

## OVERVIEW

After enduring wall-to-wall negative coverage of his historic trial and tens of millions in negative attack ads from the Biden campaign in recent weeks, Donald Trump still **leads in five key battleground states across the country**. P2 Insights fielded surveys of likely voters from June 11 - 20 and found that not only is President Trump still edging out Joe Biden on the ballot test in Arizona, Georgia, Michigan, Nevada, and Wisconsin - his lead **has expanded in four of those five states**.

	MAY 2024			JUNE 2024		
	TRUMP	BIDEN	KENNEDY	TRUMP	BIDEN	KENNEDY
Arizona	41%	38%	9%	47%	36%	7%
Georgia	43%	39%	7%	45%	35%	6%
Michigan	45%	37%	7%	43%	40%	8%
Nevada	41%	40%	9%	40%	37%	8%
Wisconsin	44%	42%	7%	45%	42%	4%

## BIDEN IS STRUGGLING WITH HIS BASE

Joe Biden heads into the first debate in a difficult position because he is struggling to recreate the coalition that produced his victory in 2020. In fact, Biden is losing more of his 2020 voters than Trump.

Diminished confidence in Joe Biden is evident even among the most reliable sectors of his base, and he is particularly struggling with African American voters. He has lost ground with that key demographic in every state we tested but Michigan in the last month. The fact that Biden's ballot share with African Americans doesn't even get to 60% in four out of our five swing states is a dangerous reality for him. This is especially true in Georgia, where African Americans make up 32% of the electorate.

	TRUMP VOTERS IN 2020			BIDEN VOTERS IN 2020		
	TRUMP	BIDEN	KENNEDY	TRUMP	BIDEN	KENNEDY
Arizona	87%	1%	5%	6%	81%	7%
Georgia	89%	2%	3%	1%	75%	8%
Michigan	84%	3%	8%	2%	84%	5%
Nevada	83%	1%	8%	5%	79%	6%
Wisconsin	91%	2%	3%	3%	84%	5%

	MAY 2024			JUNE 2024		
	TRUMP	BIDEN	KENNEDY	TRUMP	BIDEN	KENNEDY
Arizona	6%	56%	9%	9%	41%	26%
Georgia	13%	64%	7%	12%	59%	11%
Michigan	13%	62%	5%	15%	69%	10%
Nevada	23%	61%	9%	18%	56%	13%
Wisconsin	17%	66%	7%	25%	55%	5%

## MAJOR FACTORS HURTING BIDEN

While there are a number of factors leading to Biden's struggles of late, two of them that transcended party lines in our surveys were how voters view his age and his handling of the economy.

**Around 60%** of swing state voters across all states agree that Joe Biden is too old to be an effective president

and that he can't handle four more years in the White House. If that statistic wasn't bad enough, it includes **around 30%** of people who voted for him in 2020.

Trump's greatest advantage in this race remains that he is more trusted to handle the economy than Biden. Even

people who dislike Trump agree with that argument. Positive perception of Trump's economy outperforms his baseline image by roughly 10 percentage points in every swing state. That has been true before and after his criminal trial.

*"The economy was better under Trump than Biden"*

	MAY 2024		
	AGREE	DISAGREE	NET
Arizona	52%	42%	+10%
Georgia	59%	35%	+25%
Michigan	59%	37%	+22%
Nevada	57%	38%	+19%
Wisconsin	54%	41%	+13%

  

	JUNE 2024		
	AGREE	DISAGREE	NET
Arizona	59%	37%	+22%
Georgia	56%	39%	+17%
Michigan	57%	39%	+18%
Nevada	55%	41%	+14%
Wisconsin	53%	42%	+11%

*"I don't think Joe Biden can handle four more years of being president. He's just too old."*

	ALL LIKELY VOTERS		
	AGREE	DISAGREE	NET
Arizona	63%	34%	+29%
Georgia	60%	36%	+24%
Michigan	64%	31%	+33%
Nevada	61%	34%	+27%
Wisconsin	58%	36%	+22%

  

	2020 BIDEN VOTERS		
	AGREE	DISAGREE	NET
Arizona	29%	66%	-37%
Georgia	31%	63%	-32%
Michigan	34%	61%	-27%
Nevada	32%	64%	-32%
Wisconsin	31%	63%	-32%

## CONCLUSION

With his standing declining in almost every key battleground state, Joe Biden is in desperate need of a moment in Thursday night's debate to turn his campaign around. The problem for the incumbent is there may be too many things to fix in just one night. Biden is losing ground on the ballot despite winning the spending war because he is experiencing significant apathy with his base, and he is in free-fall with African American voters in particular. And even voters who are no fans of Donald

Trump feel like Biden is too old to be president and that Trump is the better choice to fix the economy.

Success for Biden on Thursday night will mean showing he is youthful enough to do the job, prioritizing issues that will energize African American voters as well as his younger white voters with college degrees, and laying out a vision for the economy that can win over blue-collar voters in the Rust Belt. That's a tall order.