



2020 PRESIDENTIAL ELECTION

The Inside Track

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SUMMARY

Vital Statistics - Key Public Opinion Indicators

Impact of the Coronavirus

Perceptions of Donald Trump

Democratic Primary

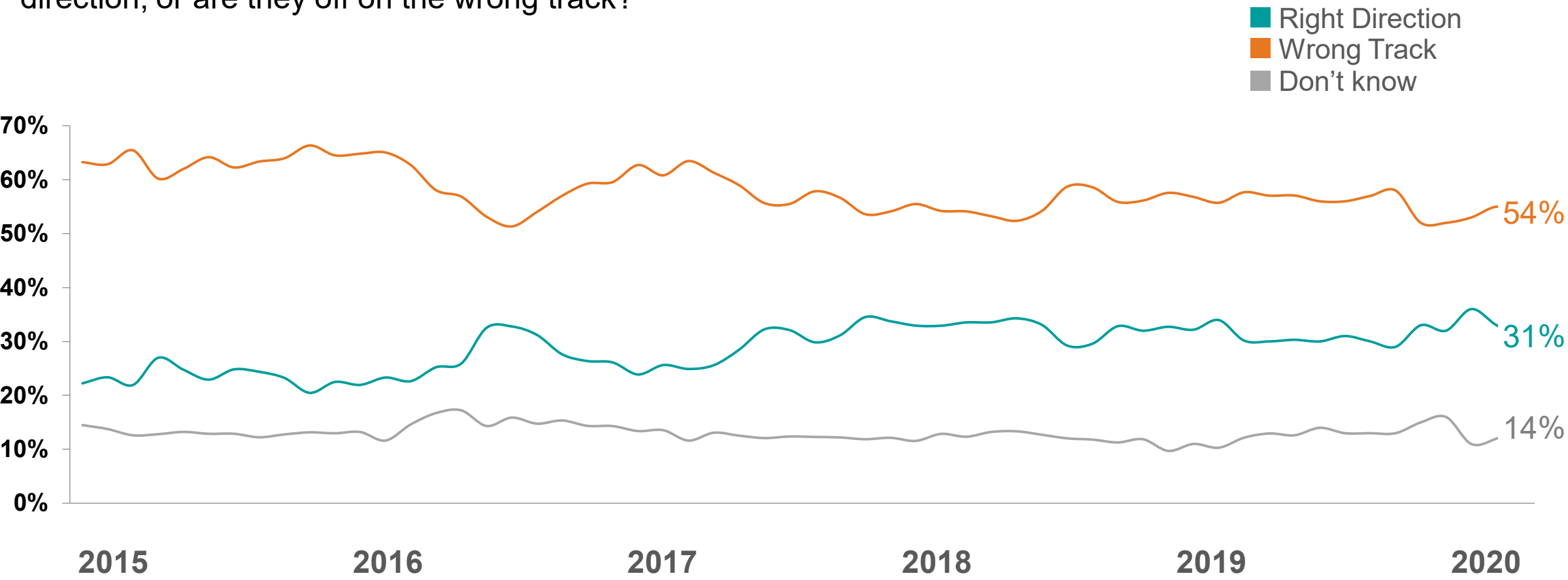
Vital Statistics

American perceptions on big issues

1

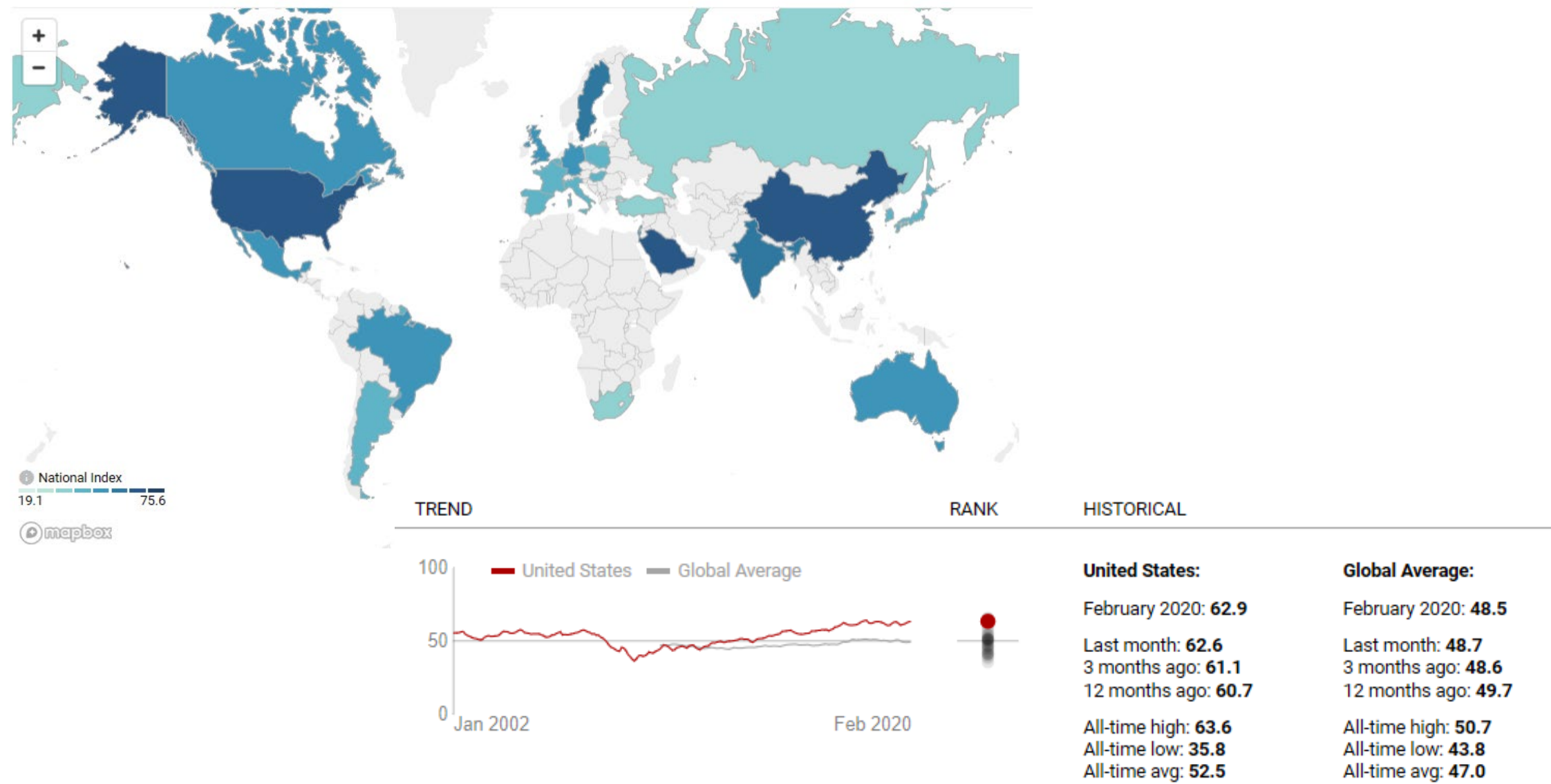
Direction of the Country

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



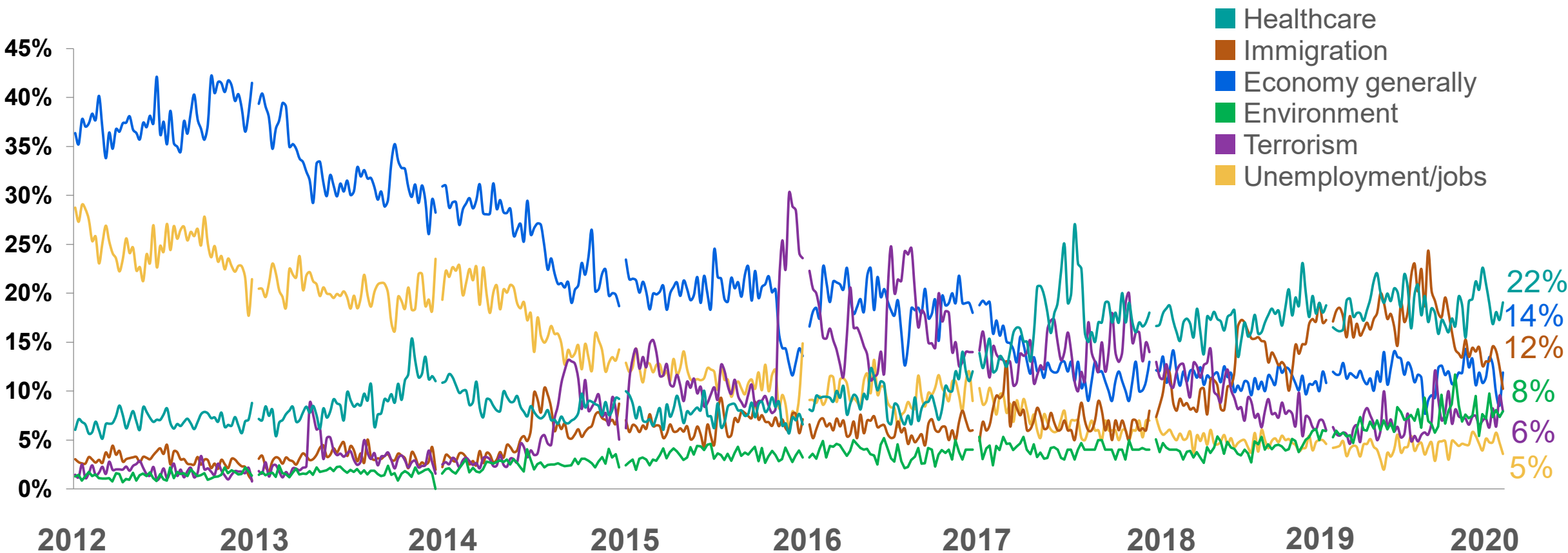
Reuters/Ipsos Data

U.S. CONSUMER CONFIDENCE IS AT A RECORD HIGH



Main Problem Facing the Country

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



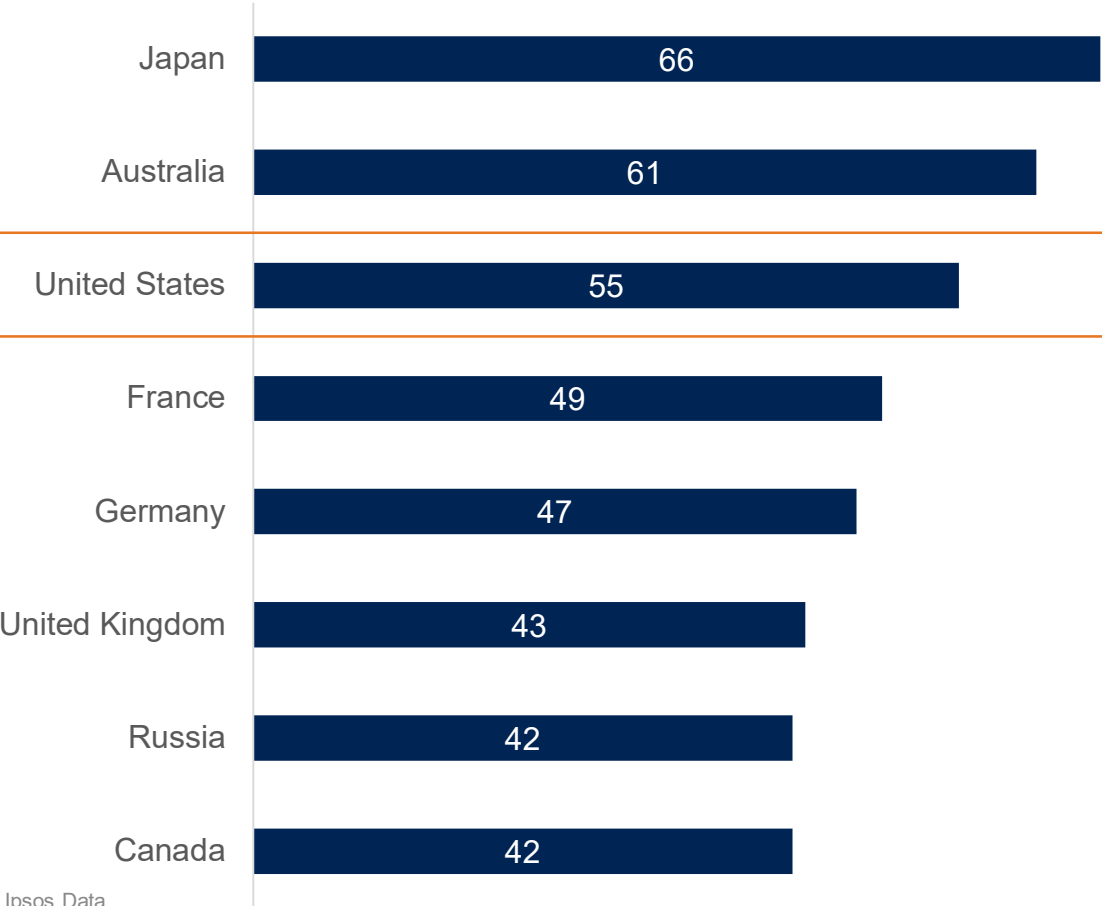
Reuters/Ipsos Data

Impact of the Coronavirus

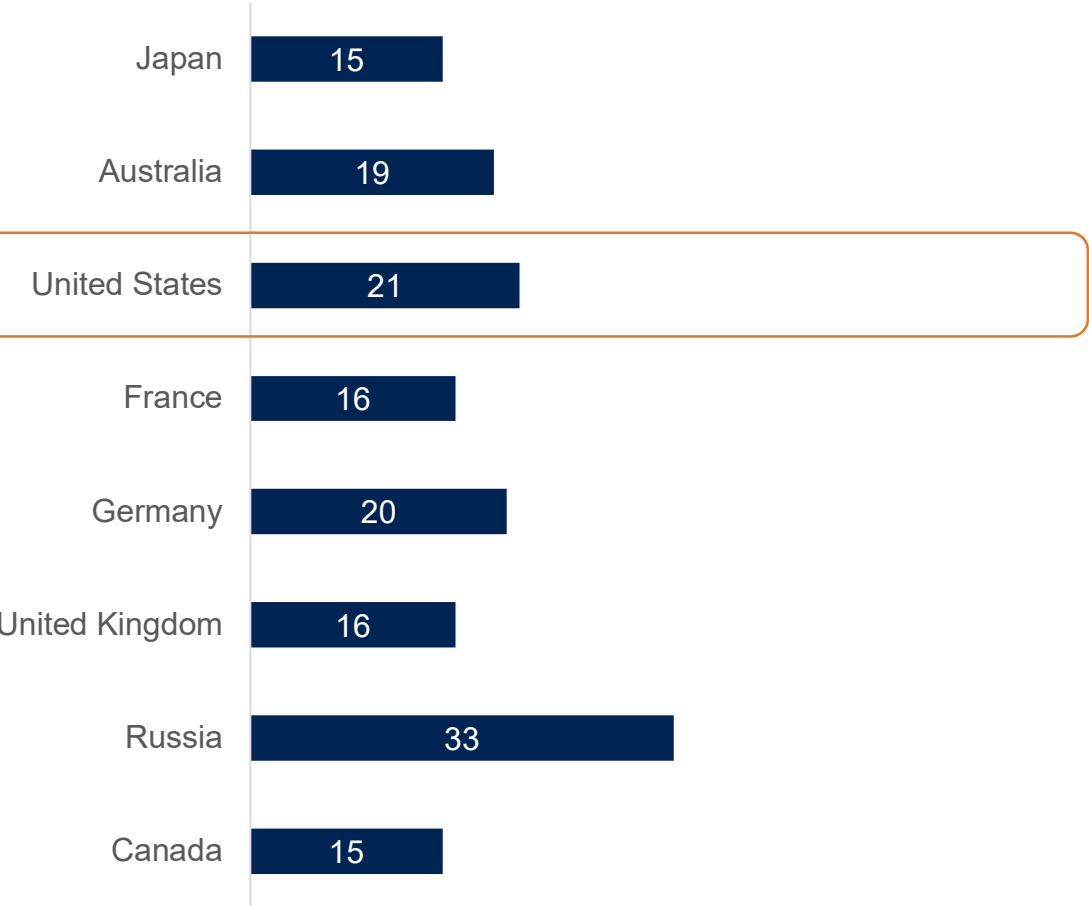
2

International Views of Coronavirus Outbreak

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



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

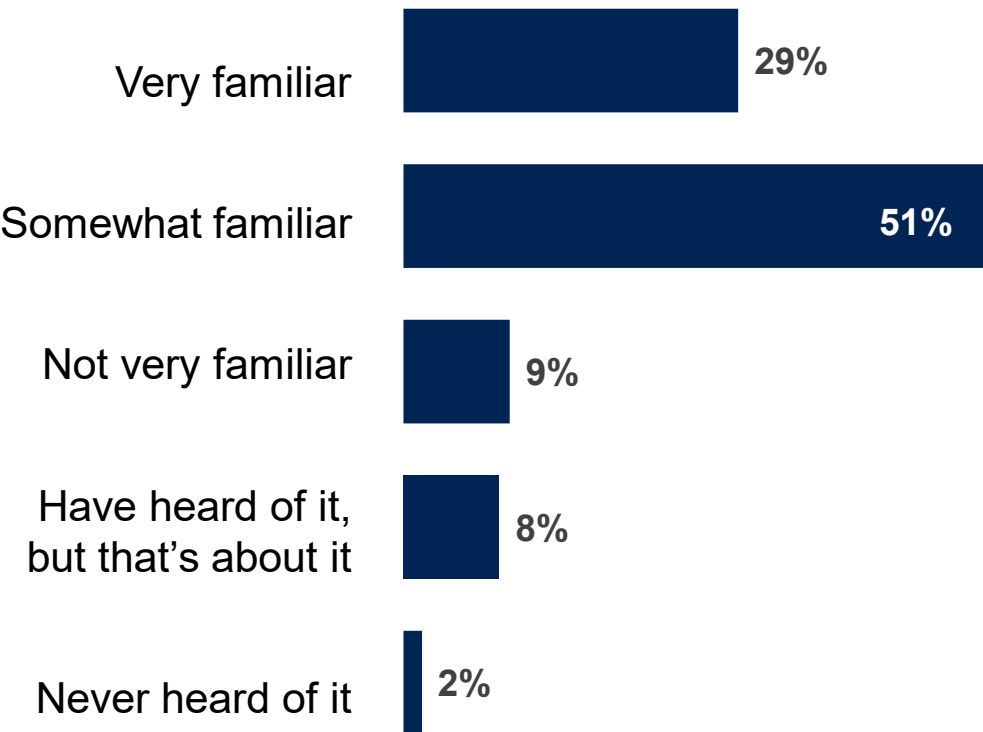


Ipsos Data

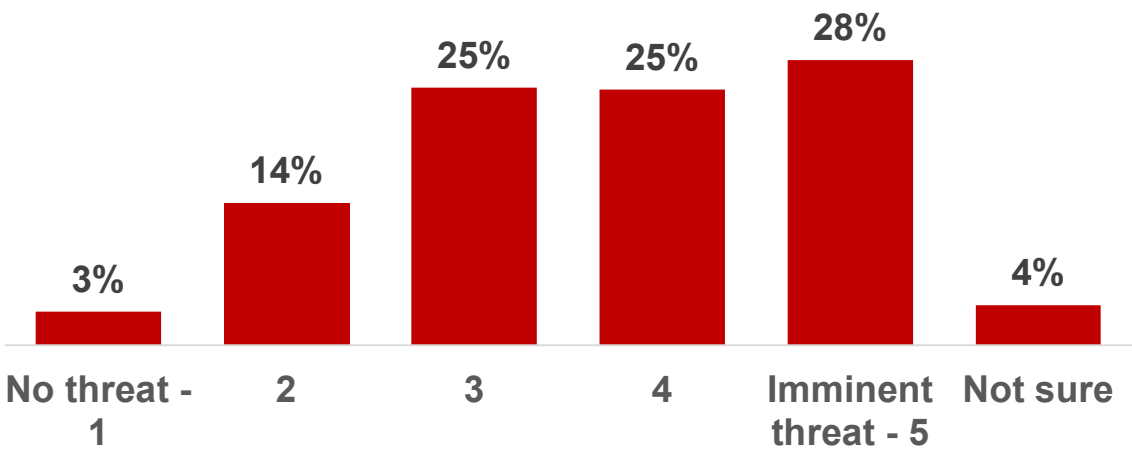


American Awareness and Perceptions of Coronavirus

How familiar are you with the coronavirus/COVID-19, if at all?

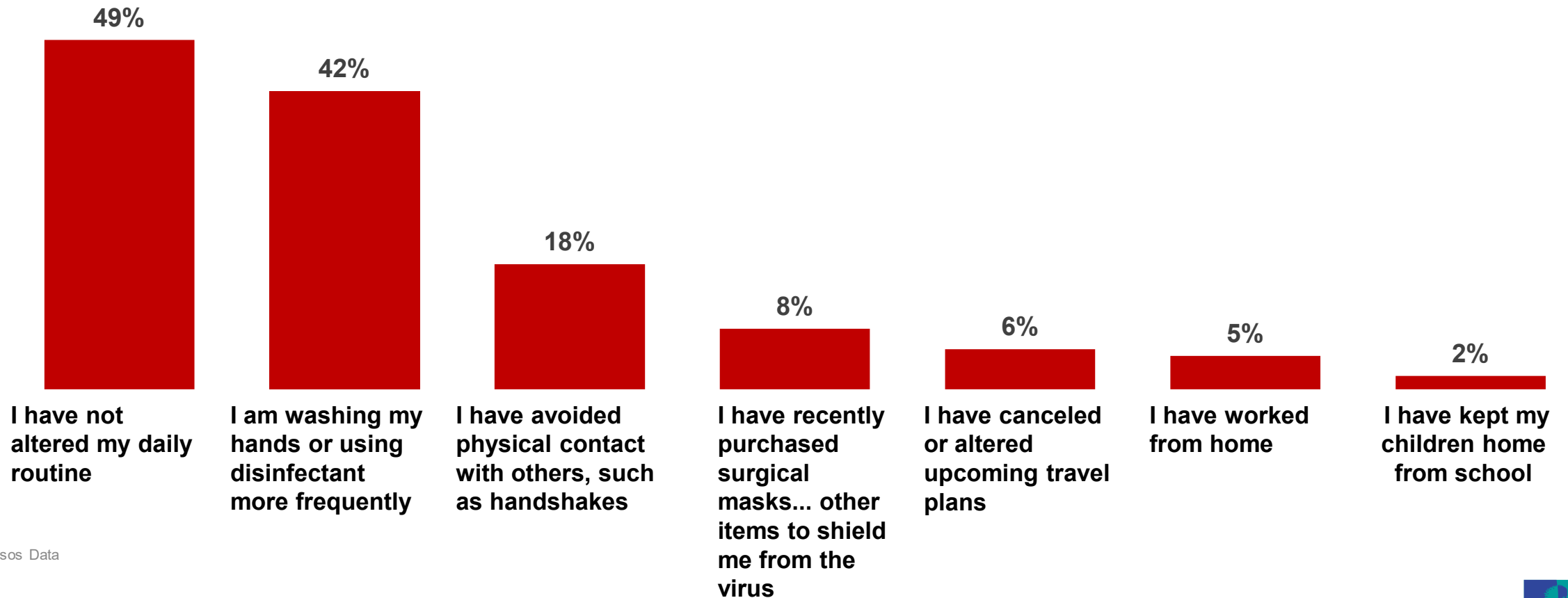


On a scale of 1 to 5, with 1 being no threat and 5 being an imminent threat, how much of a threat do the following beliefs, movements, trends or phenomena pose to the United States? Coronavirus / COVID-19:



Americans are beginning to change their behavior

Have you changed your daily routine in any way specifically because of the coronavirus/COVID-19?
Select all that apply



Reuters/Ipsos Data

Businesses are changing the way they work

Has the coronavirus/COVID-19 impacted your work or business in any way?

9%

Yes

How has the coronavirus/COVID-19 impacted your work or business? Select all that apply

30%

Problems with supply chains, such as decreased availability from usual suppliers

26%

Sales have decreased

23%

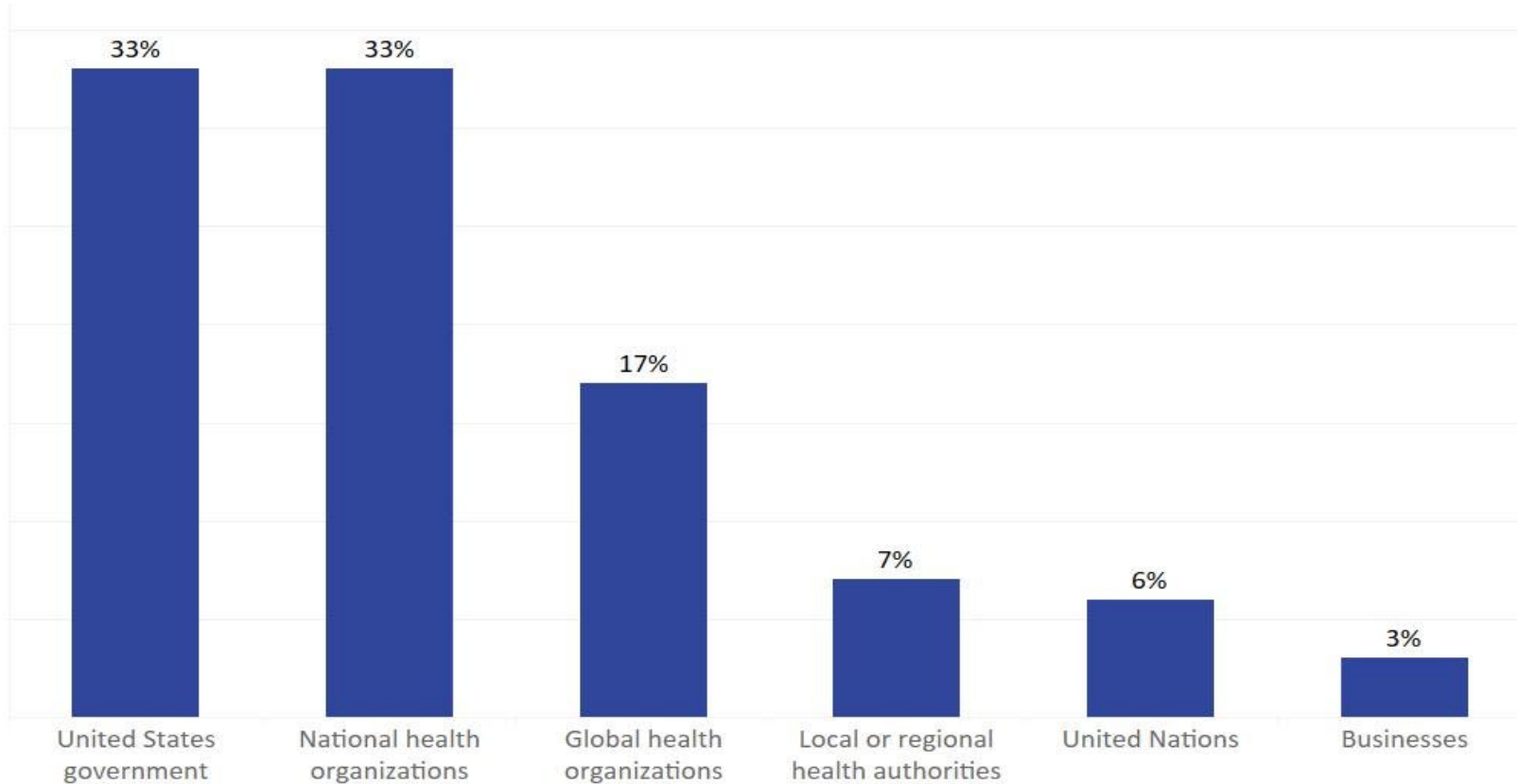
Conferences or other meetings have been cancelled or postponed

6%

Staff shortages due to illness

Americans expect the federal government and health authorities to protect them

Entity primarily responsible for protecting the United States from the coronavirus

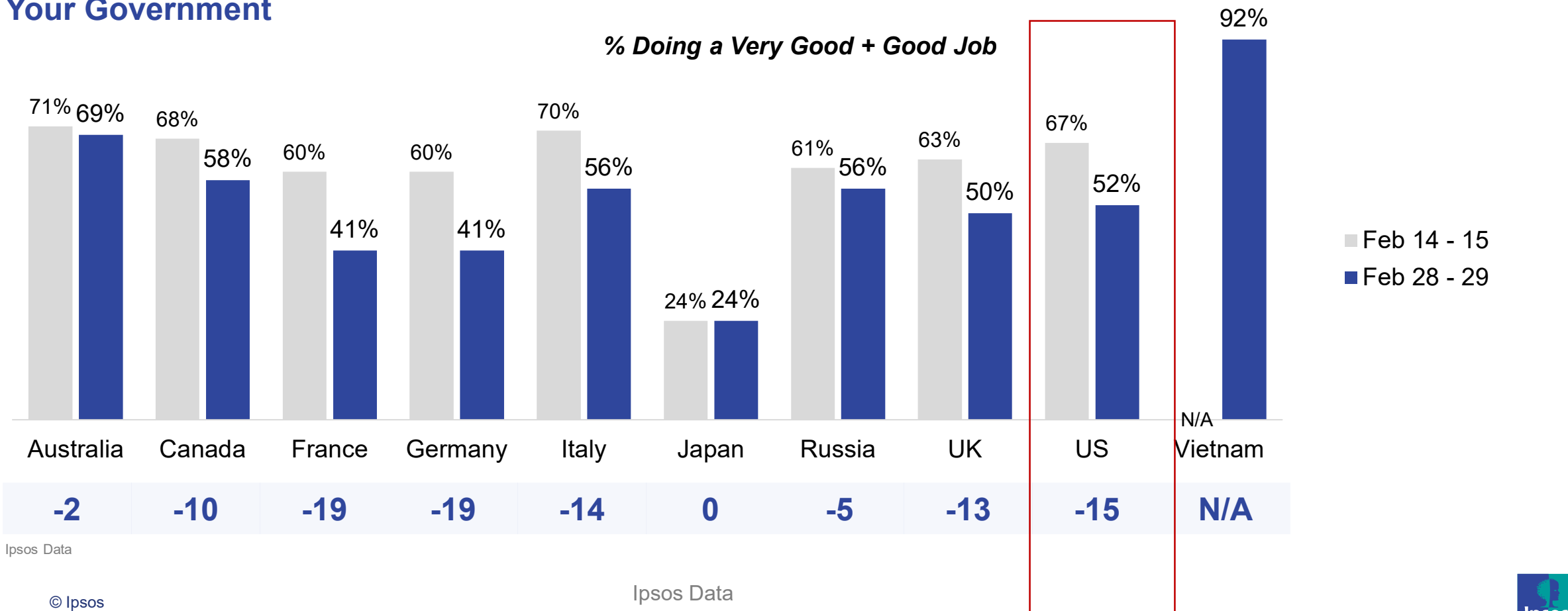


Ipsos Data

Americans perceptions of the government response is declining

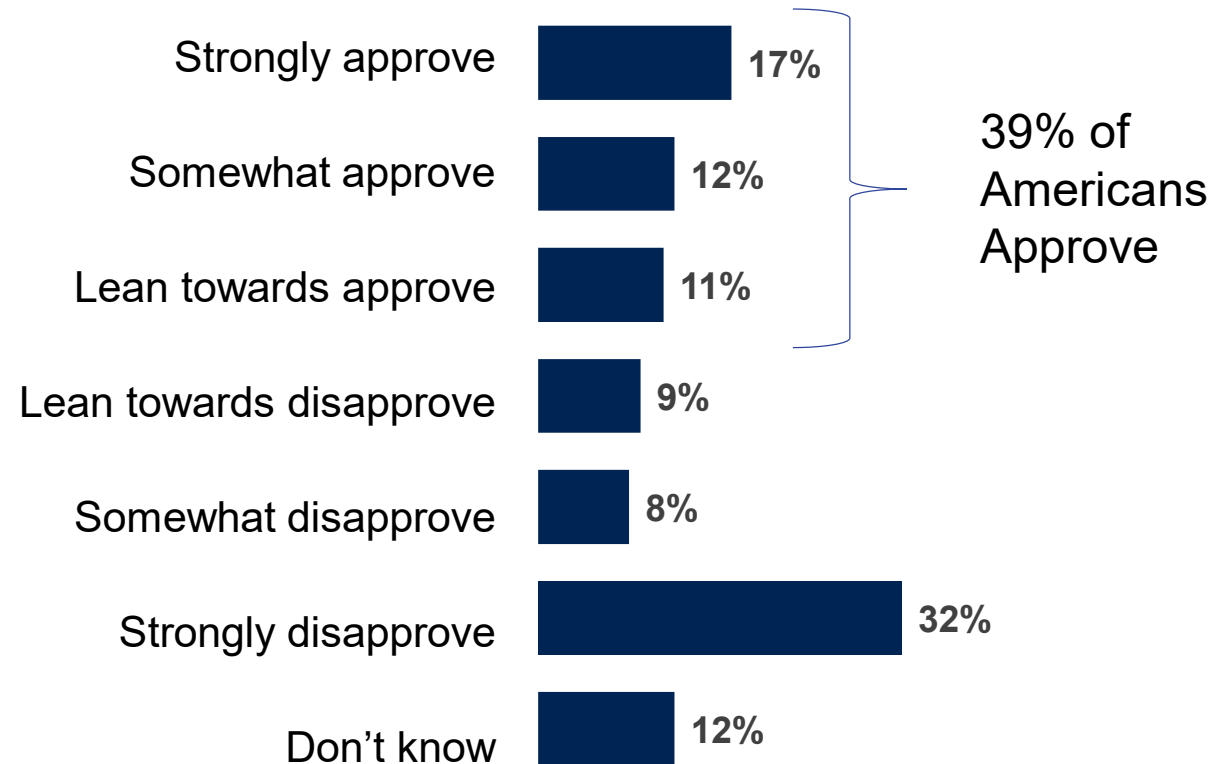
How good or poor a job are each of the following doing to contain the spread of the virus?

Your Government



Trump's Approval on Coronavirus

Do you approve or disapprove of the way Donald Trump is handling the following issues? Coronavirus / COVID-19



Reuters/Ipsos Data

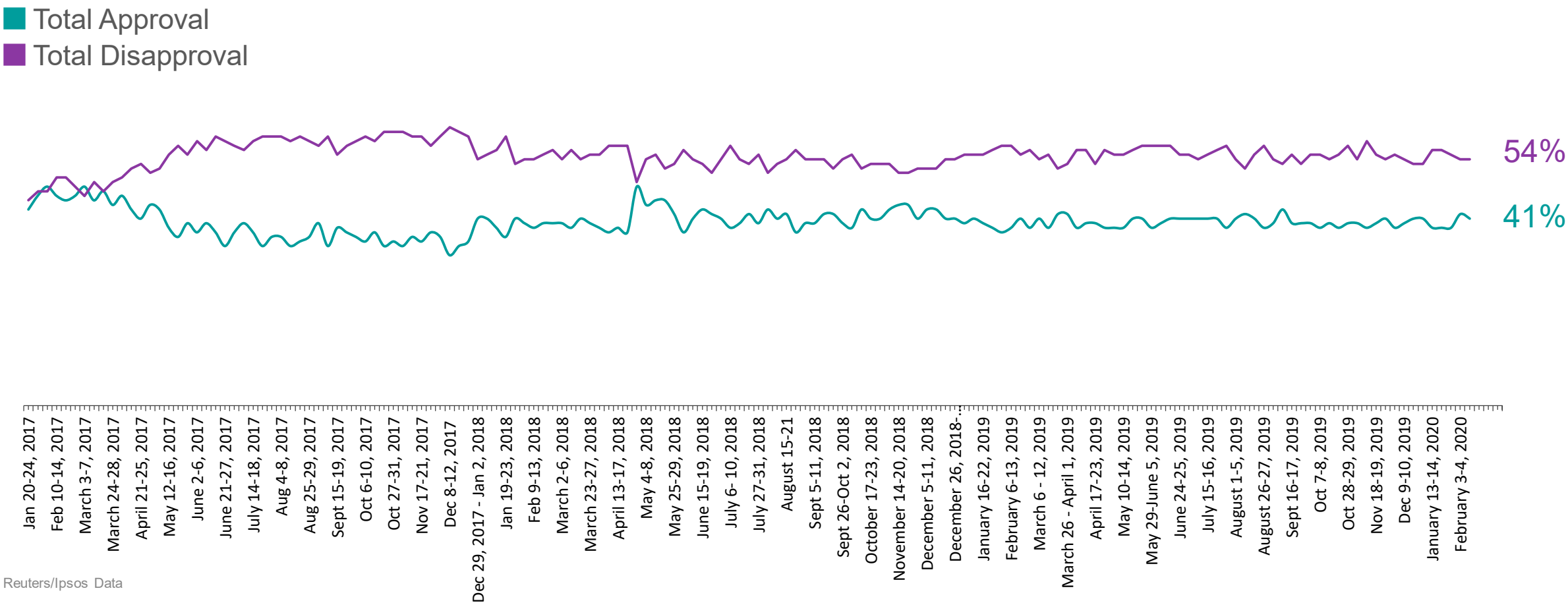
Perceptions of President Trump

3

Donald Trump's National Approval Rating



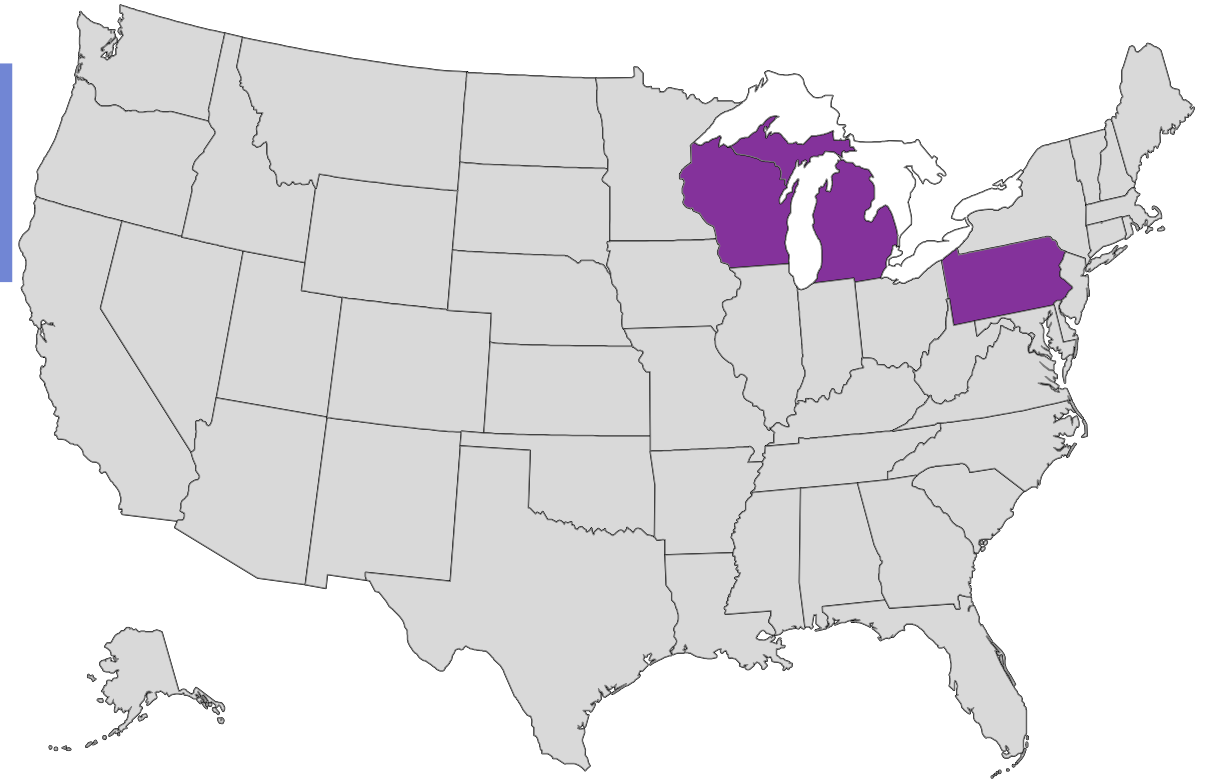
Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?



Reuters/Ipsos Data

Trump's Approval Ratings in Key Swing States

	Electoral College Votes	2016 Vote Margin	Current Trump Job Approval	Model Trump Odds in 2020
Pennsylvania	20	44,292	48%	78%
Wisconsin	10	22,748	43%	64%
Michigan	16	10,704	43%	64%



Source for Trump Approval By State: Morning Consult – February 2020

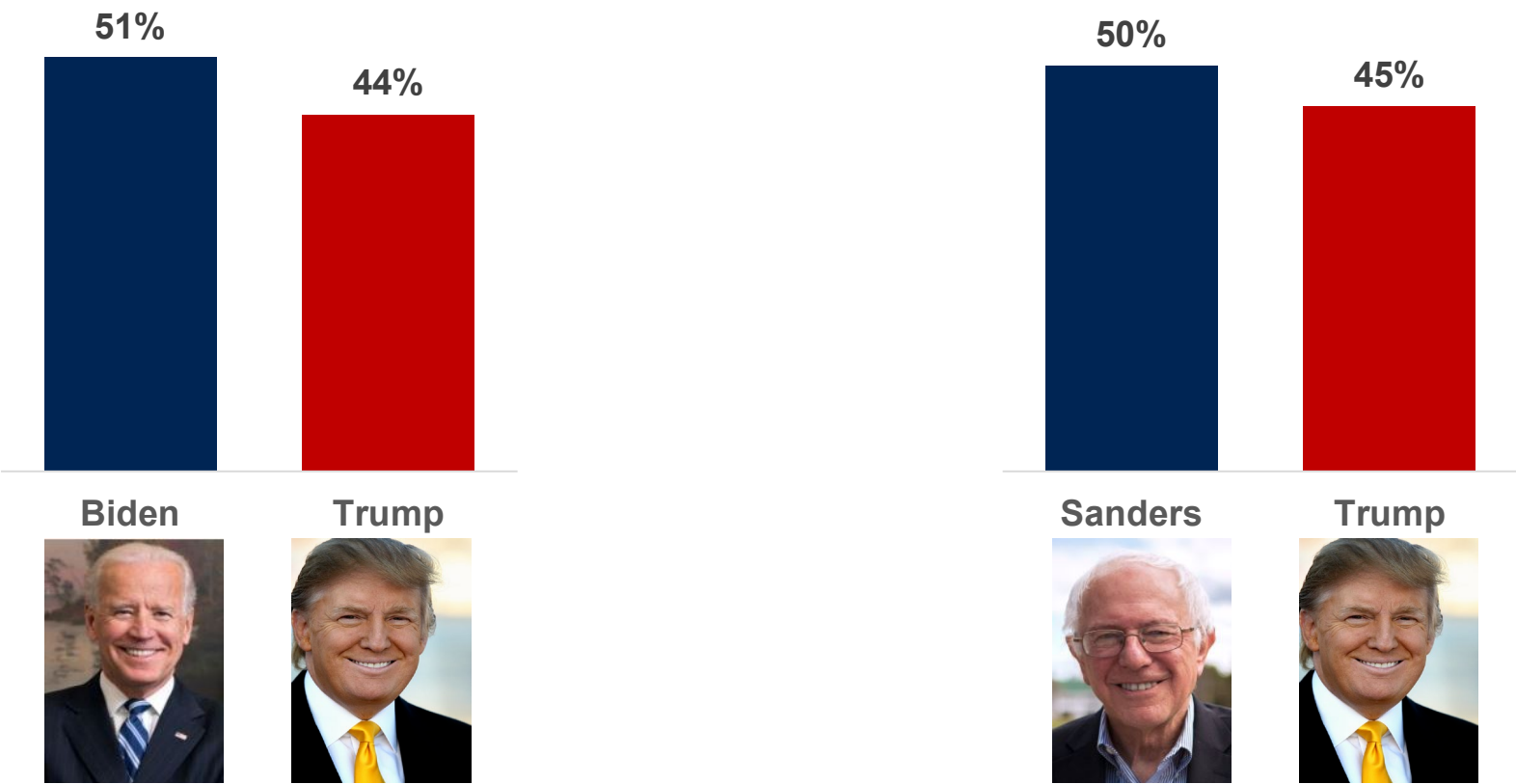
Trump's Approval Rating on Key Issues



Do you approve or disapprove about the way Donald Trump is handling the following issues?

	Strongly approve	Somewhat approve	Lean towards approve	Lean towards disapprove	Somewhat disapprove	Strongly disapprove	Don't know	TOTAL APPROVE	TOTAL DISAPPROVE
The U.S. economy	23%	12%	12%	10%	10%	25%	8%	47%	45%
U.S. foreign policy	17%	12%	12%	8%	10%	32%	10%	41%	50%
Healthcare reform	14%	11%	12%	10%	9%	35%	10%	36%	54%
Employment and jobs	24%	13%	14%	11%	9%	22%	7%	51%	42%
Dealing with Congress	17%	11%	10%	10%	9%	34%	9%	37%	53%
International trade	19%	12%	11%	9%	11%	28%	10%	42%	48%
Taxation	14%	12%	14%	8%	10%	30%	11%	40%	49%
Corruption	14%	12%	10%	10%	9%	35%	10%	35%	54%
The environment	13%	11%	11%	12%	8%	37%	8%	35%	57%
Immigration	22%	10%	11%	7%	8%	36%	6%	43%	52%
The way he treats people like me	15%	10%	10%	9%	7%	40%	8%	35%	56%
The effort he is making to unify the country	17%	11%	10%	9%	8%	38%	7%	37%	56%
Russia	14%	10%	11%	10%	9%	35%	13%	35%	53%
Iran	17%	10%	11%	9%	7%	32%	13%	39%	48%
China	17%	10%	12%	10%	9%	30%	12%	39%	49%
Coronavirus/COVID-19	17%	12%	11%	9%	8%	32%	12%	39%	49%

National General Election Market Averages



Real Clear Politics National Market Average

Democratic Primary

4

...And Then There Were Three



Primary Schedule & Remaining Delegates Up for Grabs

Past Primaries

Iowa	Oklahoma
New Hampshire	Tennessee
Nevada	Texas
South Carolina	Utah
Alabama	Vermont
Arkansas	Virginia
California	Idaho
Colorado	Michigan
Maine	Mississippi
Massachusetts	Missouri
Minnesota	North Dakota
North Carolina	Washington

Upcoming March Primaries

State	Delegates
March 17th	
Arizona	67
Florida	219
Illinois	155
Ohio	136
March 24th	
Georgia	105
March 29th	
Puerto Rico	51

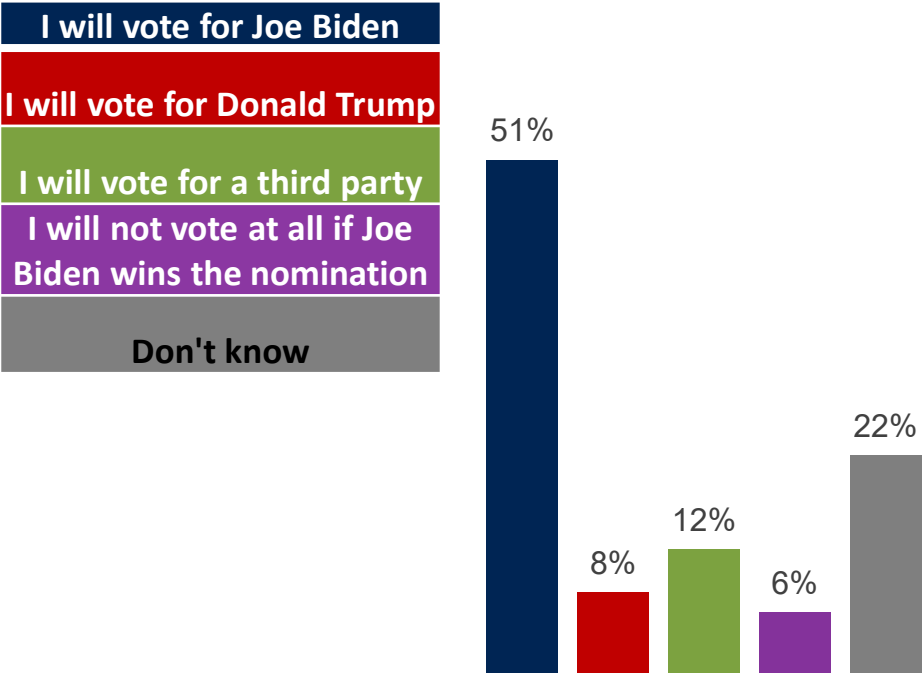
Upcoming April Primaries

State	Delegates
April 4th	
Alaska	15
Hawaii	24
Louisiana	54
Wyoming	14
April 7th	
Wisconsin	14
April 28th	
Connecticut	60
Delaware	21
Maryland	96
New York	274

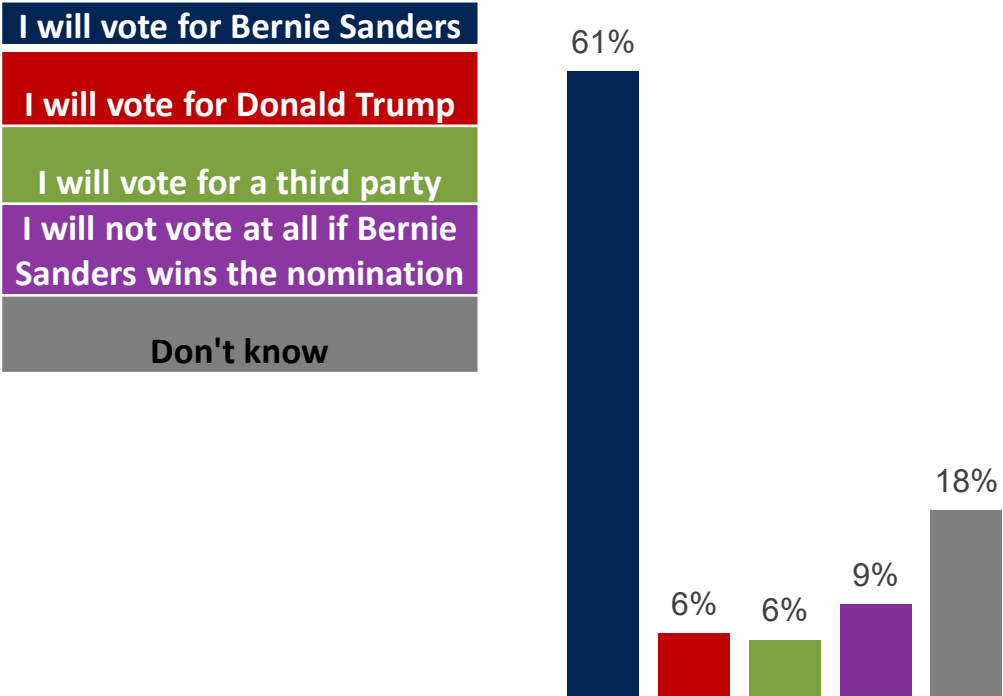
Just half of Sanders' supporters say they would vote for Biden in the general election

You said you would support [CANDIDATE] for the Democratic presidential nomination. In the event [OPPOSING CANDIDATE] wins the Democratic nomination, which of the following scenarios best describes how you will vote in the November 2020 election for president?

Bernie Sanders Supporters



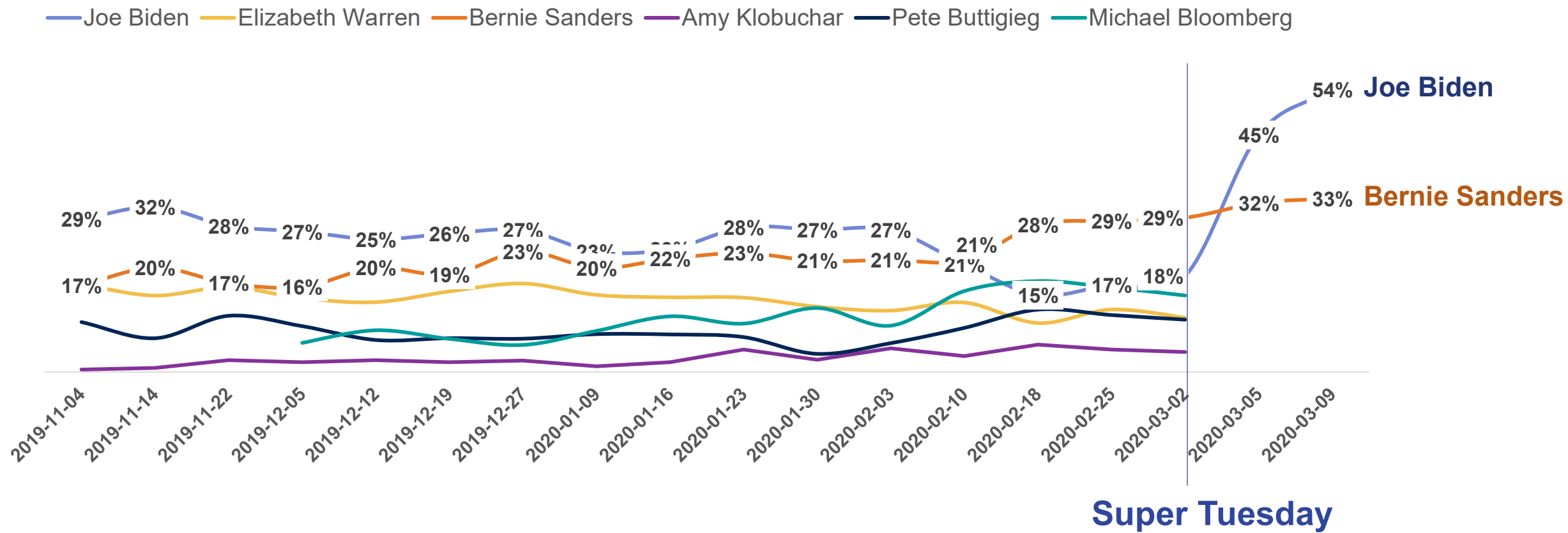
Joe Biden Supporters



2020 Democratic Primary Horserace – National Numbers

Moderates Coalesce Around Joe Biden Following Super Tuesday

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

Candidate Comparisons

IPSOS

POLITICAL ATLAS 2020

Primaries at a glance

Candidate comparison




Select a candidate

Select a state

Candidate comparison

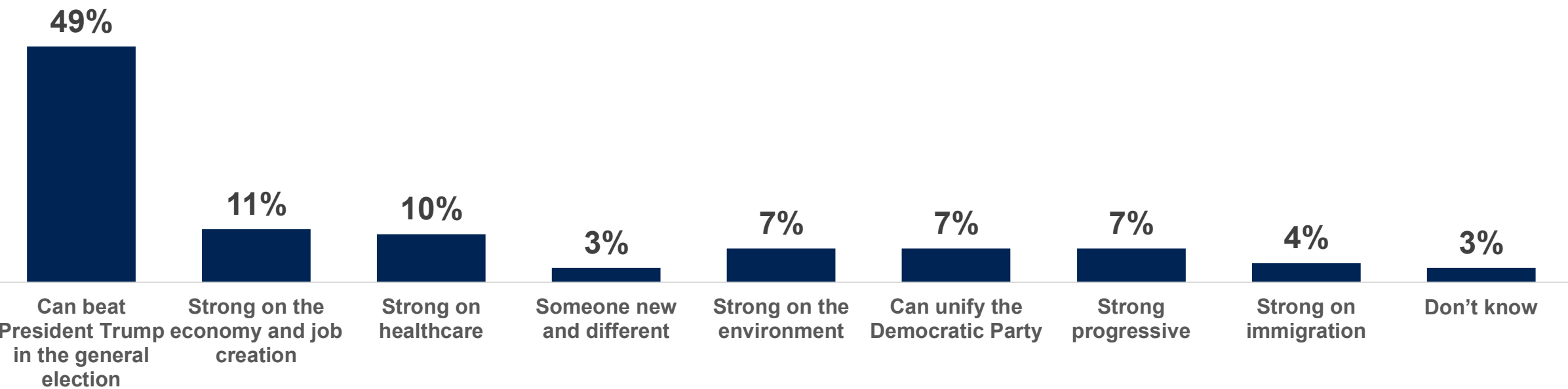
National

×

	Public poll average		News headline share		Social net sentiment		Google search share		Fundraising
	Current	7 +/-	Current	7 +/-	Current	7 +/-	Current	7 +/-	Current
 Joe Biden	47.9%	↑21	61.0%	↑18	52.0%	0	40.9%	↑1	\$69.9M
 Bernie Sanders	34.5%	↑8	37.0%	↓9	59.0%	↑4	41.1%	↓0	\$134M
 Tulsi Gabbard	2.8%	↑2	2.0%	↑2	61.0%	↑10	18.0%	↓1	\$13.7M

Ideal Candidate Trait: Ability to Beat Trump

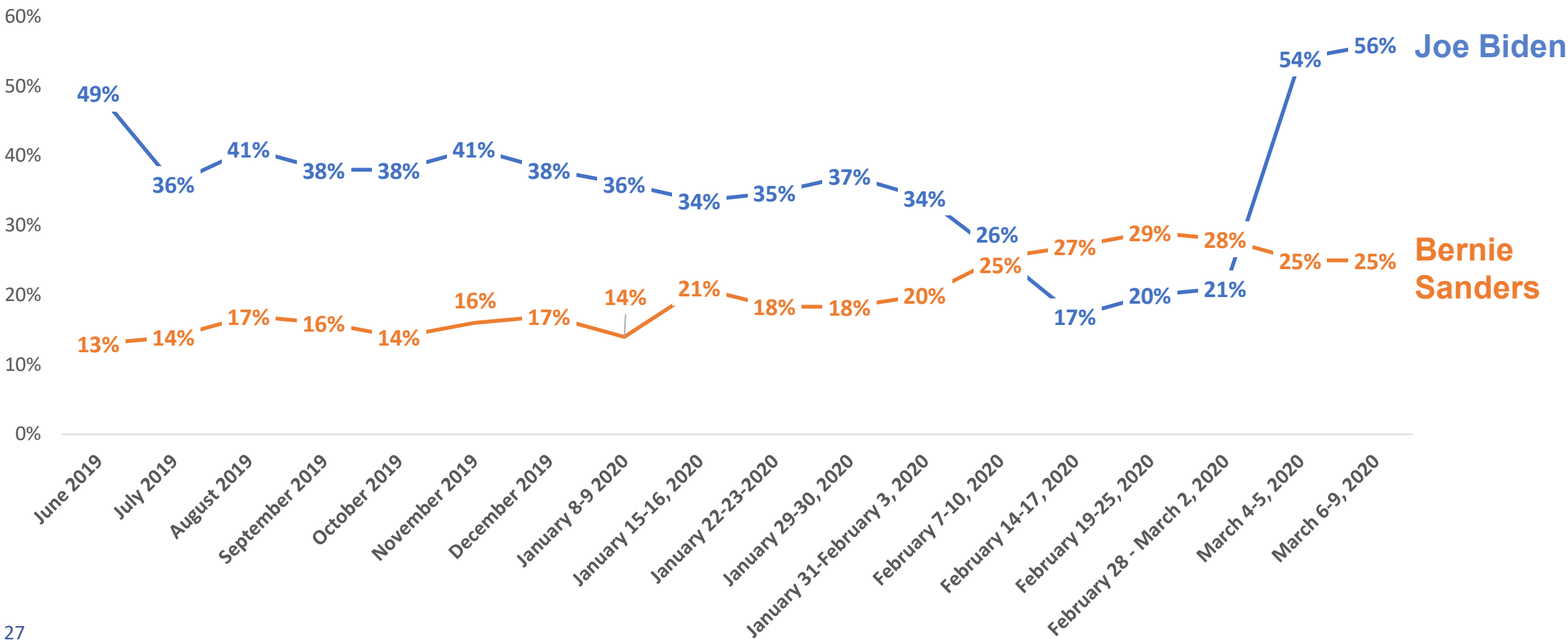
If the 2020 Democratic presidential primary election were held today, which of the following candidate traits would be the MOST important factor for you in deciding who to vote for? (Asked of Democratic registered voters)



Reuters/Ipsos Poll February 28- March 2, 2020

Candidate Most Likely to Beat President Trump

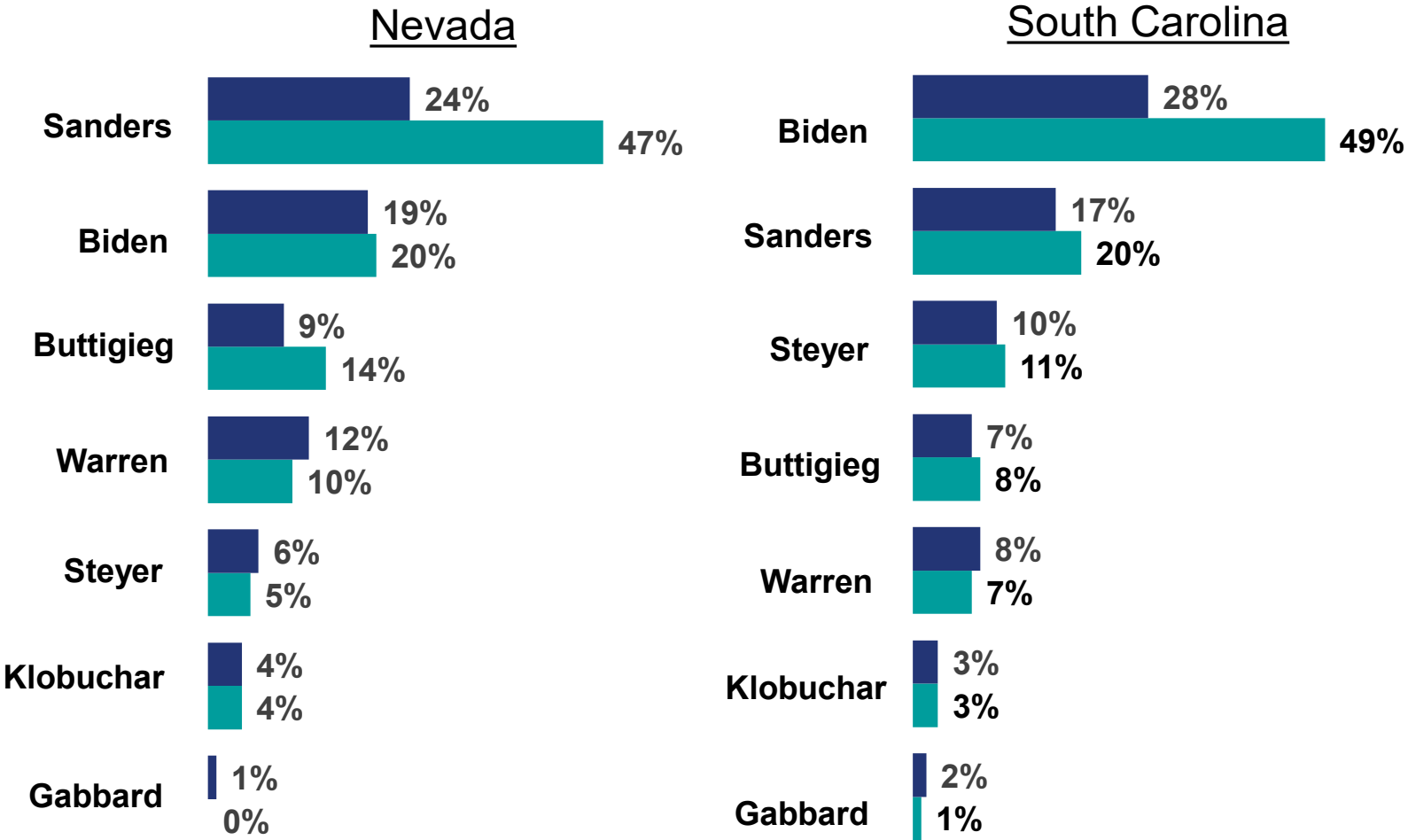
For each of the following, select the candidate from the list below you think is best on the particular issue...
“Most likely to beat President Trump in the general election” (Asked of Democratic registered voters)



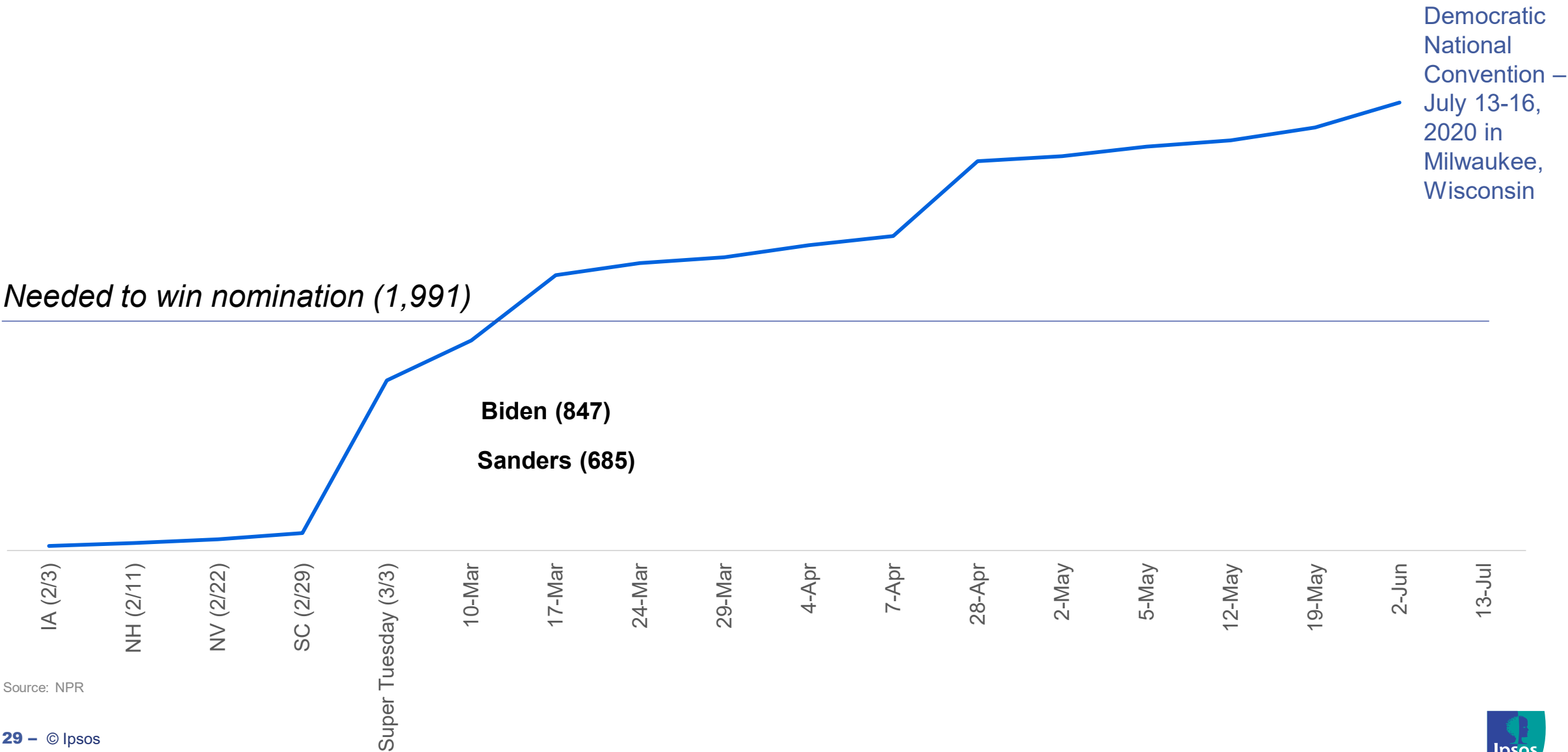
Biden's overperformance in South Carolina along with moderate drop-outs propelled campaign forward

Public Poll Average Before
Caucus / Primary

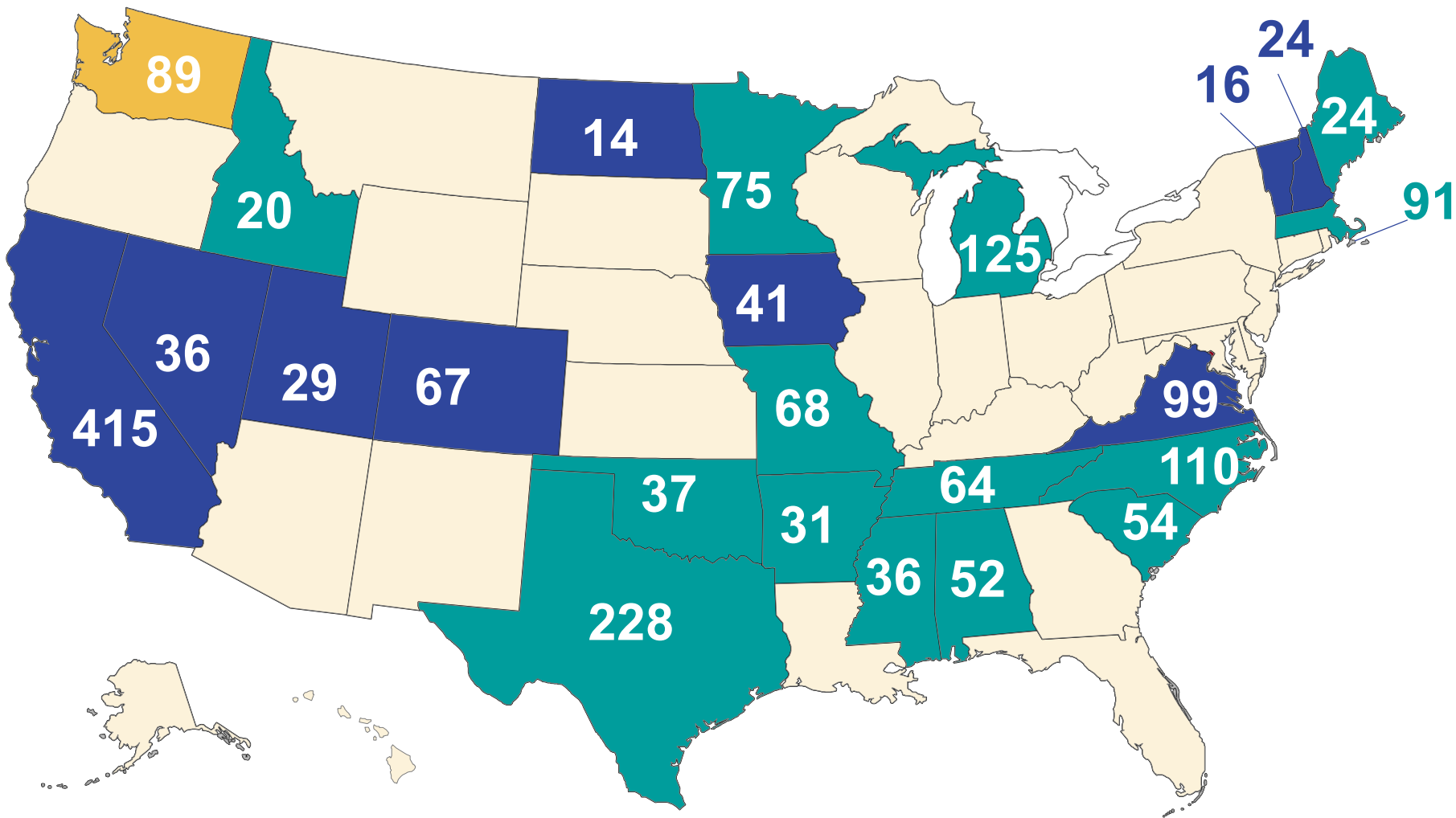
Actual Vote Share



Current Delegate Counts – 1,991 needed to secure nomination



Biden has +162 delegate lead as of March 10, 2020



Source: New York Times

	Biden	Sanders
Iowa	6	12
New Hampshire	0	9
Nevada	9	24
South Carolina	39	15
Alabama	44	8
Arkansas	17	9
California	150	186
Colorado	12	20
Maine	11	9
Mass	37	29
Minnesota	38	27
North Carolina	67	37
Okalhoma	21	13
Tennessee	33	19
Texas	111	102
Utah	4	13
Vermont	5	11
Virginia	66	31
Idaho	11	9
Michigan	72	52
Mississippi	31	2
Missouri	40	23
North Dakota	6	8
Washington	17	17
Total	847	685

Ipsos Resources

Political Atlas – Ipsos/Reuters/UVA Partnership
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

ipsos.com/en-us/news-and-polls/news

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THANK YOU!