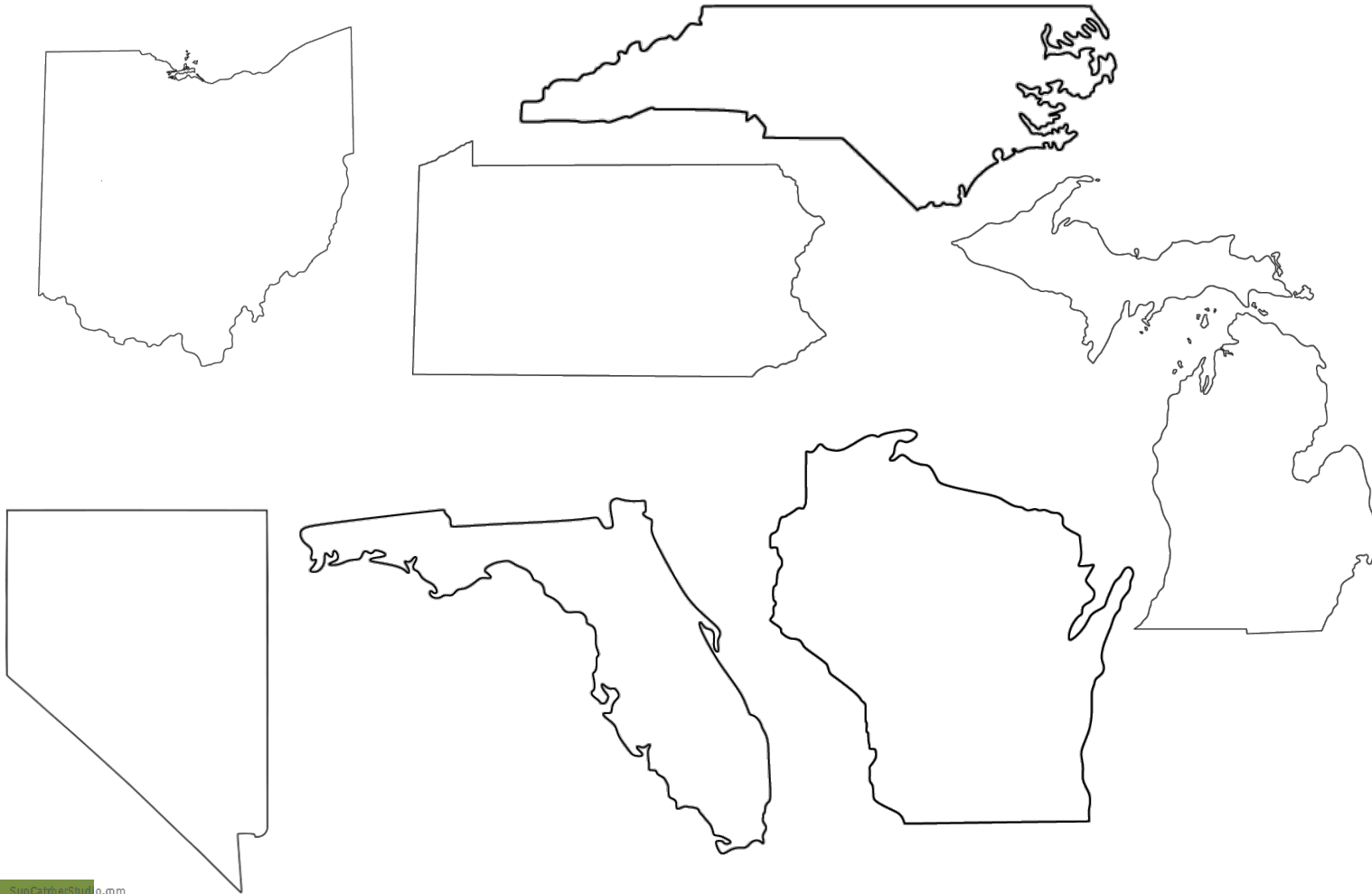


Methodology

These findings are from a proprietary survey conducted by brilliant corners Research & Strategies on behalf of Higher Heights. This is a survey of 802 registered voters of at least 18 years old in battleground states (Ohio, North Carolina, Michigan, Wisconsin, Pennsylvania, Florida, and Nevada). The survey was conducted by phone, using professional interviewers starting on July 14, 2020 and ending on July 19, 2020. The survey's sample was drawn randomly from voter file and geographically stratified for proportional representation. The margin of error is +/- 3.0% percent, with a 95 percent confidence interval. Notably, the margin of error for sub-groups will be higher depending on the size of the sub-group sample and the size of the actual response to any given question.



The battleground states surveyed in the Higher Heights poll



The battleground states surveyed include Ohio, North Carolina, Pennsylvania, Michigan, Florida, Nevada, and Wisconsin

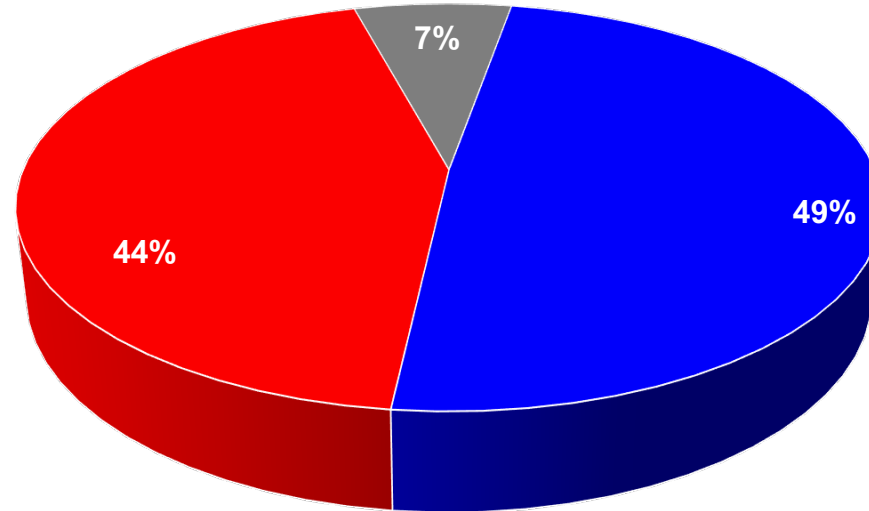


Definitions for Key Groups

Breakout	% of Total	Definition
White Women	40%	Registered likely voters who self identified as white women
Millennials/Gen Z	26%	Registered likely voters between the ages of 18 and 38
Minority Women	13%	Registered likely voters who self identified as women and non-white
College Women	29%	Registered likely voters who have a Bachelor's degree or a higher level of education
Base Biden	47%	Registered likely voters who say they will vote for or are leaning toward voting for Biden and are not likely to vote for Trump.



While Biden has a solid lead, he hasn't closed the deal yet in battleground states



■ Joe Biden ■ Donald Trump ■ Other / Undecided

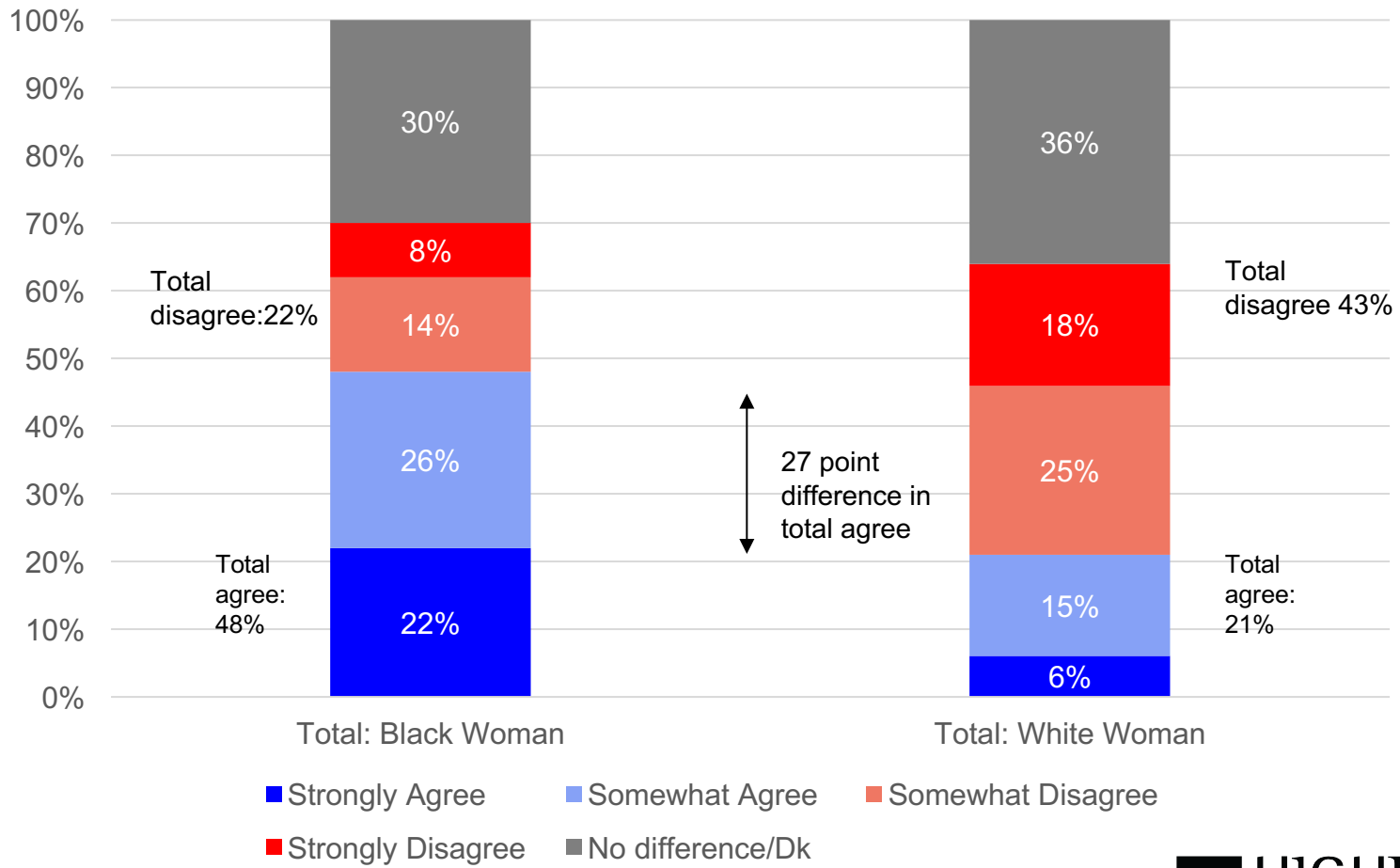
Q28. I know it's still a long way off, but if the election for President were held today, would you vote for Democrat Joe Biden or Republican Donald Trump for President? Even though you say you are undecided / wouldn't vote - If you had to decide, which candidate would you lean toward Democrat Joe Biden or Republican Donald Trump?



	Total	White Women	Mill/Gen Z	Min Women	College Women
Joe Biden	49%	51%	57%	59%	60%
Donald Trump	44%	45%	34%	31%	36%
Other / Undecided	7%	4%	9%	11%	4%



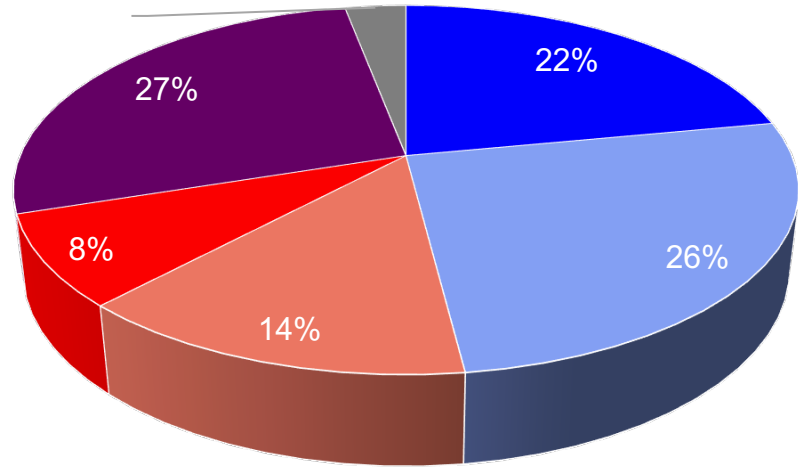
Likely voters in battleground states that aren't currently supporting Trump prefer a Black woman for VP over a white woman by a large margin



Q31. All other things being equal, do you agree or disagree that it is important Joe Biden picks an African American woman for his Vice President? Is that strongly agree/disagree or just somewhat agree/disagree it is important he picks an African American woman?

Q33. All other things being equal, do you agree or disagree that it is important Joe Biden picks a white woman for his Vice President? Is that strongly agree/disagree or just somewhat agree/disagree it is important he picks a white woman?

A majority of base Biden voters agree that Biden should pick a Black woman as his VP



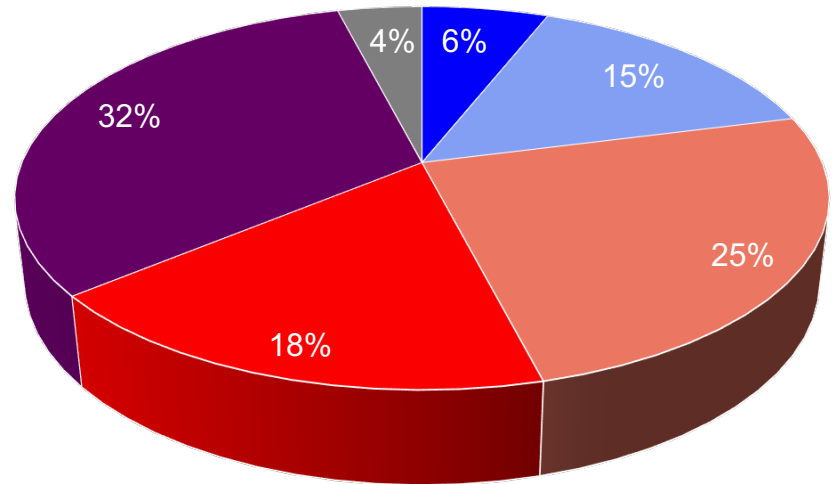
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Doesn't matter ■ Dk/ref

	Total	White Women	Mill/Gen Z	Min Women	Coll Women	Base Biden
Total agree	48%	48%	60%	54%	47%	54%
Total disagree	21%	20%	17%	19%	22%	19%
Strongly agree	22%	22%	25%	28%	22%	25%
Somewhat agree	26%	26%	35%	26%	26%	30%
Somewhat disagree	14%	12%	10%	16%	15%	13%
Strongly disagree	8%	9%	7%	3%	7%	6%
Doesn't matter / Dk Ref	30%	31%	24%	27%	30%	27%

Q31. All other things being equal, do you agree or disagree that it is important Joe Biden picks an African American woman for his Vice President? Is that strongly agree/disagree or just somewhat agree/disagree it is important he picks an African American woman?



Likely voters in battleground states do not think it is important for Biden to pick a White Woman as his VP



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Doesn't matter ■ Dk/ref

	Total	White Women	Mill/Gen Z	Min Women	Coll Women	Base Biden
Total agree	21%	21%	27%	25%	20%	23%
Total disagree	43%	41%	40%	45%	48%	42%
Strongly agree	6%	6%	8%	7%	5%	7%
Somewhat agree	15%	15%	20%	18%	15%	17%
Somewhat disagree	25%	24%	22%	26%	27%	25%
Strongly disagree	18%	17%	18%	19%	21%	17%
Doesn't matter/Dk	36%	37%	33%	30%	32%	34%

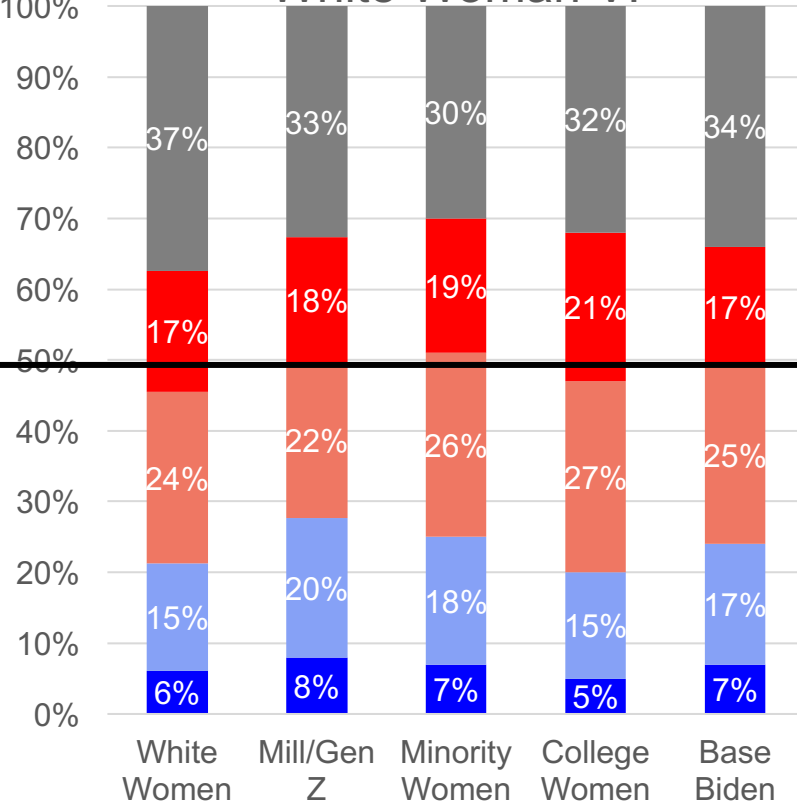
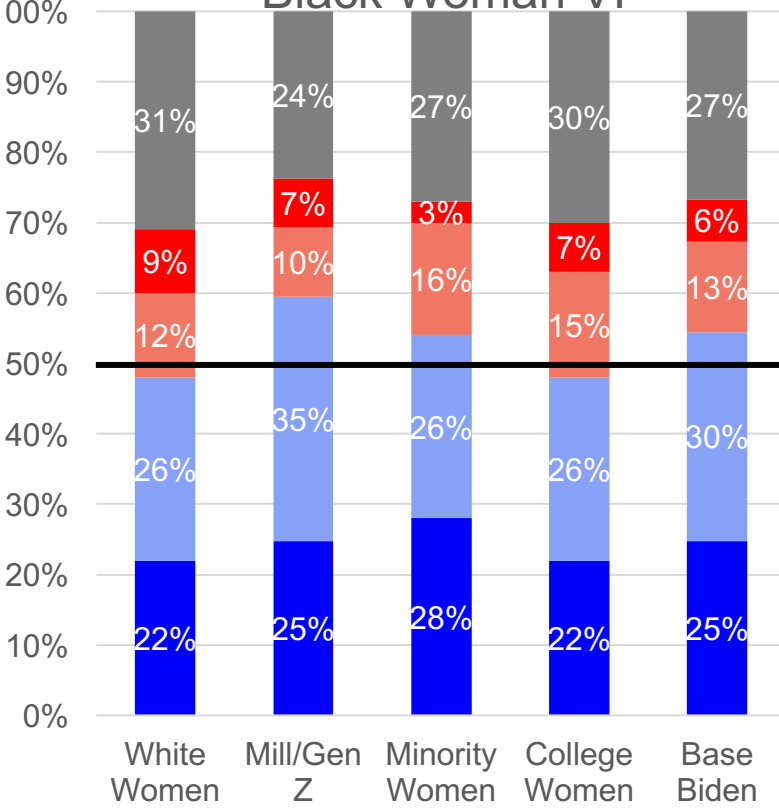
Q33. All other things being equal, do you agree or disagree that it is important Joe Biden picks a white woman for his Vice President? Is that strongly agree/disagree or just somewhat agree/disagree it is important he picks a white woman?



In each group that matters most to Biden in the upcoming election, voters want to see a Black woman VP over a white woman

Black Woman VP

White Woman VP



■ Strongly Agree ■ Somewhat Agree
■ Somewhat Disagree ■ Stongly Disagree
■ No difference/Dk

■ Strongly Agree ■ Somewhat Agree
■ Somewhat Disagree ■ Stongly Disagree
■ No difference/Dk

Q31. All other things being equal, do you agree or disagree that it is important Joe Biden picks an African American woman for his Vice President? Is that strongly agree/disagree or just somewhat agree/disagree it is important he picks an African American woman?

Q33. All other things being equal, do you agree or disagree that it is important Joe Biden picks a white woman for his Vice President? Is that strongly agree/disagree or just somewhat agree/disagree it is important he picks a white woman?

Likely Biden voters across key groups believe a Black woman VP can make history and reflect a new generation of leadership

Argument	Mean (0-10)	Top Box (8-10)	White Women	Mill/ GenZ	Min. Women	Coll. Women	Base Biden
34.[NEW GENERATION:] It's important that Joe Biden selects someone who reflects a new generation of leadership and looks like America to help him unify our country and move America into a bold future. A Black woman would also bring a lived experience and diverse perspective that reflects the challenges our country faces.	7.2	48%	57%	62%	51%	52%	56%
40. [MAKE HISTORY:] Joe Biden has the opportunity to make a historic choice by choosing a Black woman, someone who represents a new generation of leadership and America's changing diversity.	7.0	44%	51%	53%	47%	48%	50%

Q.34-43 Joe Biden, the Democratic Party's nominee for president is currently considering a number of women to be his Vice-Presidential running mate. Each of the women he is considering would bring a wealth of experience and qualifications to the job of Vice President. Now I'm going to read what some others have said about who Biden should select. For each, I want you to rate on a scale of 0 to 10 how much you agree with that statement – use a 10 if you strongly agree, a 5 if you somewhat agree, and a 0 if you don't agree at all. You may use any number between 0 and 10.

