



Why Trump's Scare Tactics in the Suburbs Won't Work

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“First, demographics. These communities are no longer all-White bastions where fathers work and mothers stay home with the children. These neighborhoods are racially diverse: According to a 2018 study, only 68% of suburbanites were White, 14% were Hispanic and 11% were Black. And no matter where they live, Pew Research Center found that the share of mothers who stay home with children declined from 49% in 1967 to 27% in 2016. The audience Trump believes he’s targeting — White stay-at-home suburban moms — may be smaller than he thinks.”

“Playing the race card is more likely to backfire now than in any time in a generation. In 2019, the libertarian Cato Institute found that 52% of Americans who live in the suburbs favor ‘building more houses, condos and apartments’ in their community while 46% oppose the idea. According to YouGov, 50% of suburbanites think Biden would be better at handling race relations than Trump, and only 28% prefer Trump to Biden. And though it’s too early to tell whether this is a fad or a permanent trend, some suburbs may move left as city-dwellers, some of whom fear disease, have fled urban covid-19 hotspots.”

“Finally, Trump’s suburban pitch is off-key in an election dominated by the coronavirus.”