



**TO:** Interested Parties

**FROM:** Echelon Insights

**SUBJECT:** 2020 Suburban Voter Survey Findings

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**Suburban voters trust Republicans on the economy and national security, while they think Democrats do a better job handling healthcare. On a number of important issues, substantial shares of suburban voters are up for grabs.**

- Suburban registered voters think Republicans do a better job than Democrats on the economy (18 percent margin) and national security (19 percent margin).
- Most suburban voters feel good about their own financial situation at the moment; 67% report feeling very or somewhat confident in their own financial situation.
- Suburban voters believe Democrats have done a better job on climate change; however, 31% still believe neither party is doing a better job.
- On the issue of criminal justice reform, 35 percent say neither party does a better job. Thirty-five percent trust Democrats, and 29 percent trust Republicans on that issue.
- Republicans fall behind Democrats on healthcare (-20 percent margin) and drug prices (-15 percent margin), two issues of great concern to suburban voters.
  - However, on most of those issues, around three in 10 suburban voters say neither party does a better job, and 41 percent say neither party does better handling drug prices.

**In suburban counties, concerns about healthcare are a top concern for voters and outweigh economic concerns.**

- Healthcare ties with government dysfunction as the top response when registered voters in suburban counties are asked what they see as the biggest issue facing the country today.
- More than six in 10 (62 percent) suburban voters say they are extremely or very worried about the cost of health insurance premiums, and 57 percent are highly worried about the cost of prescription drugs. Nearly half (48 percent) are highly worried about not having protection for pre-existing conditions.

**Efforts to address quality of life issues could help improve Republicans' favorability ratings among suburban voters.**

- Combating human trafficking and addressing climate change could move suburban voters, with 69 percent and 63 percent respectively saying support for those efforts would make them feel more favorably toward Republicans.
- Over two thirds (63 percent) say they would feel more favorably toward a Republican who supports offering tax credits to caregivers for elderly, disabled, or special needs family members.
- Providing a plan to offer paid family leave options to workers would make 58 percent of voters feel more favorably towards a Republican.
- Offering loans to those who wish to pursue an apprenticeship instead of four-year college would make 57 percent of voters feel more favorably towards a Republican.
- Making it easier for people to adopt or provide foster care to children would make 58 percent of voters feel more favorably towards a Republican.

**About the Survey**

We conducted a survey of 1,000 registered voters in suburban counties drawn from the L2 voter file, which was fielded online February 28–March 3, 2020.

Similar shares of respondents self-identify as Republicans (34 percent) and Democrats (36 percent), and 27 percent identify as independents. Twenty-five percent of respondents have less than a college degree, 9 percent have an associate's degree, 40 percent have a bachelor's degree, and 25 percent have a graduate degree.