



# 2020 PRESIDENTIAL ELECTION

## The Inside Track

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Chris Jackson, Vice President

02/13/2020

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# SUMMARY

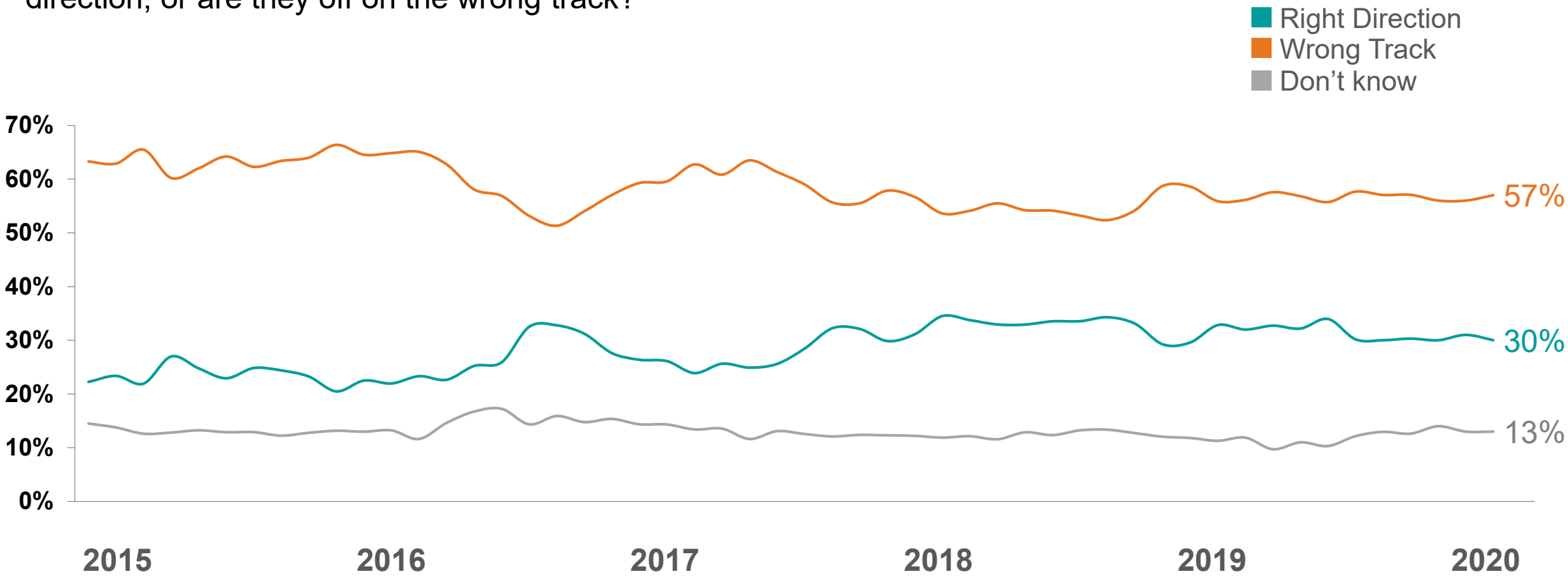
1. Vital Statistics - Key Public Opinion Indicators
2. Perceptions of President Donald Trump
3. Democratic Primary

# Vital Statistics

1

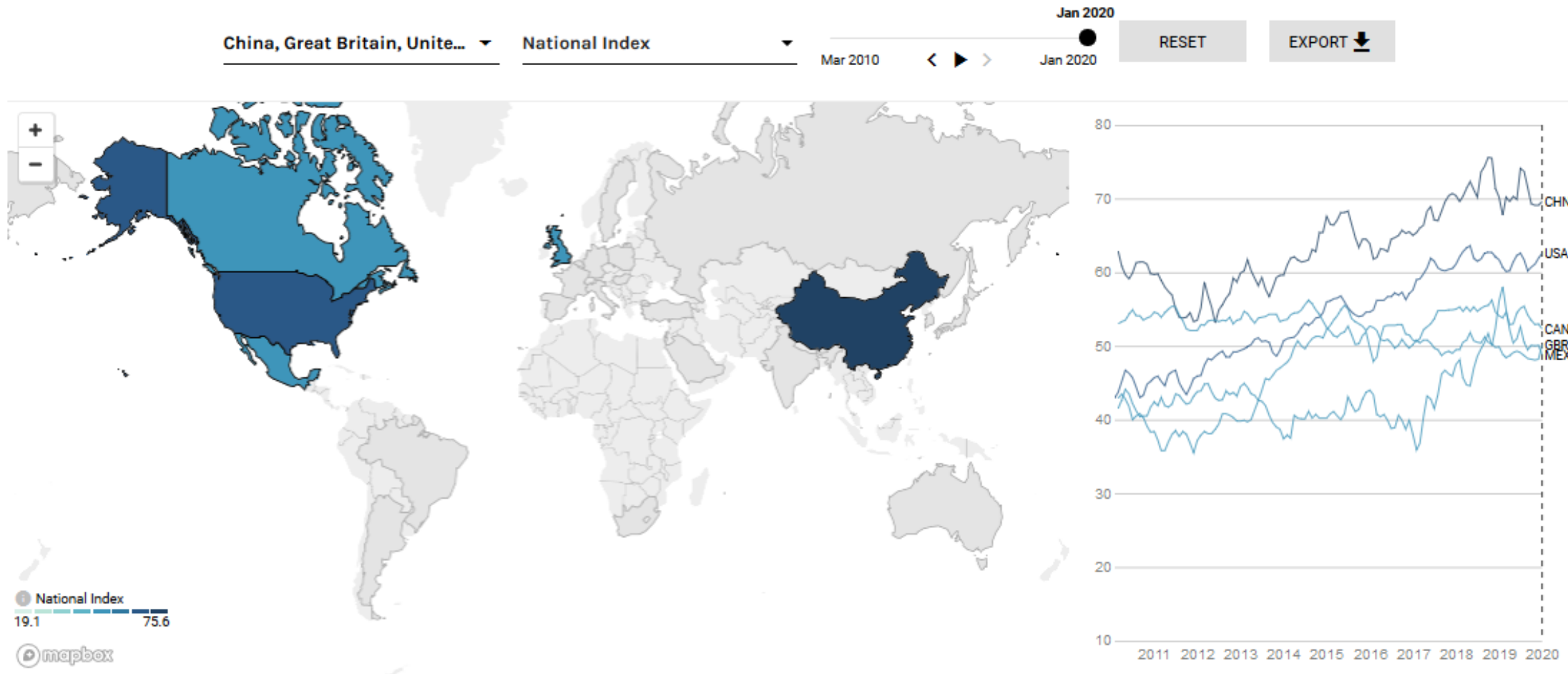
# Direction of the Country

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Reuters/Ipsos Data

# Ipsos Global Consumer Confidence

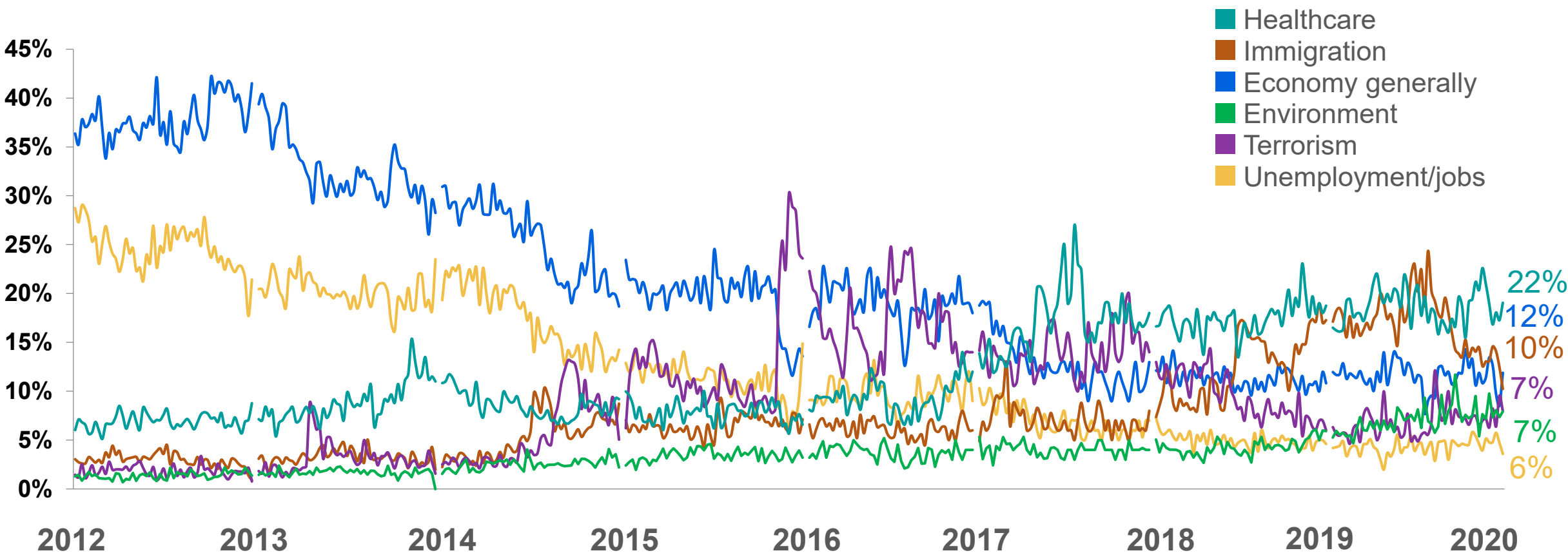


Ipsos Data



# Main Problem Facing the Country

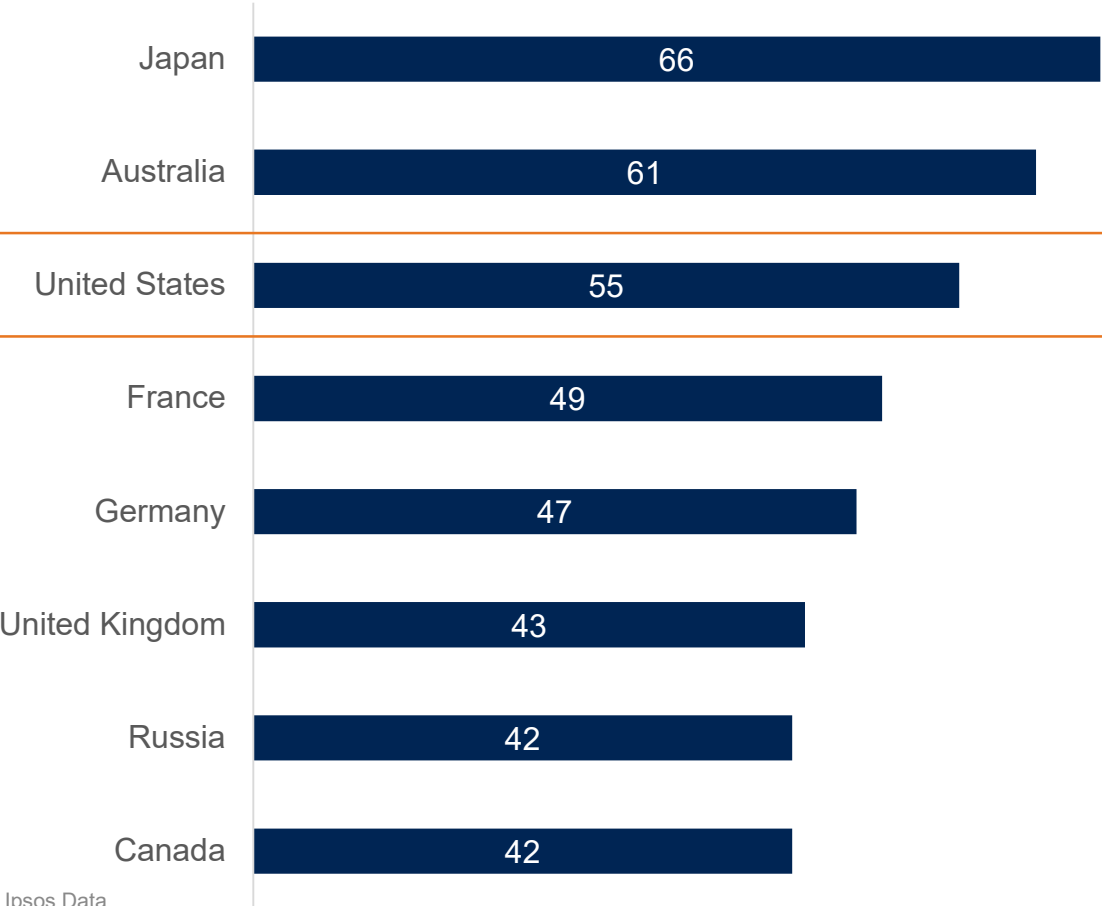
In your opinion, what is the most important problem facing the U.S. today?



Reuters/Ipsos Data

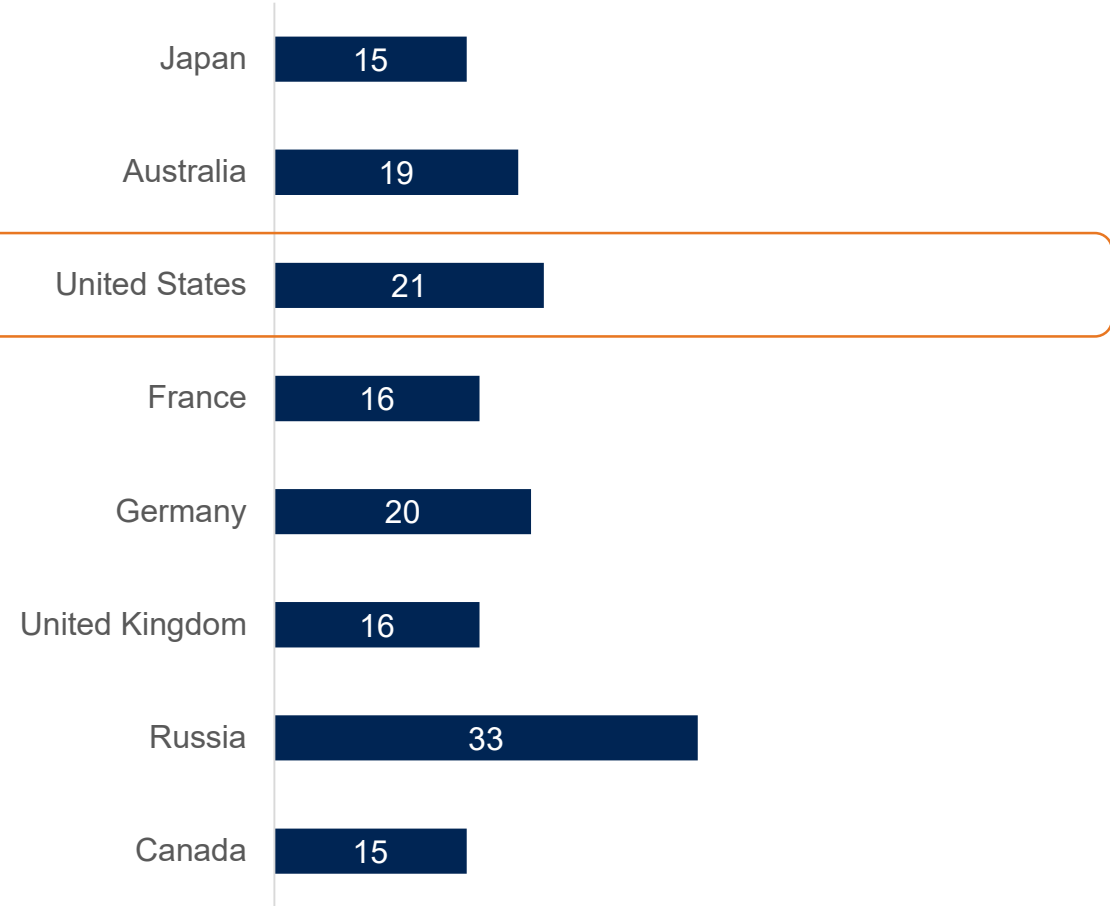
# International Views of Coronavirus Outbreak

Q. What level of threat do you think the coronavirus poses to the world? (very high + high)



Ipsos Data

Q. Do you agree or disagree that the coronavirus outbreak has been contained and will soon be over? (total agree)



# Perceptions of President Trump

# 2



# Perceptions on Impeachment & Acquittal

February 3-4, 2020

Now that the House of Representatives voted to impeach President Trump, which of the following do you believe should happen?

All Adults	
President Trump should be removed from office	41%
President Trump should be formally reprimanded, also known as censure, but Trump should not be removed from office	19%
The charges against President Trump should be dismissed	31%

February 5, 2020 – Senate acquits Trump of both impeachment charges from the House of Representatives

February 5, 2020

Do you support or oppose the decision of the Senate to acquit President Trump of the charges against him?

All Adults	
Support	43%
Oppose	41%
Not sure	17%

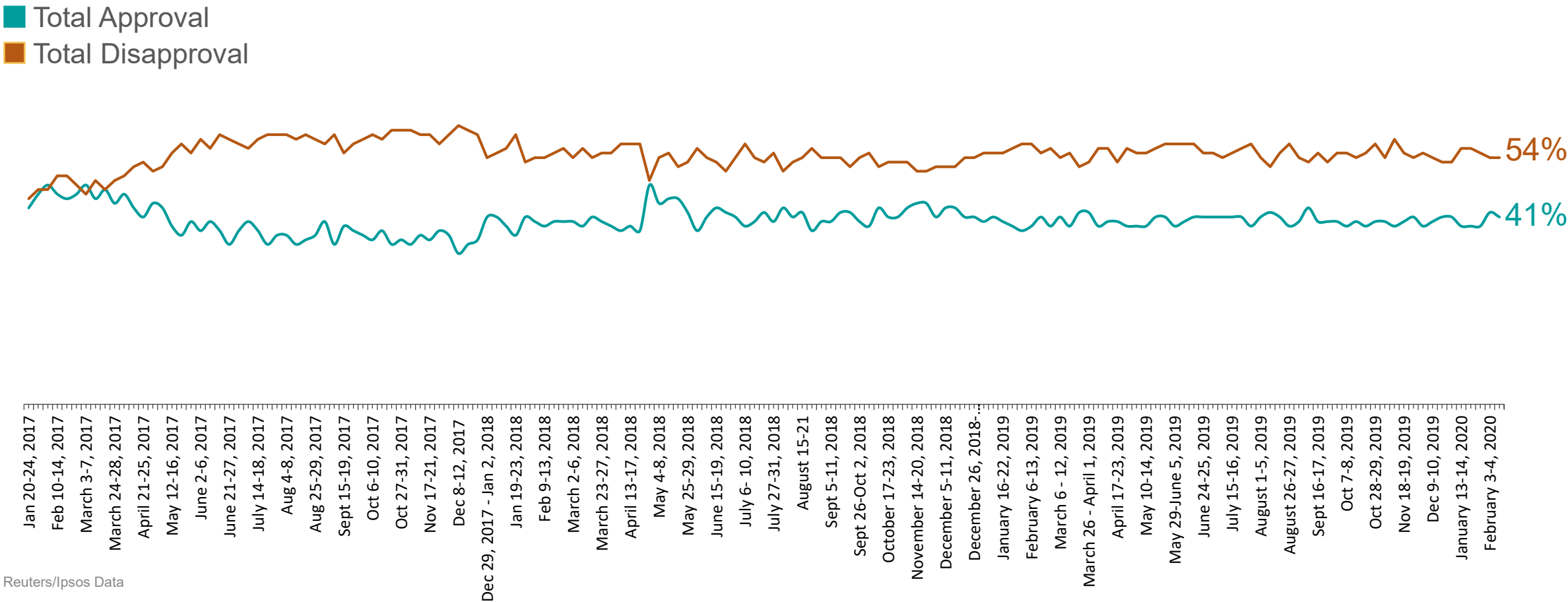
Considering the Senate's acquittal of President Trump, which of the following comes closest to your opinion about the situation?

All Adults	
President Trump is probably innocent of the charges against him, and the Senate made the right decision to acquit	39%
President Trump is probably guilty of the charges against him, and the Senate is protecting him	48%
Not sure	13%

Reuters/Ipsos Data

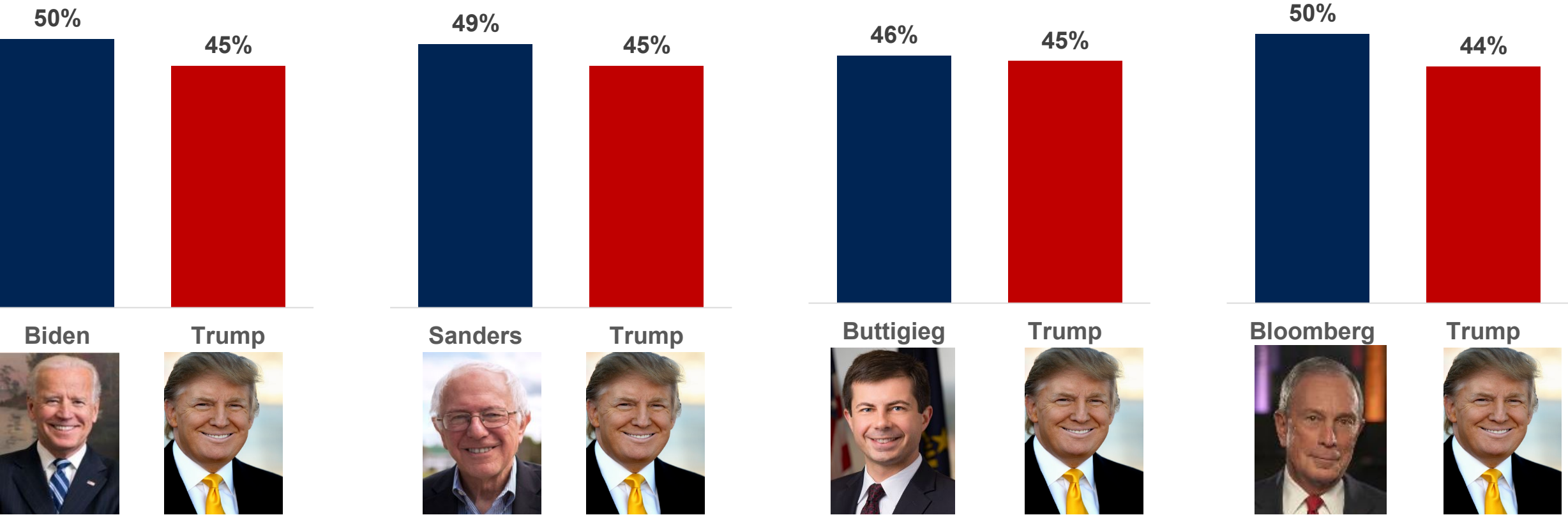
# Donald Trump's Approval Rating

Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?



Reuters/Ipsos Data

# National General Election Market Averages

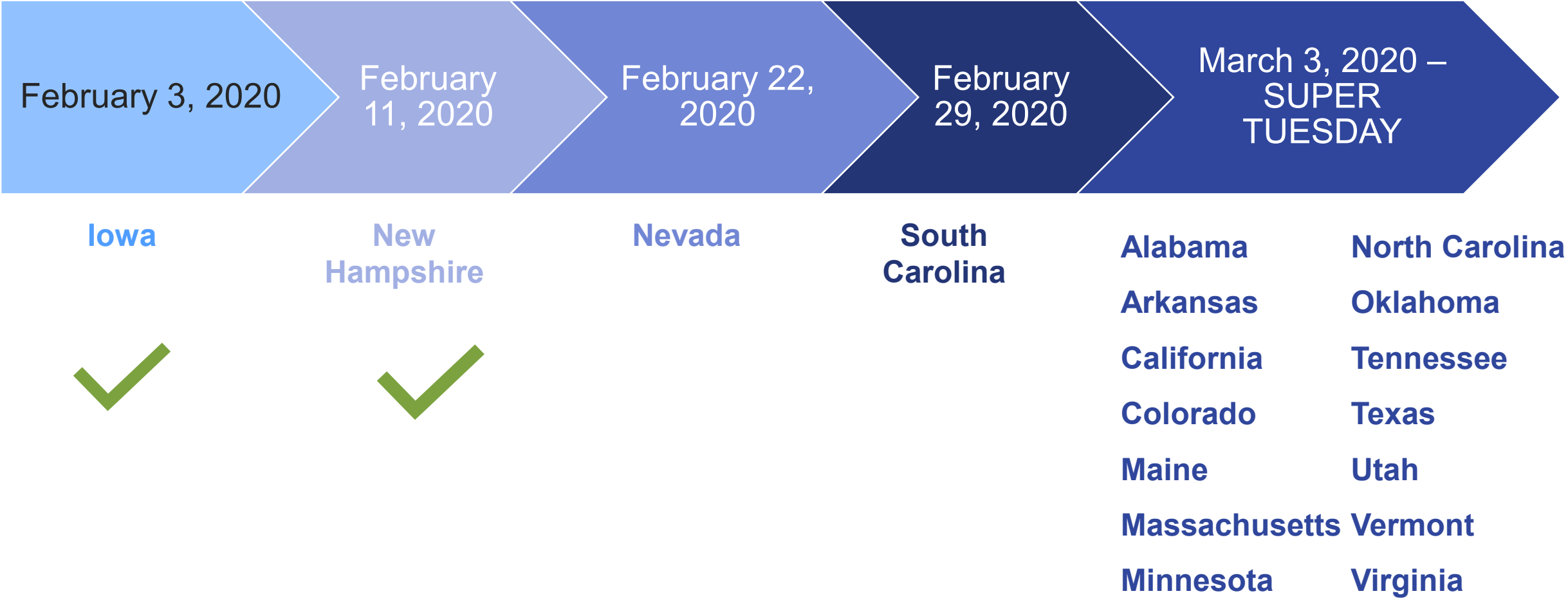


Real Clear Politics National Market Average

# Democratic Primary

# 3

# Primary Schedule through Super Tuesday



# ONLY A FEW REMAIN



John  
Hickenlooper



Michael  
Bennet



Joe  
Biden



Michael  
Bloomberg



Cory  
Booker



Pete  
Buttigieg



Julian  
Castro



John  
Delaney



Tulsi  
Gabbard



Jay  
Inslee



Amy  
Klobuchar



Deval  
Patrick



Seth  
Moulton



Bernie  
Sanders



Tom  
Steyer



Kirsten  
Gillibrand



Bill de  
Blasio



Beto  
O'Rourke



Tim  
Ryan



Elizabeth  
Warren



Marianne  
Williamson



Andrew  
Yang



Eric  
Swalwell



Kamala  
Harris



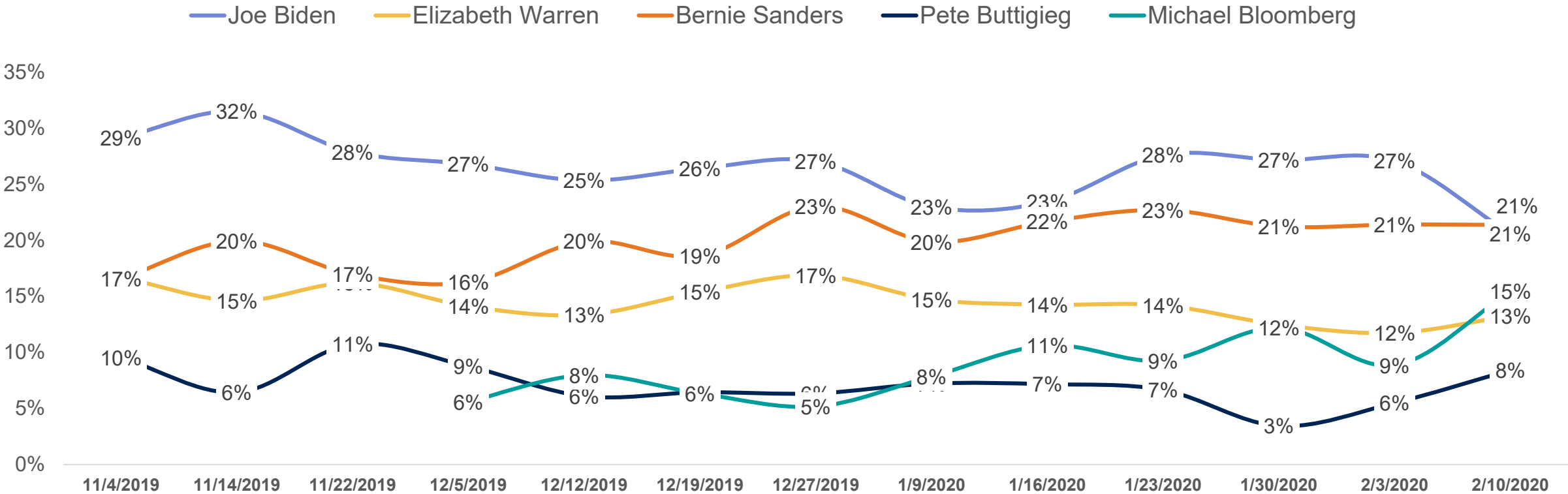
# Iowa & New Hampshire: Winners, Losers, & Surprises

	Iowa Caucuses			New Hampshire Primary		
Candidate	Poll Average	Actual Results	Difference	Poll Average	Actual Results	Difference
Bernie Sanders	22%	26%	4.1	26%	26%	0
Pete Buttigieg	16%	26%	10.2	22%	24%	2.4
Elizabeth Warren	15%	18%	3	13%	9%	-3.8
Joe Biden	21%	16%	-5.2	12%	8%	-3.6
Amy Klobuchar	10%	12%	2.3	10%	20%	9.8
Andrew Yang	0%	1%	1	3%	3%	-0.2
Tom Steyer	0%	0%	0.3	3%	4%	0.6
Tulsi Gabbard	0%	0	0	3%	3%	0.3

FiveThirtyEight Poll Average, AP Election Results

# 2020 Democratic Primary Horserace – National Numbers (Pre-New Hampshire)

If the 2020 Democratic presidential primary election were held today, and you had to choose from the list of candidates below, for whom would you vote? (Asked of Democratic registered voters)



Reuters/Ipsos Data

# The Bounce (Ipsos Political Atlas)

IPSOS

POLITICAL ATLAS 2020





Primaries at a glance

Candidate comparison

Select a candidate

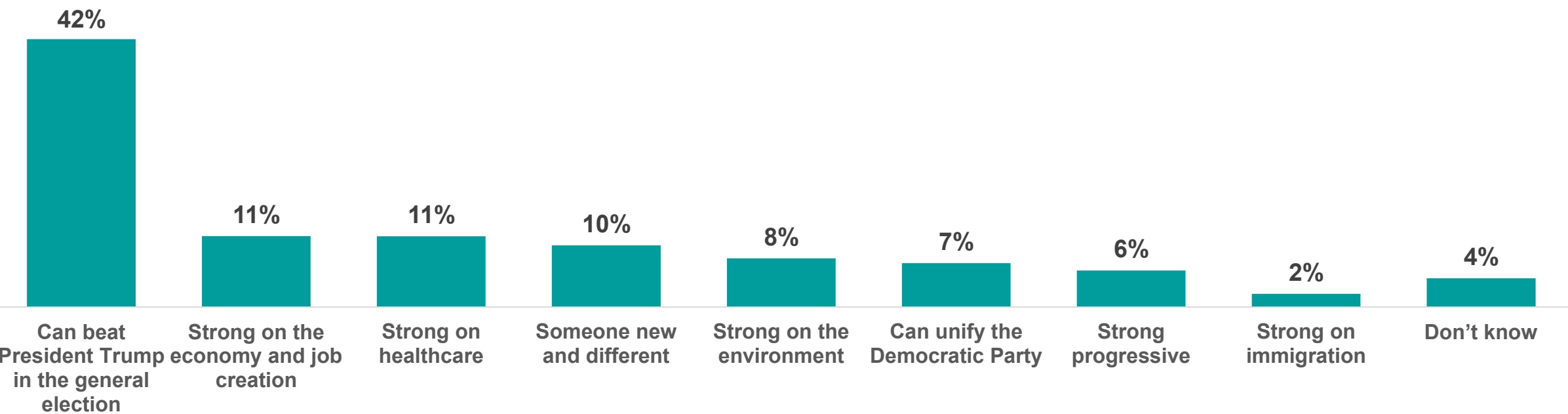
Select a state

## Candidate comparison

	Public poll average		News headline share ↓		Social net sentiment		Google search share		Fundraising
	Current	7 +/-	Current	7 +/-	Current	7 +/-	Current	7 +/-	
 Pete Buttigieg	9.6%	↑1	29.0%	↑13	55.0%	↓8	20.6%	↓3	\$76.8M
 Bernie Sanders	22.8%	↓3	28.0%	↑3	55.0%	↑4	21.3%	↓1	\$109M
 Joe Biden	20.3%	↓19	20.0%	↓8	53.0%	↑6	10.9%	↓0	\$61.0M
 Elizabeth Warren	13.0%	↓10	10.0%	↓0	60.0%	↑5	7.9%	↓0	\$82.0M

# Ideal Candidate Trait: Ability to Beat Trump

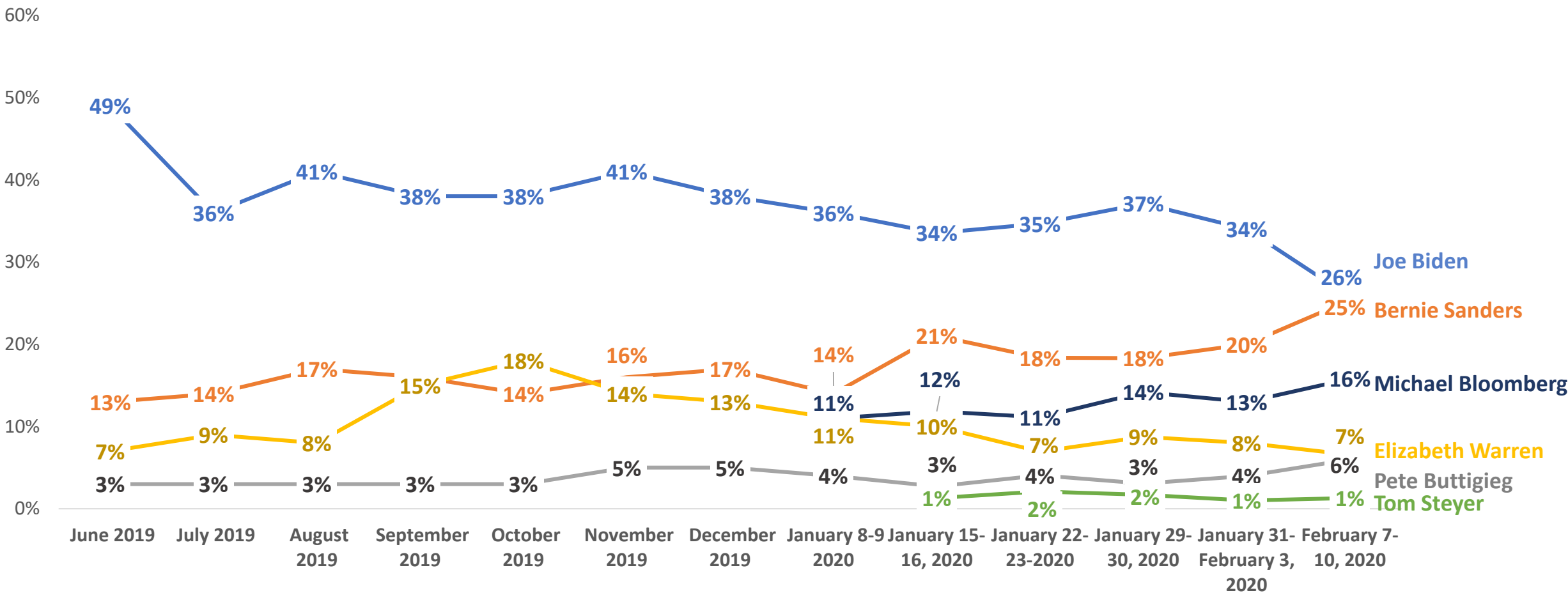
If the 2020 Democratic presidential primary election were held today, which of the following candidate traits would be the MOST important factor for you in deciding who to vote for? (Asked of Democratic registered voters)



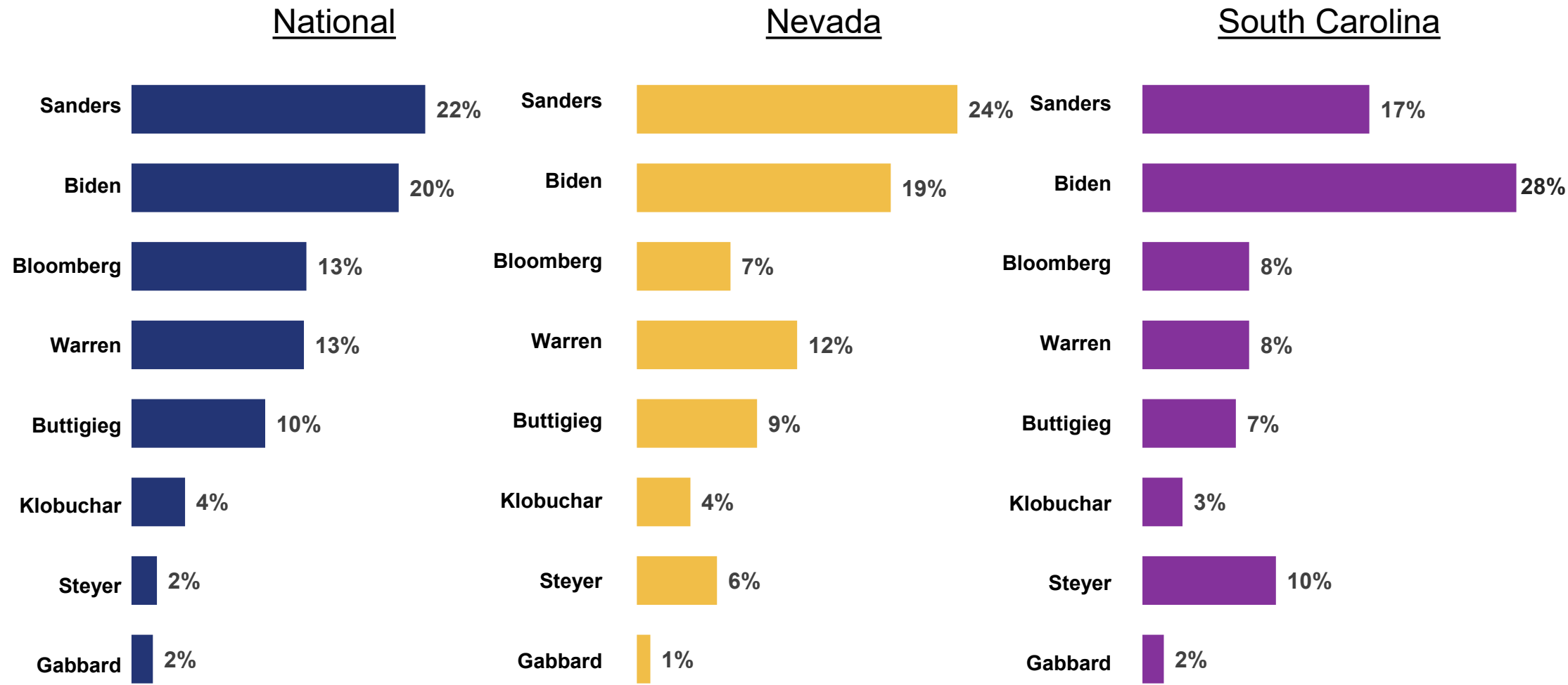
Reuters/Ipsos Poll January 8-9, 2020

# Candidate Most Likely to Beat President Trump

For each of the following, select the candidate from the list below you think is best on the particular issue...  
“Most likely to beat President Trump in the general election” (Asked of Democratic registered voters)



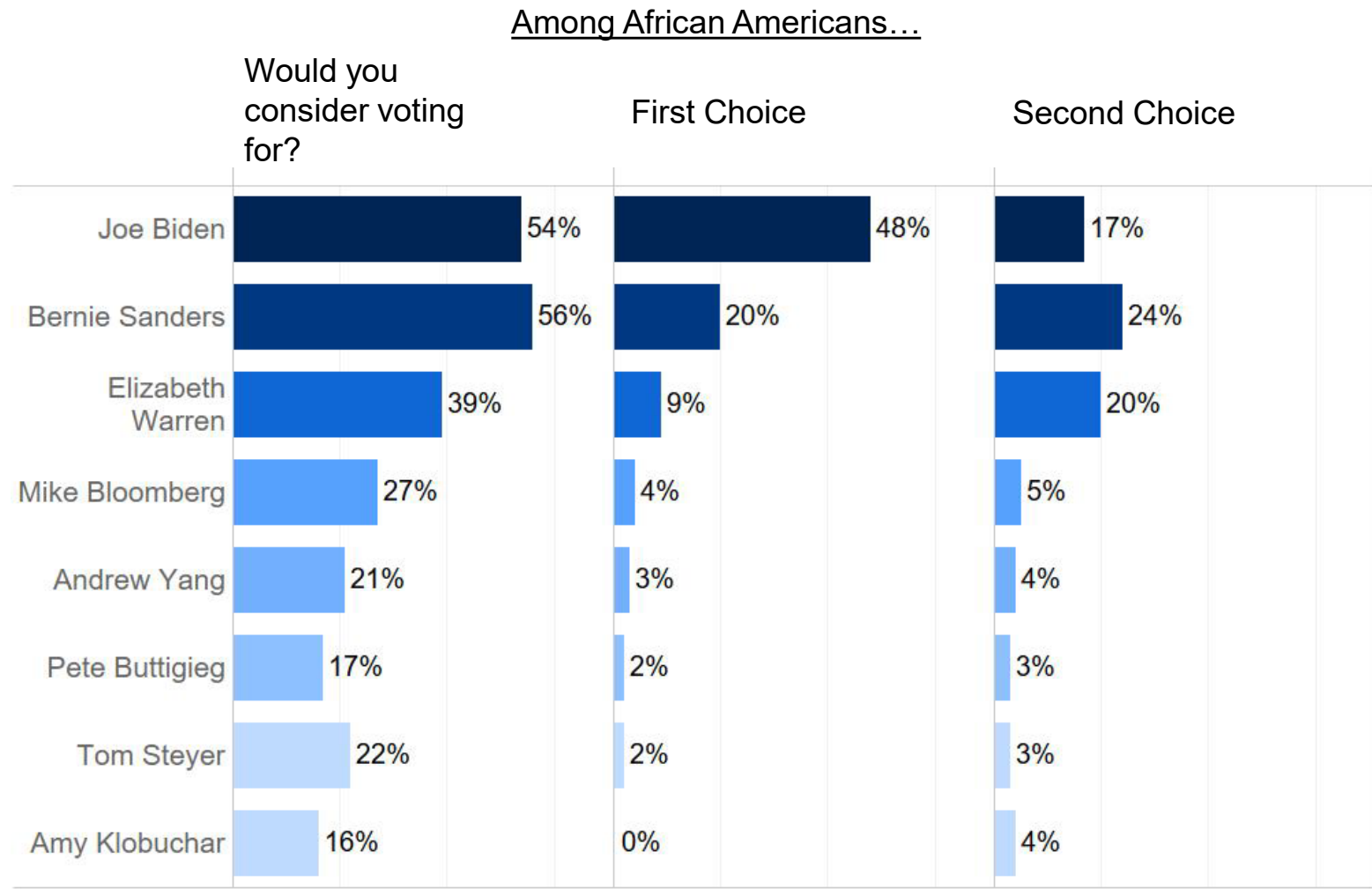
# 2020 Democratic Primary Horserace – Public Poll Averages



FiveThirtyEight Poll Average

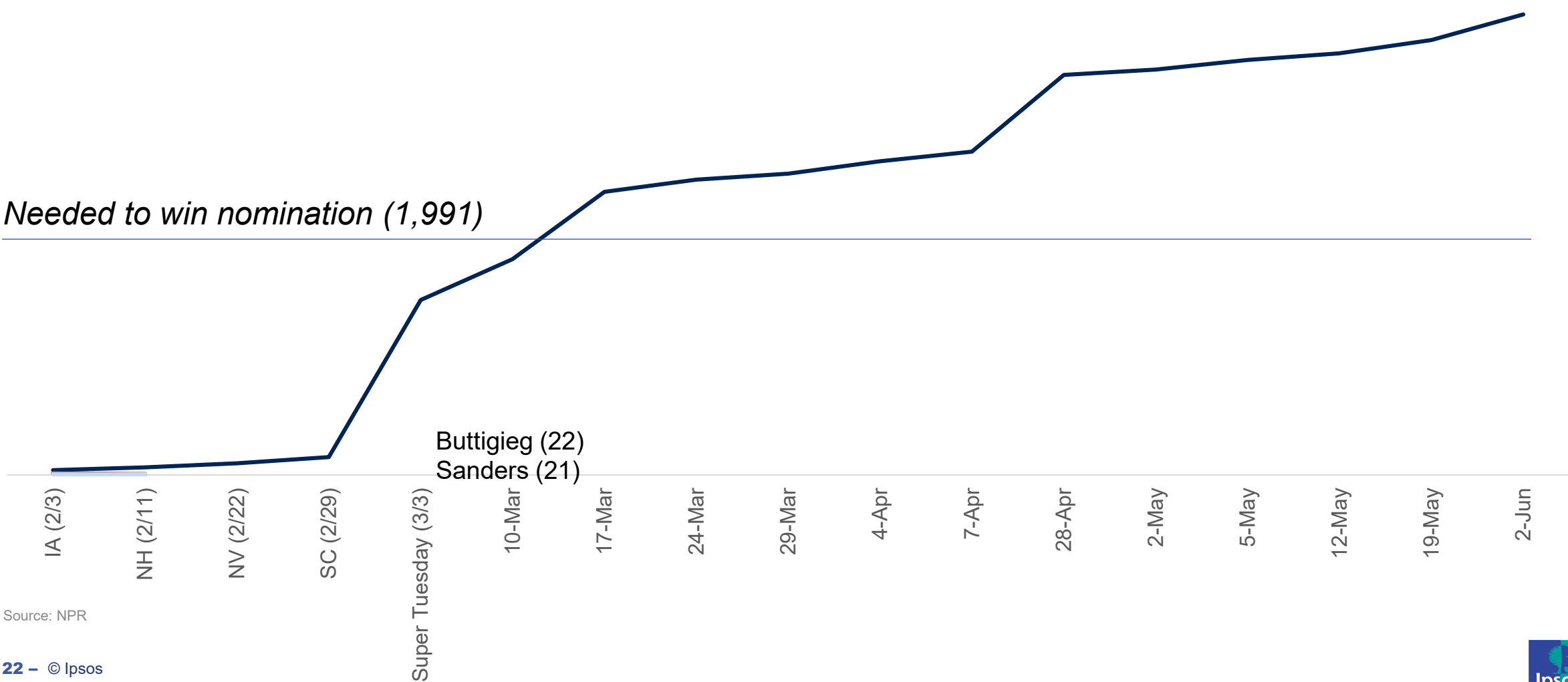


# Biden's South Carolina Firewall?



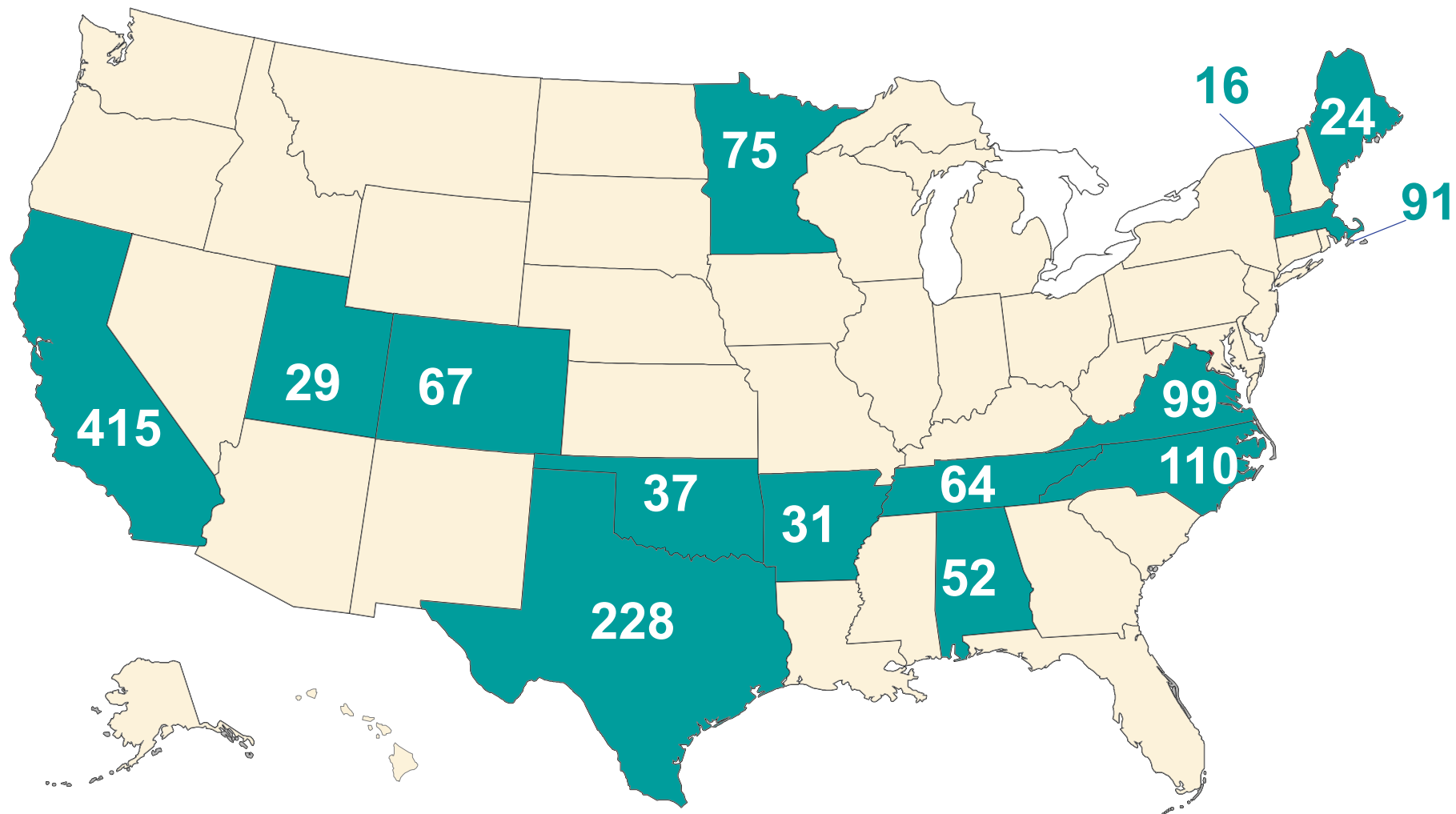
Sources: Washington/Post Ipsos survey of 1,088 non-Hispanic black adults, conducted January 2-8, 2020; VICE News/Ipsos survey of 2,013 American adults, conducted January 8-10, 2020

# Current Delegate Counts – 1,991 needed to secure nomination



Source: NPR

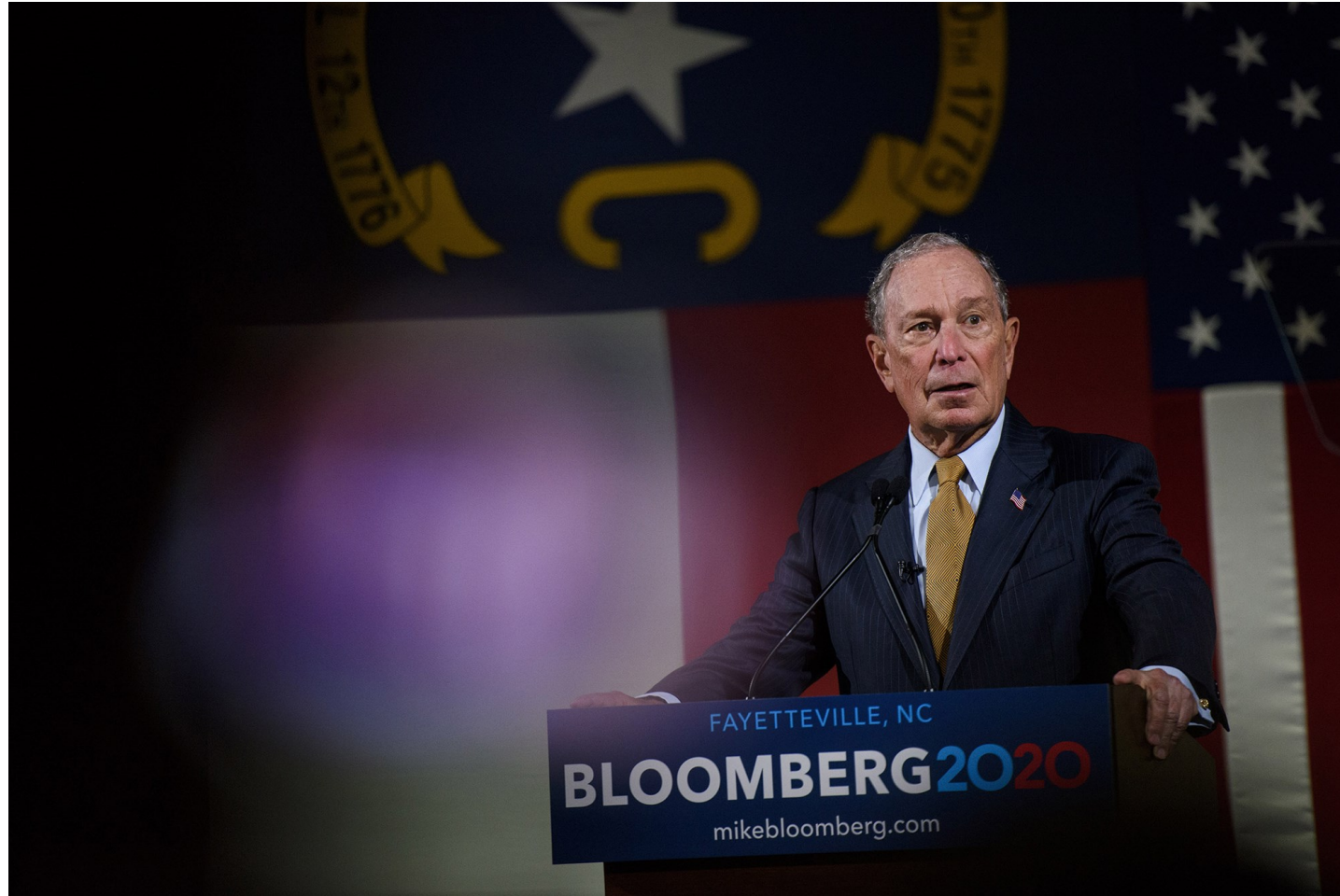
# Super Tuesday – 1,357 Delegates at Stake



Source: New York Times

# Wild Card Candidate – Michael Bloomberg

Bloomberg has spent \$344 million dollars in advertising so far



# Ipsos Resources

*Political Atlas – Ipsos/Reuters/UVA Partnership*  
[www.political-atlas.com](http://www.political-atlas.com)

*The Point Being* – an Ipsos Podcast overview of public opinion trends

*Cliff's Take* – Weekly Ipsos Thought Leadership

Reuters/Ipsos Public Opinion Partnership

[IpsosGlobalIndicators.com](http://IpsosGlobalIndicators.com)

[ipsos.com/en-us/news-and-polls/news](http://ipsos.com/en-us/news-and-polls/news)

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**



**THANK  
YOU.**

