



# 2020 PRESIDENTIAL ELECTION

## The Inside Track

---

Chris Jackson, Vice President

© 2020 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



# **SUMMARY**

**Impact of the Coronavirus**

**Perceptions of Donald Trump**

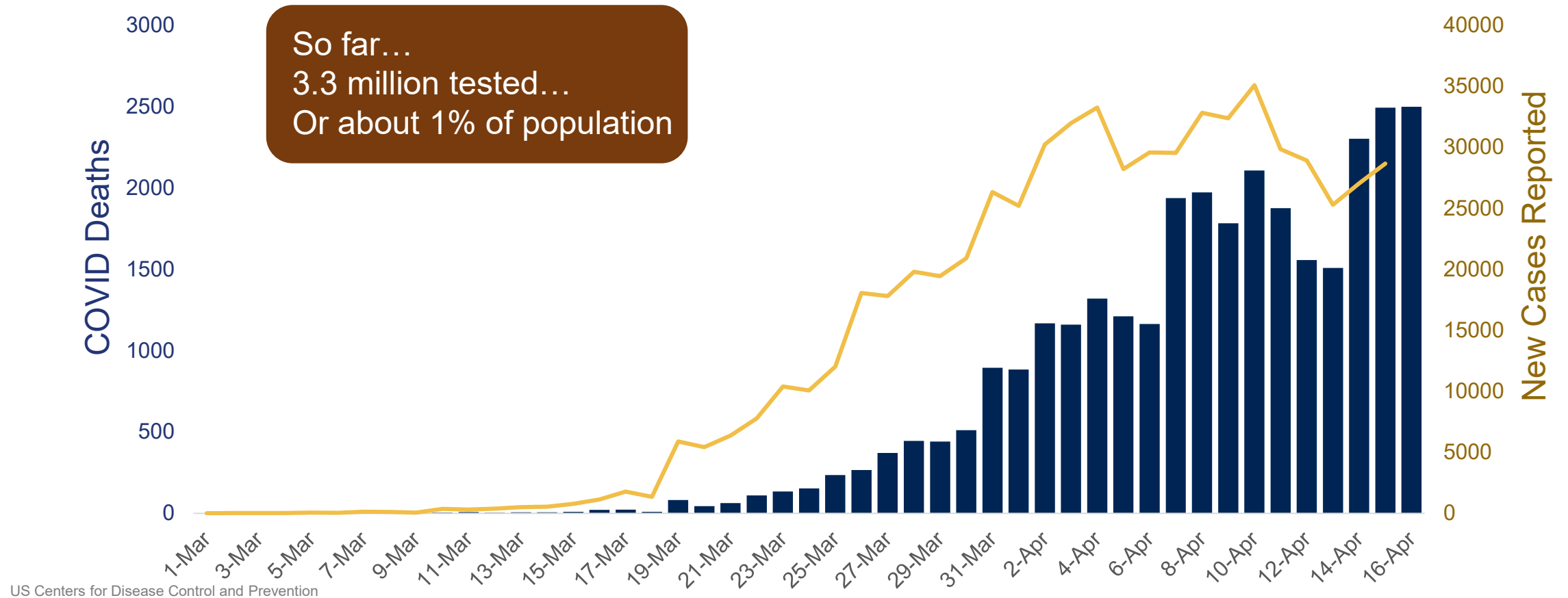
**The Coming Election**

# Impact of the Coronavirus

1

# Ongoing Toll of Coronavirus Pandemic

## Current Data on Outbreak in United States



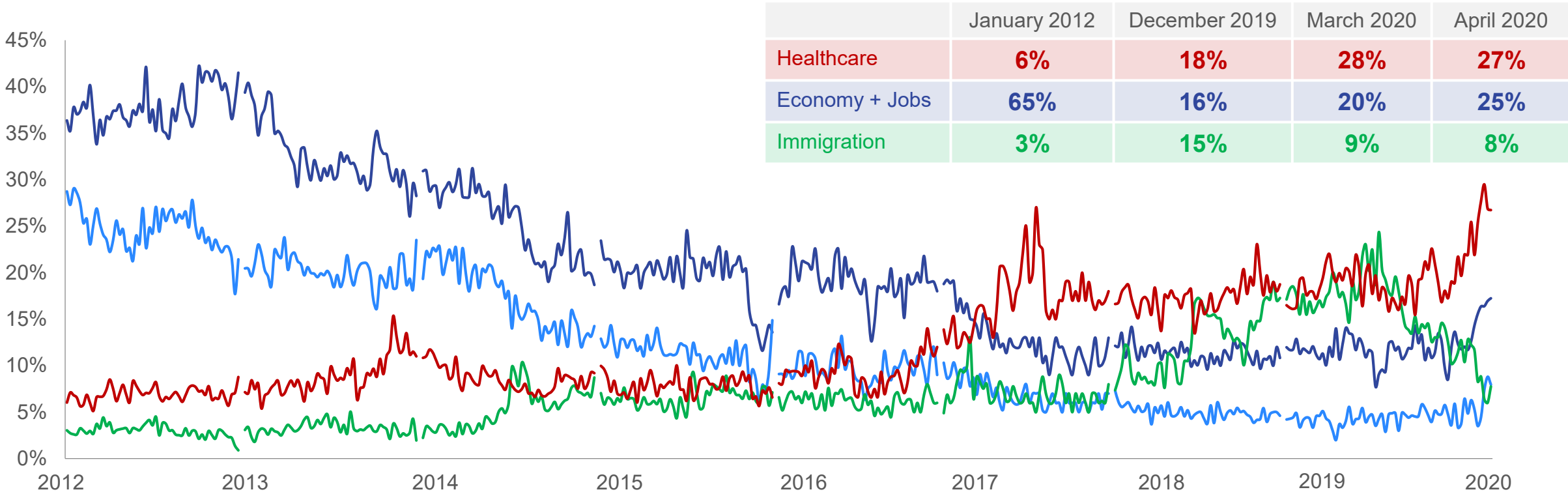
# Public Views Coronavirus as a health AND economic crisis

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

- Healthcare

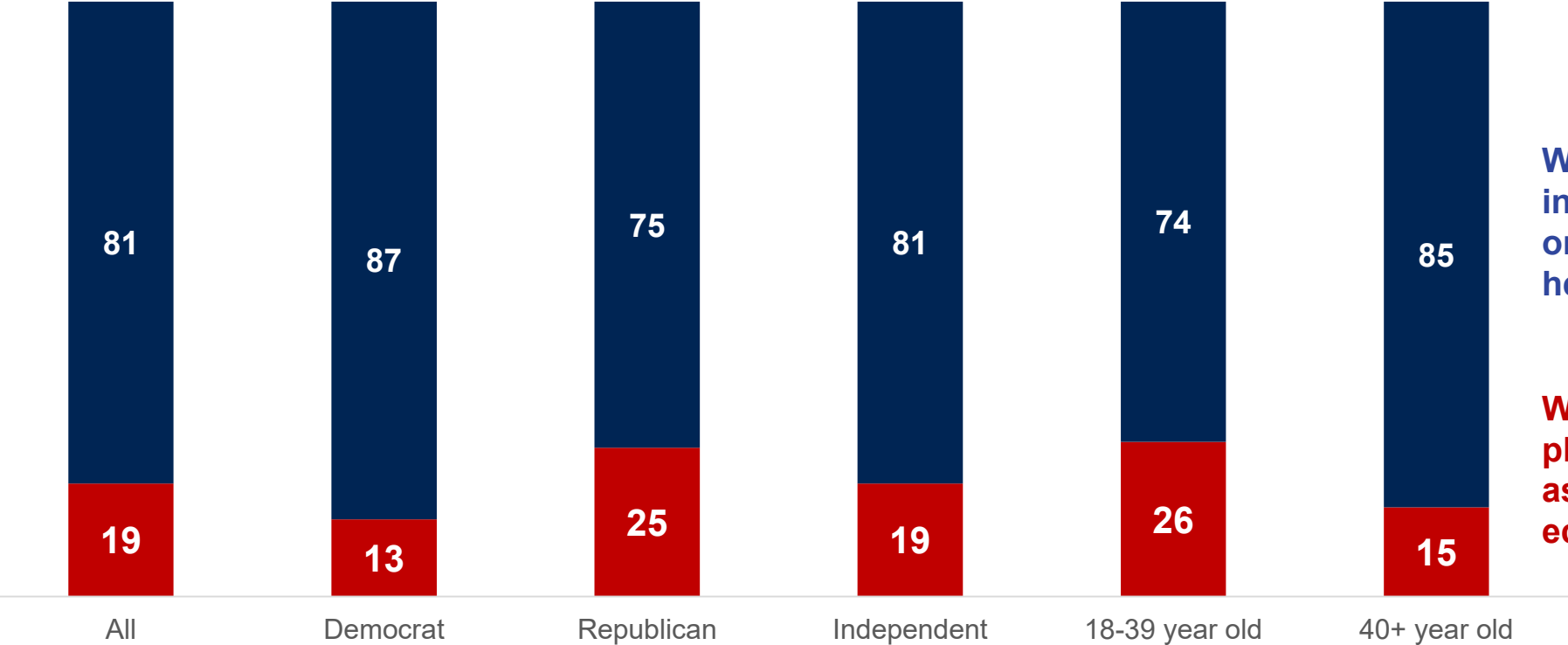
■ Immigration
- Economy generally

■ Unemployment/jobs



# Americans are prioritizing health over the economy, for now

Which comes closest to your opinion?



We should continue the “shelter in place” and “stay at home” orders/guidance until the public health officials say it is ok.

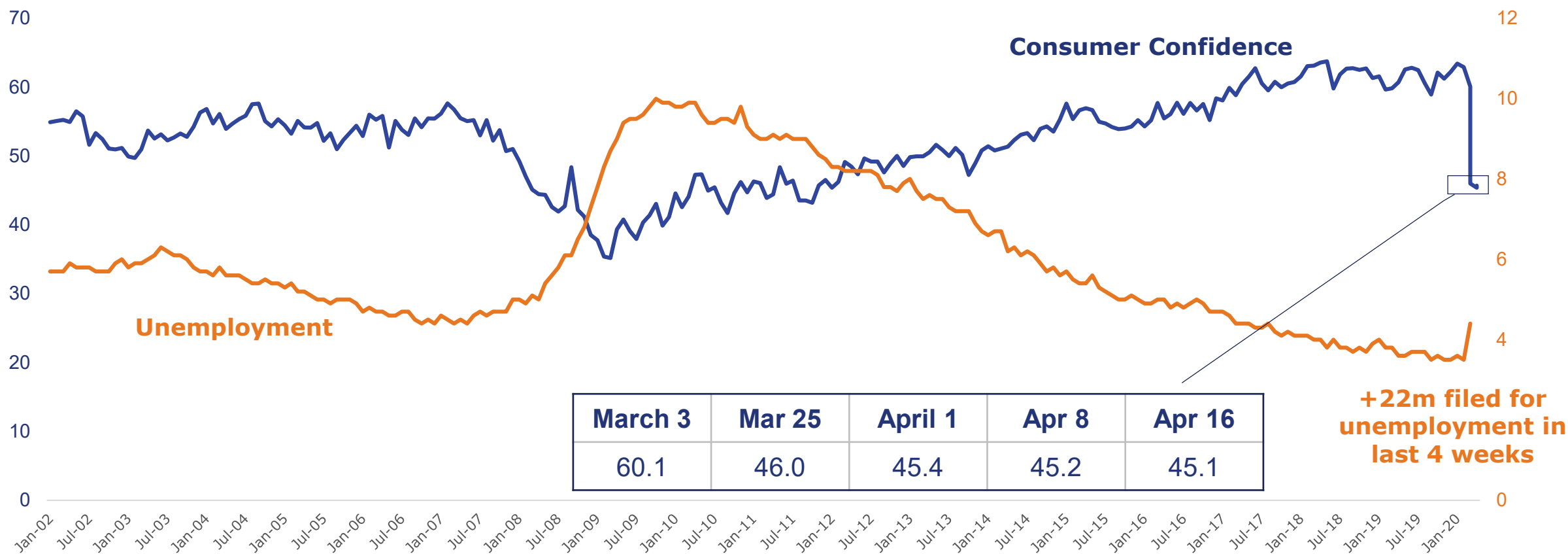
We should end the “shelter in place” and “stay at home” orders as soon as possible to get the economy going again.

Reuters/Ipsos Data



# Pandemic-Driven Collapse in American Consumer Confidence

American consumer confidence & unemployment 2002–2020

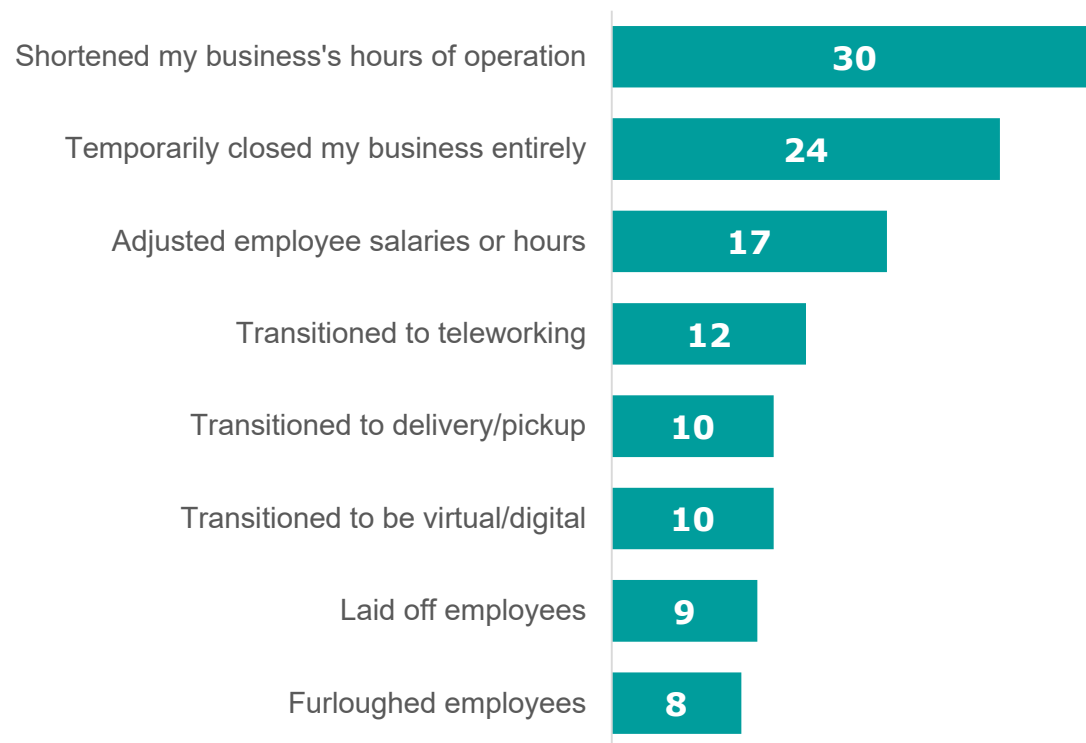


Ipsos Primary Consumer Sentiment Index / U.S. Bureau of Labor Statistics

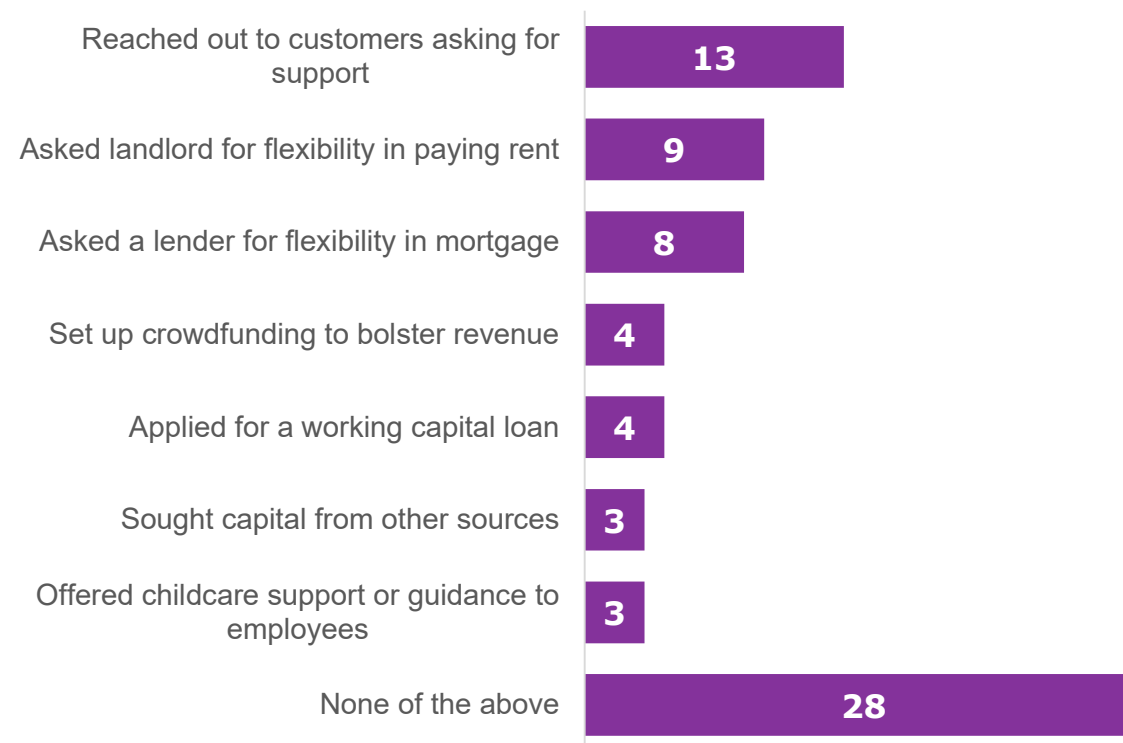
# Major Disruptions in the Small Business Sector

Have you done any of the following in the last two weeks? (Select all that apply)

## Business Operations



## Business Finances



MetLife/US Chamber of Commerce Small Business Index

© Ipsos

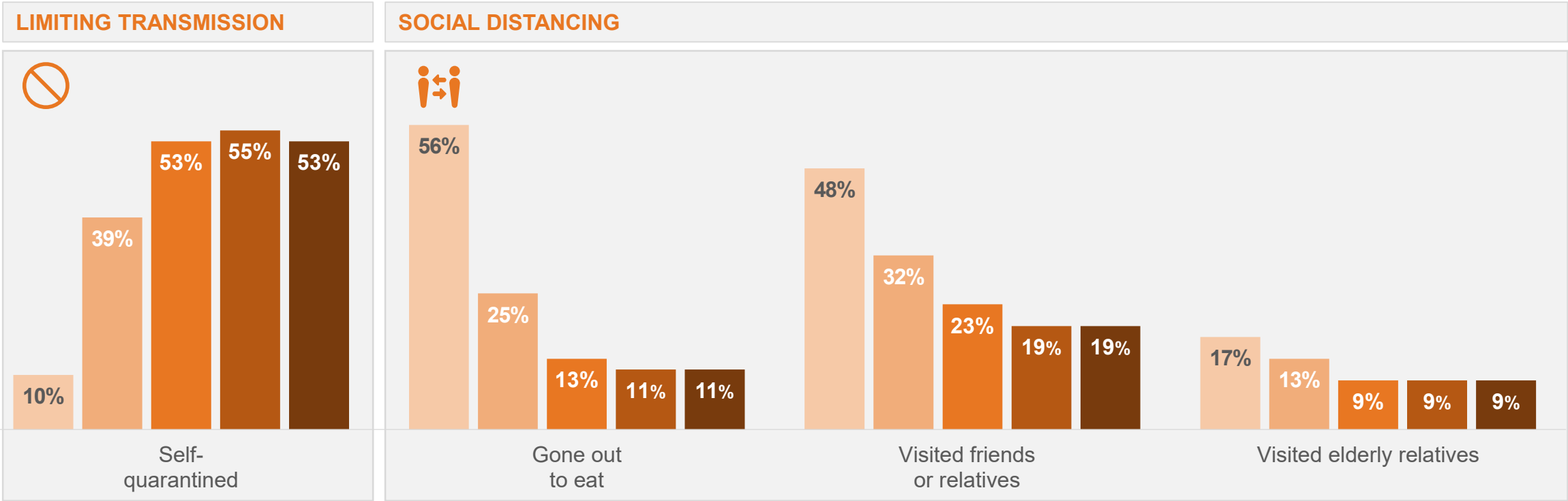


# Coronavirus' Impact on Personal Behavior

Have you done the following in the last week?

% Yes

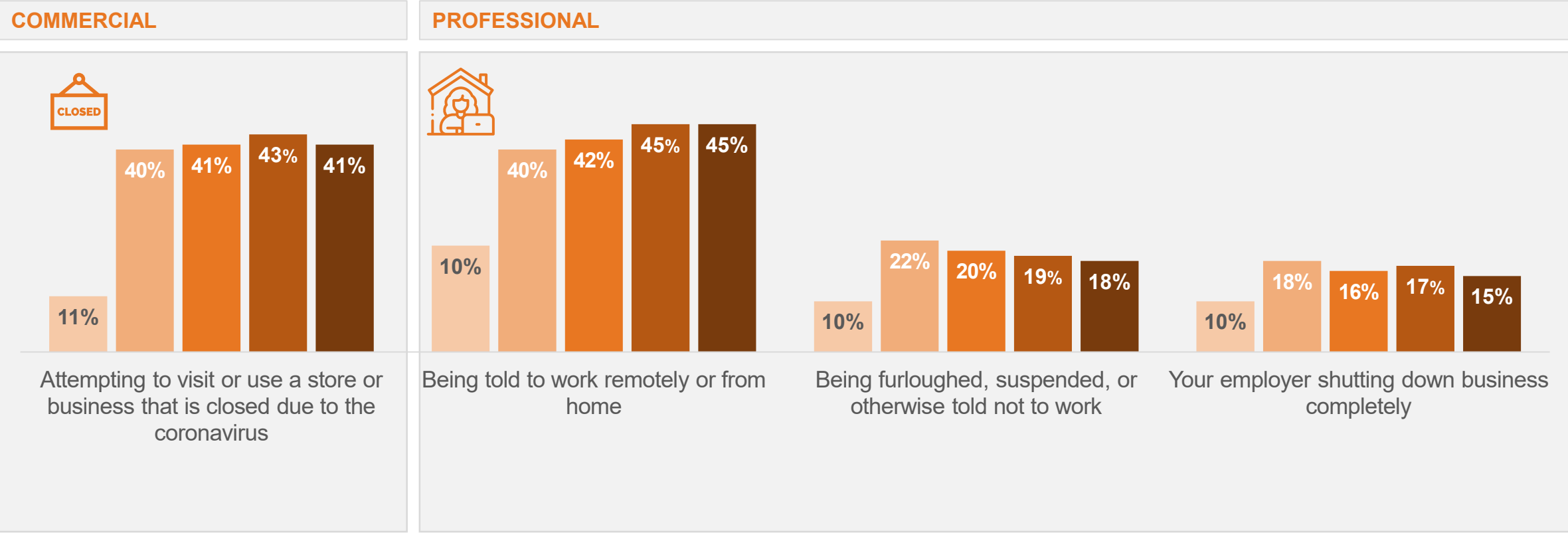
March 13–16   March 20–23   March 27–30   April 3-6   April 10-13



# Coronavirus' Impact on Professional & Commercial Dealings

Have you personally experienced the following in the last few weeks?

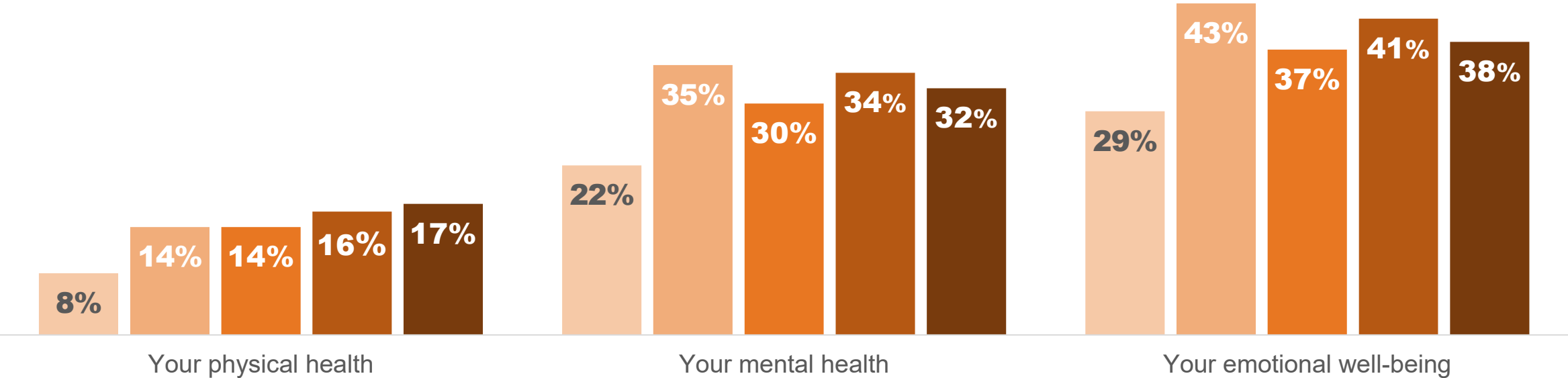
% Yes    March 13–16    March 20–23    March 27–30    April 3-6    April 10-13



# Coronavirus' Impact on Mental and Physical Health

How have the following changed in the last few weeks, if at all?

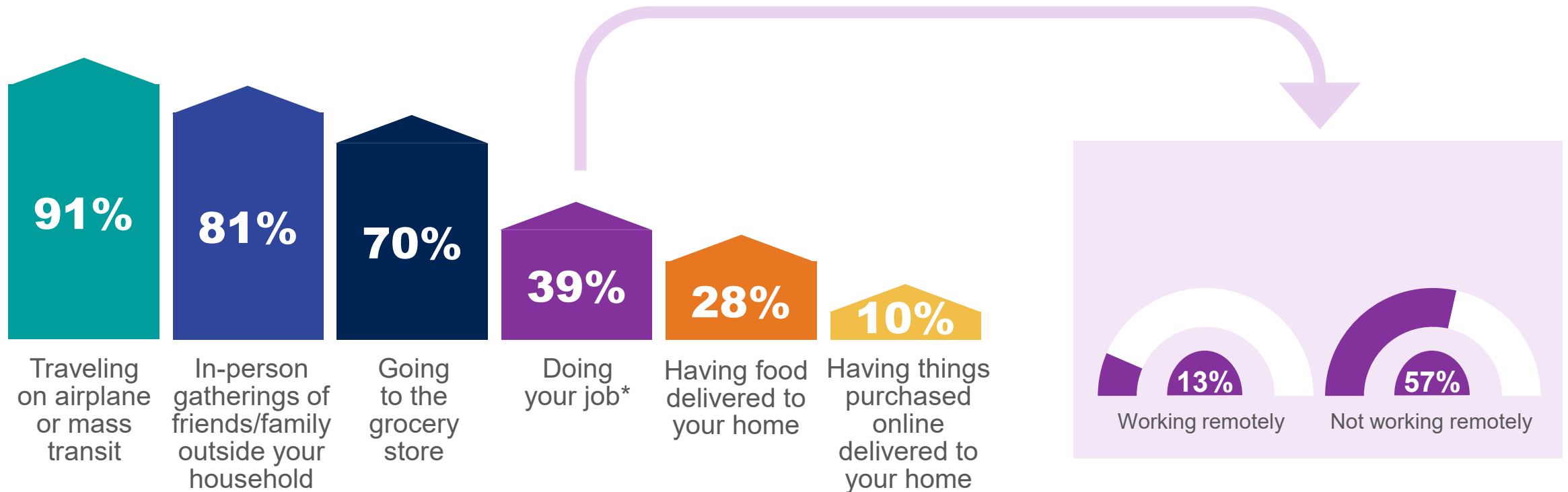
% *Gotten worse*    March 13–16    March 20–23    March 27–30    April 3–6    April 10–13



# Americans View Activities Outside the Home as Riskier

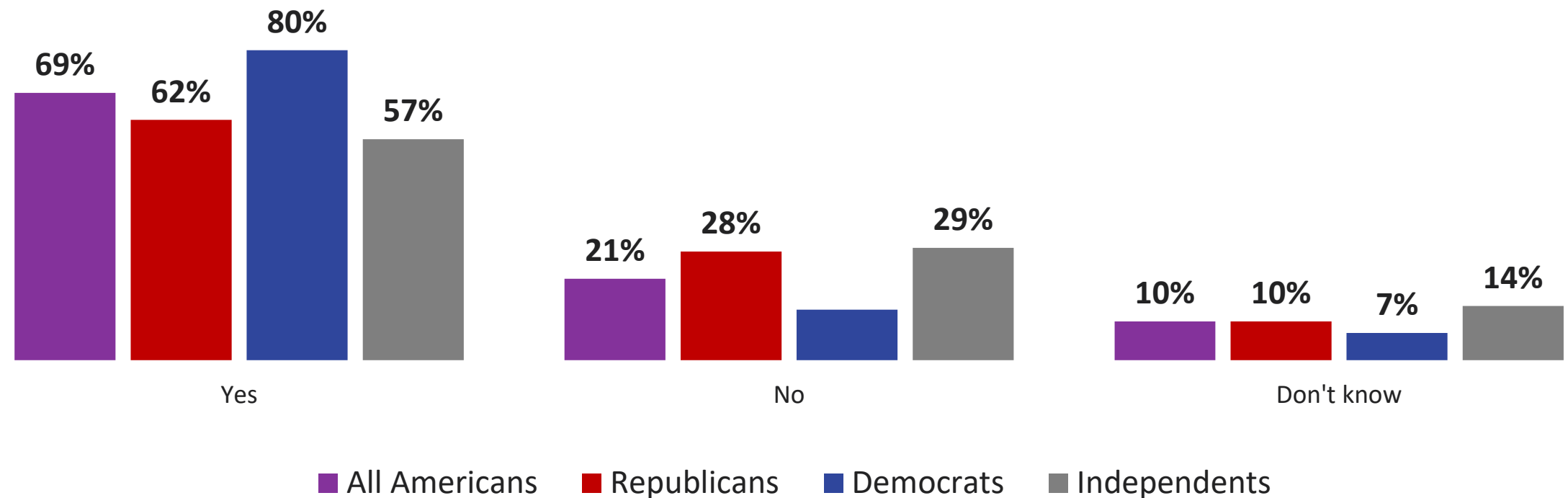
How much of a risk to your health and well-being do you think the following activities are right now?

*% Large risk + Moderate risk*



# Bipartisan Support for a Nationwide Lockdown

Regarding coronavirus or COVID-19, should the U.S. government implement a nationwide lockdown, requiring people to stay at home except for essential work, until the end of April?

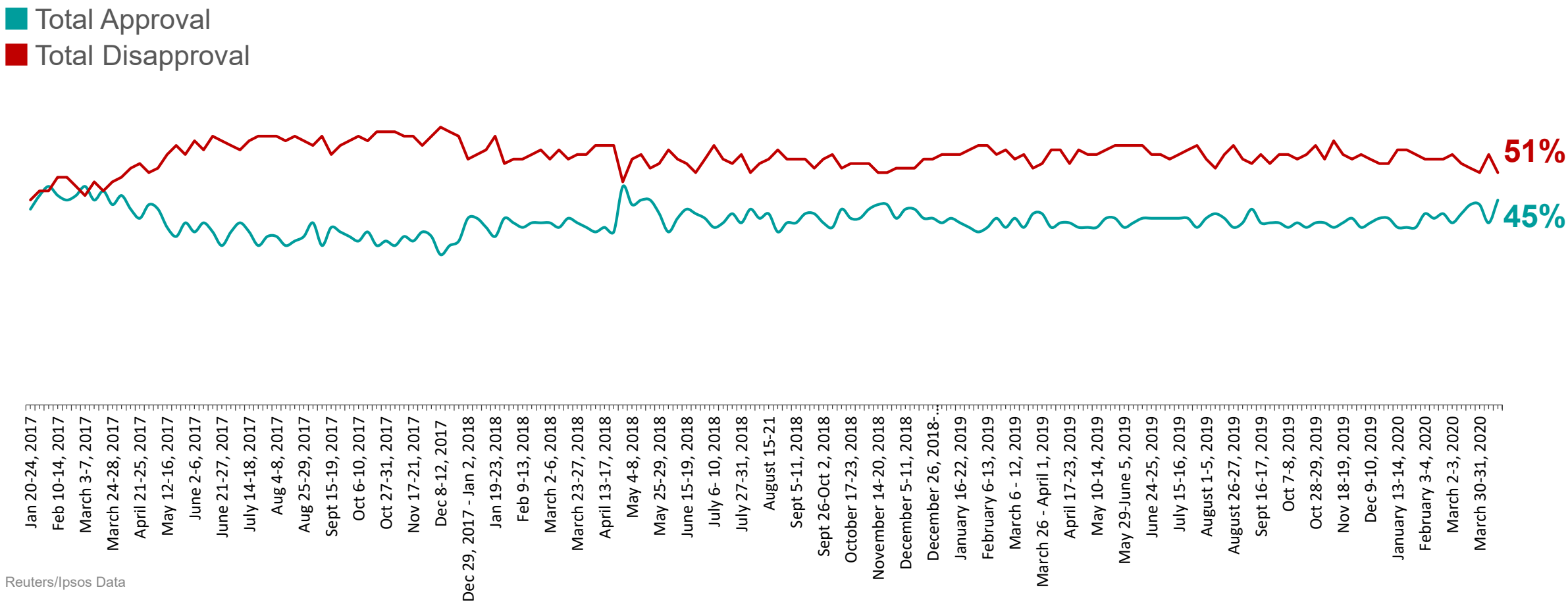


# Perceptions of Donald Trump

# 2

# Trump's 'Rally Around the Flag' Bump

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



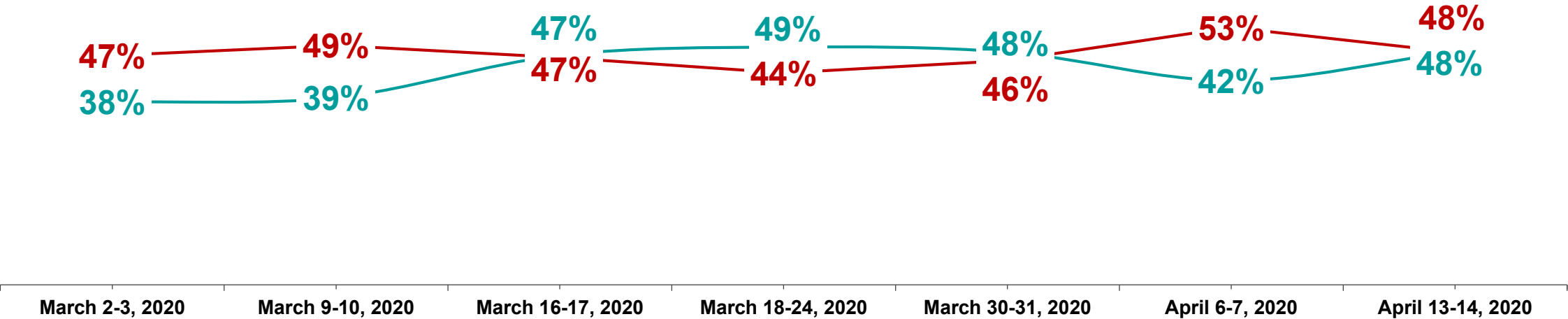
Reuters/Ipsos Data

# Connected to Managing of Pandemic



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

■ Total Approval  
■ Total Disapproval



Reuters/Ipsos Data

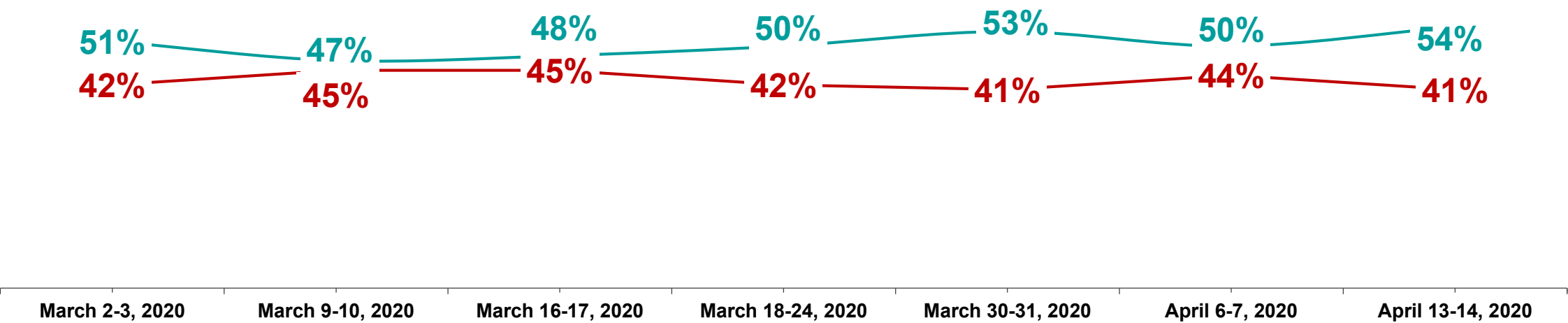


# And the Economy

Do you approve or disapprove of the way Donald Trump is handling the following issues?  
U.S Economy



■ Total Approval  
■ Total Disapproval



# But Is Trump a Wartime President or a Depression President?

Wars driving positive political response, economic crises drive negative, natural disasters are mixed






Event Type	Percent change (Before and after event)	Metric
Currency devaluations	-17%	Approval rating
Blackouts	-10%	Approval rating
Spike in gas prices	-5%	Approval rating
Floods & droughts	-1.50%	Election vote share
Hurricanes	0	Approval ratings
Mass shootings	0%	Approval rating
Sports games	1.60%	Election vote share
Nominating conventions	10%	Voting Intention
Wars	16%	Approval rating
Terrorist attacks	22%	Approval rating

**Sources:**  
US presidential approval ratings: Gallup  
Achen, Christopher H., and Larry M. Bartels. 2002. Blind Retrospection: Electoral Responses to Drought, Flu, and Shark Attacks." *Center for Democratic Studies*. Retrieved at: [https://www.vanderbilt.edu/csdi/research/CSDI\\_WP\\_05-2013.pdf](https://www.vanderbilt.edu/csdi/research/CSDI_WP_05-2013.pdf)  
Atkinson, Matthew D., Christopher B. Mann, Santiago Olivella, Arthur M. Simon and Joseph E. Uscinski. 2014. "(Where) Do Campaigns Matter? The Impact of National Party Convention Location." *The Journal of Politics*, Vol. 76, No. 4.  
Healy, Andrew, and Neil Malhotra. 2009. "Myopic Voters and Natural Disaster Policy." *American Political Science Review*. Vol. 103, No. 3.

# The Answer Will Drive November

How the public views Pres. Trump’s handling of the pandemic will strongly shape the election

Modeled Odds of Presidential Election Outcomes			
Government approval rating		Incumbent	Successor
Depression president? 	35%	38%	2%
	40%	55%	6%
Trump Now 	45%	78%	14%
	50%	90%	28%
Wartime president? 	55%	96%	49%
	60%	98%	71%

Source: Ipsos Base Rate Presidential Election Model 500+ Elections

# General Election

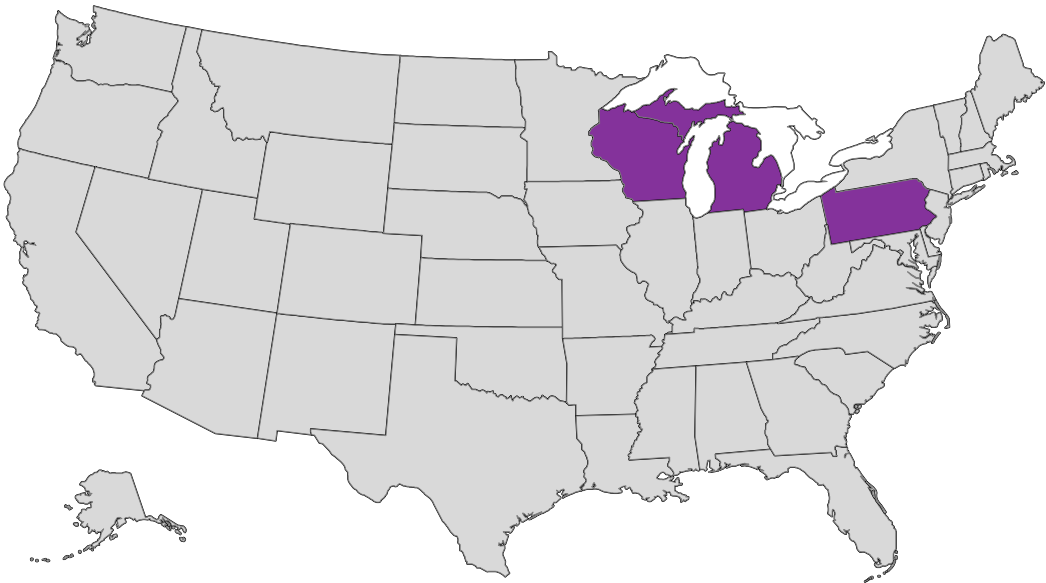
3

# Swing State Perceptions

Wisconsin, Michigan and Pennsylvania will likely determine the next election

But Sparse Data in Wake of Coronavirus!?!

	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%



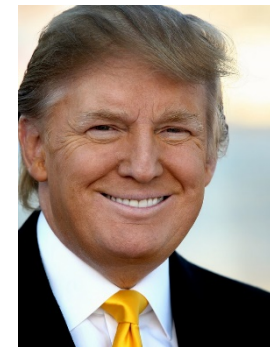
## General Election Market Averages

	Pennsylvania	Wisconsin	Michigan
Donald Trump	47%	47%	42%
Joe Biden	45%	48%	49%

Source FiveThirtyEight and Morning Consult

# General Election Vote Share

If the 2020 presidential election were held today, would you vote for Donald Trump or Joe Biden?



	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
<b>Donald Trump</b>	<b>38%</b>	<b>40%</b>	<b>7%</b>	<b>85%</b>	<b>17%</b>
<b>Joe Biden</b>	<b>42%</b>	<b>45%</b>	<b>80%</b>	<b>7%</b>	<b>33%</b>
<b>Some other candidate</b>	<b>8%</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>	<b>18%</b>
<b>I would not vote</b>	<b>6%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>14%</b>
<b>Not sure</b>	<b>7%</b>	<b>5%</b>	<b>4%</b>	<b>3%</b>	<b>19%</b>

Reuters/Ipsos Data

# Driving Factors for Voting

If the 2020 presidential election were being held today, which of the following candidate traits would be the **MOST** important factor for you in deciding who to vote for?



	All Americans	Registered voters	Democrat RV	Republican RV	Independent RV
Has a robust plan to help the nation recover from the impact of coronavirus	32%	32%	31%	35%	24%
Ability to restore trust in American government	28%	29%	36%	18%	32%
Strong on the economy and job creation	21%	21%	14%	32%	19%
Strong on healthcare	13%	13%	19%	6%	15%
Strong on immigration	5%	5%	1%	8%	9%

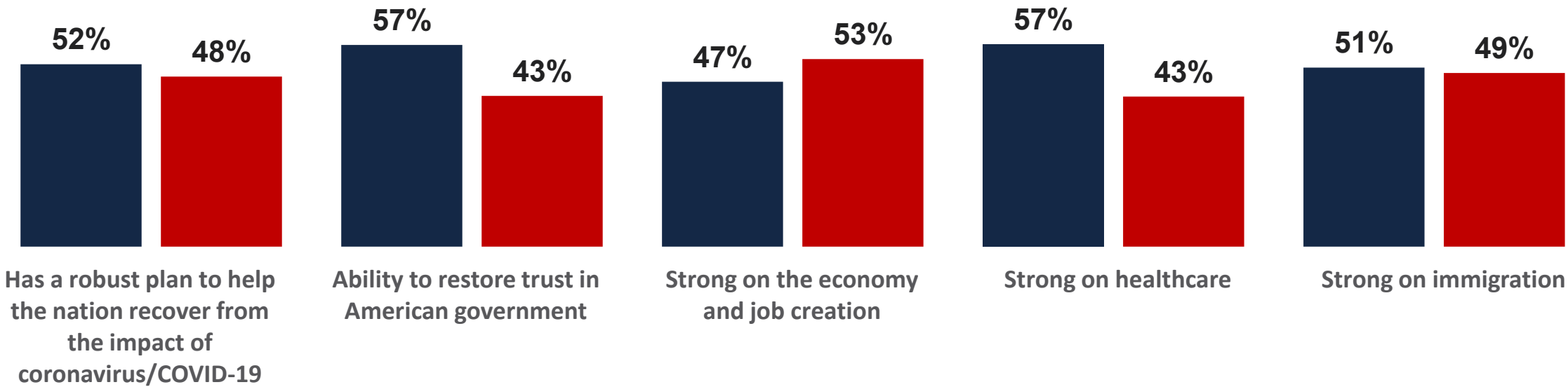
Reuters/Ipsos Data

# Candidate Performance on Important Issues

For each of the following, please select the candidate you think is the best on that particular issue...



■ Joe Biden  
■ Donald Trump



Reuters/Ipsos Data



# Ipsos Resources

Axios-Ipsos Coronavirus Index

Reuters/Ipsos Public Opinion Partnership

IpsosGlobalIndicators.com

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

*Cliff's Take* – Weekly Ipsos Thought Leadership

All our public polling: <https://www.ipsos.com/en-us/news-and-polls/news>

Ipsos Coronavirus Central: <https://www.ipsos.com/en-us/knowledge/society/covid19-research-in-uncertain-times>

# THANK YOU!

## Questions?

# About Ipsos

---

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
**[www.ipsos.com](http://www.ipsos.com)**

# Game Changers

---

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

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.**