

2020 PRESIDENTIAL ELECTION

The Inside Track

Julia Clark, Senior Vice President

12/12/2019

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Julia Clark, Senior Vice President & Head of Communications



Chris Jackson is on holiday...



SUMMARY

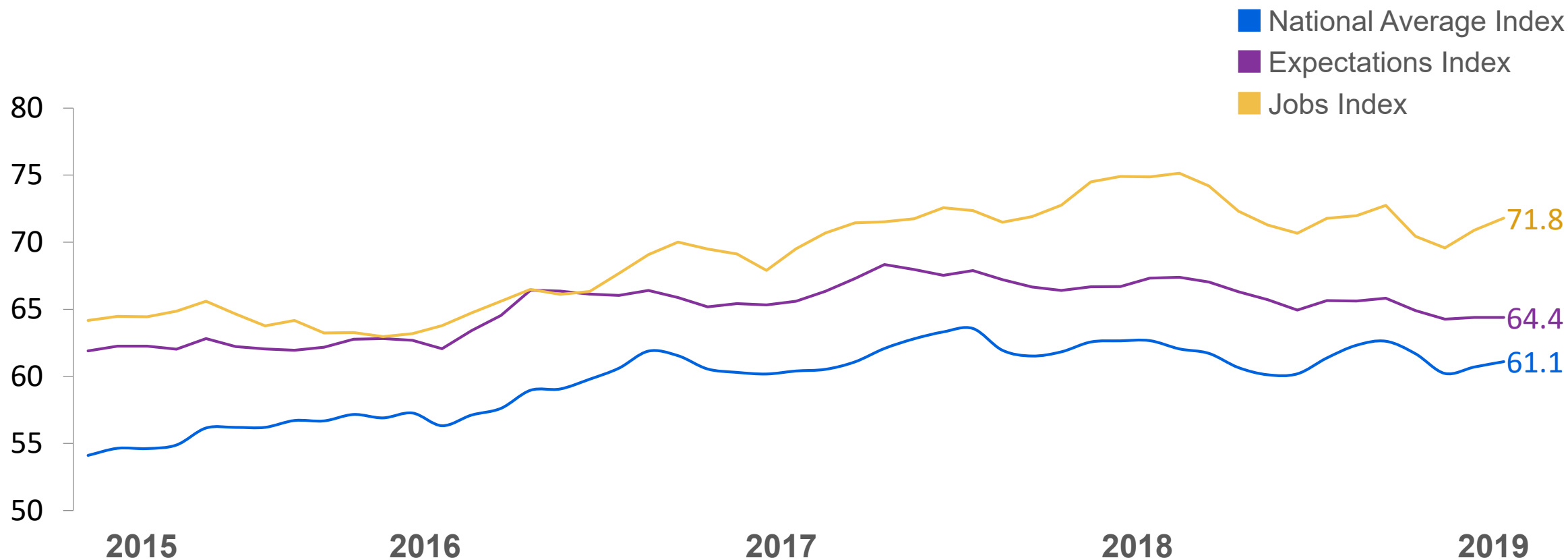
1. Vital Statistics - Key Public Opinion Indicators
2. Perceptions of President Donald Trump
3. Democratic Primary
4. Looking Ahead

Vital Statistics

1

American Consumer Confidence Index

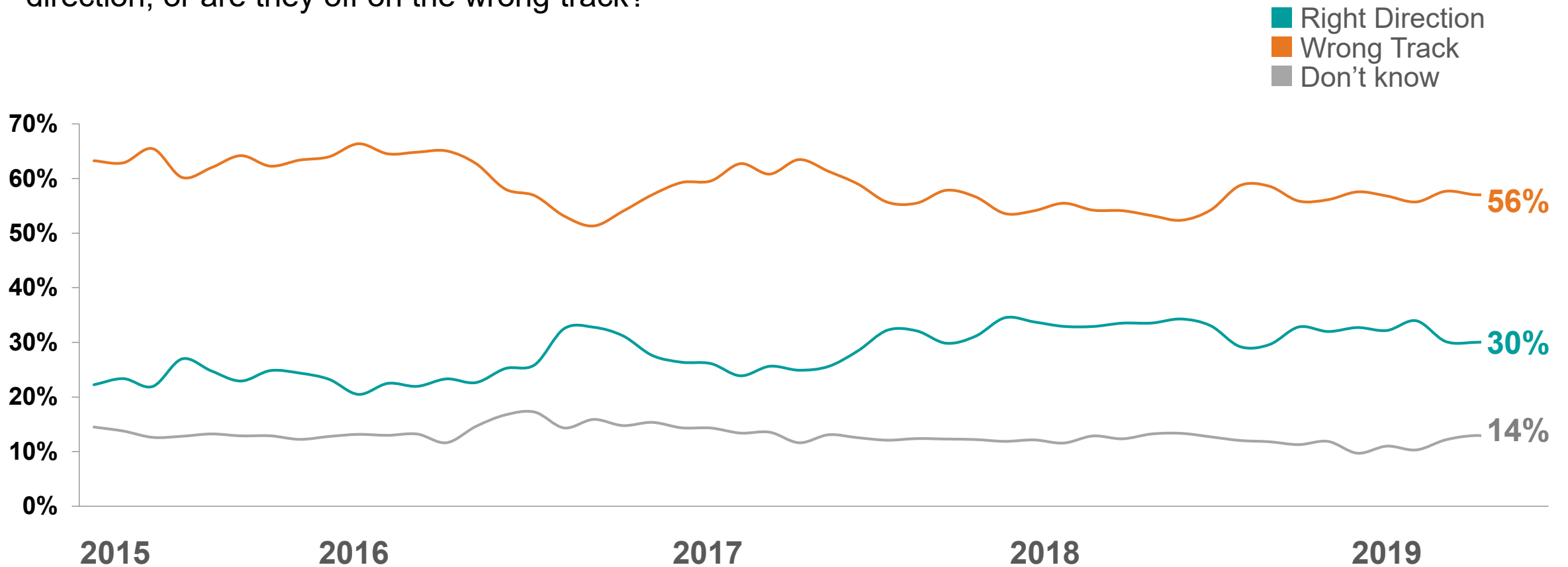
Ipsos Global Economic Indicators – U.S. National Indices



Reuters/Ipsos Data

Direction of the Country

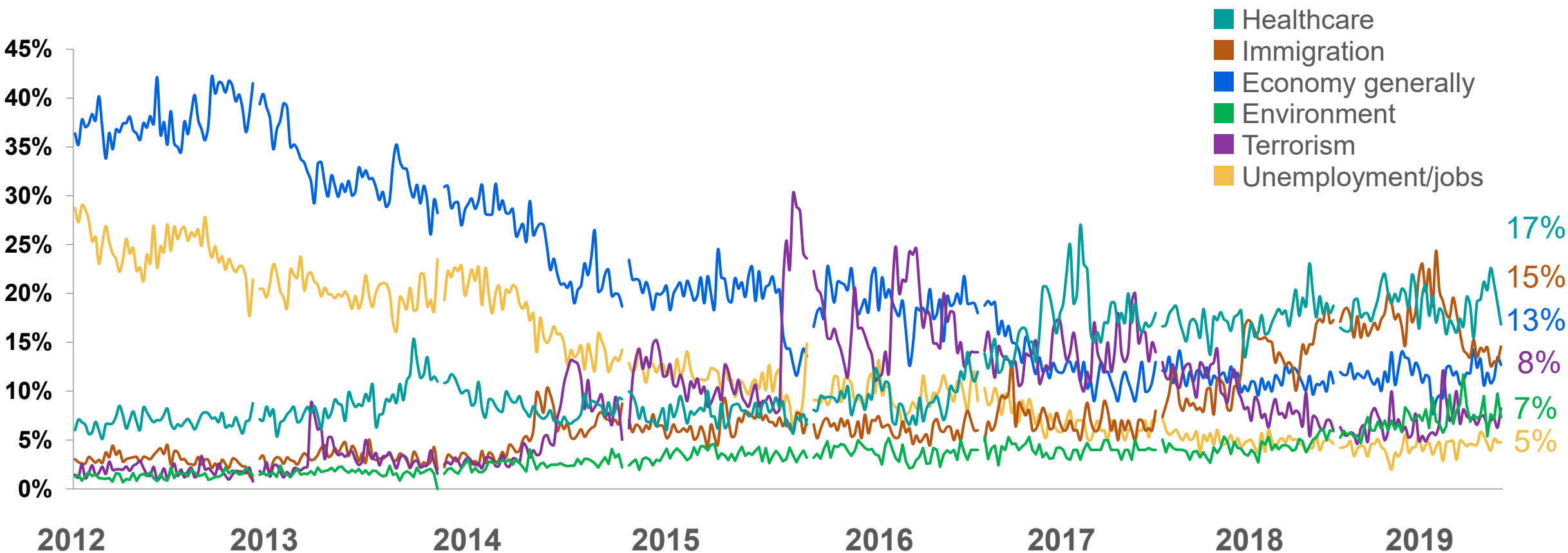
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Reuters/Ipsos Data

Main Problem Facing the Country

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



Reuters/Ipsos Data

Main Problem Facing the Country

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

| | All Adults | All Registered Voters | Democratic Registered Voters | Republican Registered Voters | Independent Registered Voters |
|--------------------------------------|------------|-----------------------|------------------------------|------------------------------|-------------------------------|
| Economy generally | 13% | 14% | 13% | 15% | 15% |
| Unemployment / lack of jobs | 5% | 4% | 6% | 2% | 2% |
| War / foreign conflicts | 3% | 3% | 3% | 1% | 6% |
| Immigration | 15% | 15% | 5% | 28% | 10% |
| Terrorism / terrorist attacks | 8% | 9% | 8% | 11% | 7% |
| Healthcare | 17% | 18% | 24% | 10% | 24% |
| Energy issues | 1% | 2% | 2% | 2% | 0% |
| Morality | 8% | 8% | 7% | 8% | 8% |
| Education | 4% | 3% | 3% | 4% | 0% |
| Crime | 5% | 4% | 4% | 3% | 5% |
| Environment | 7% | 9% | 13% | 4% | 7% |
| Other | 10% | 10% | 10% | 10% | 11% |
| Don't know | 5% | 3% | 2% | 3% | 3% |

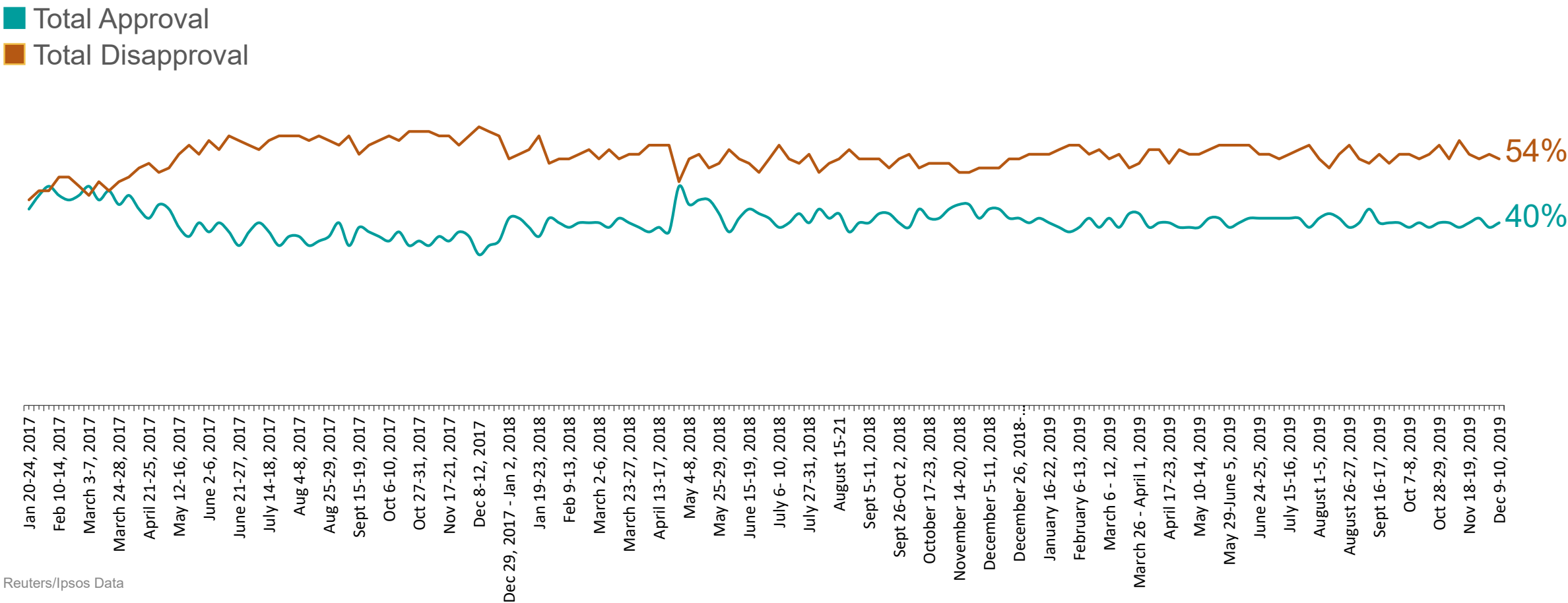
Reuters/Ipsos Data November 2019

Perceptions of President Trump

2

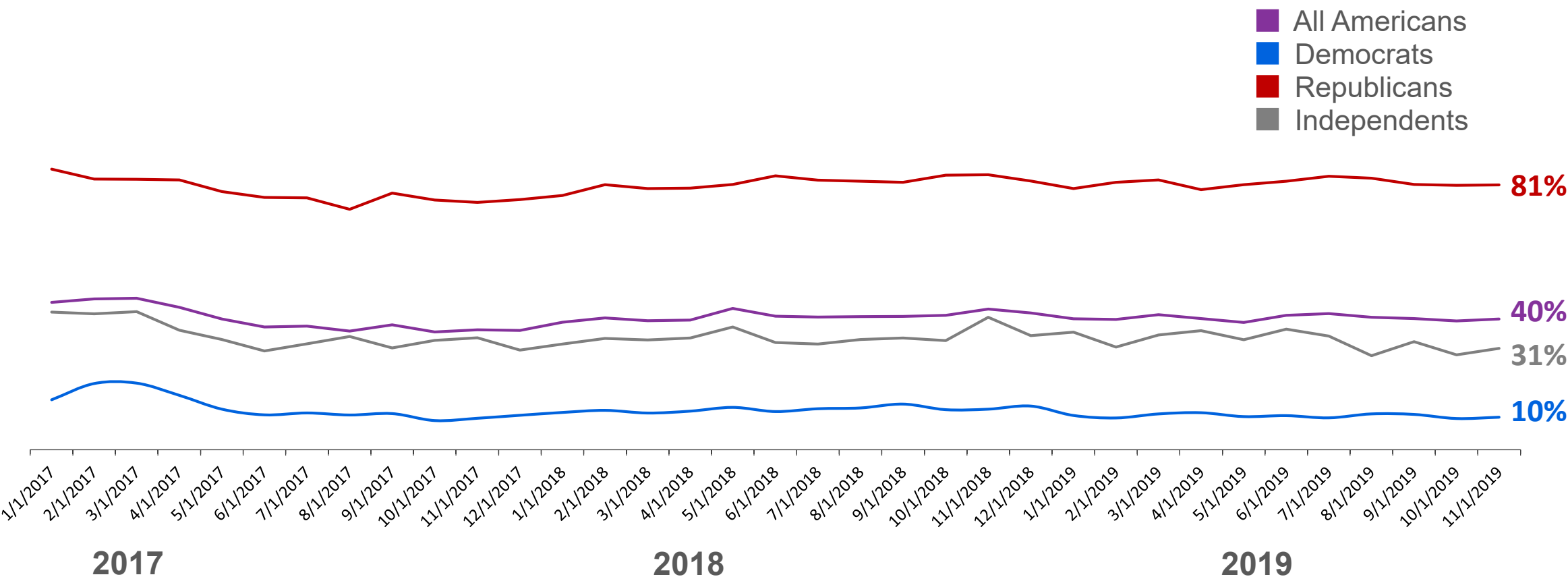
Donald Trump's Approval Rating

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



Donald Trump's Approval Rating by Party Identification

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

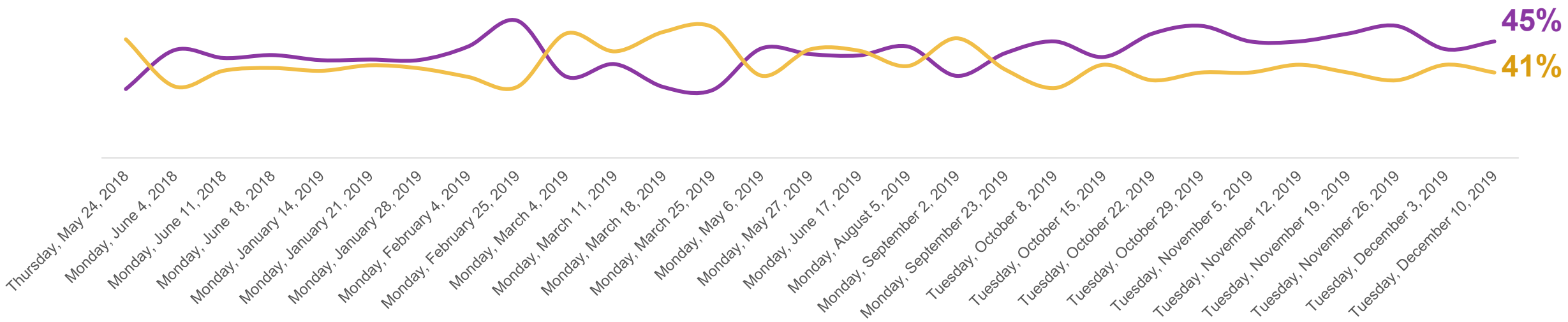


Reuters/Ipsos Data

Perceptions on Impeachment

Which of the following comes closest to your opinion?

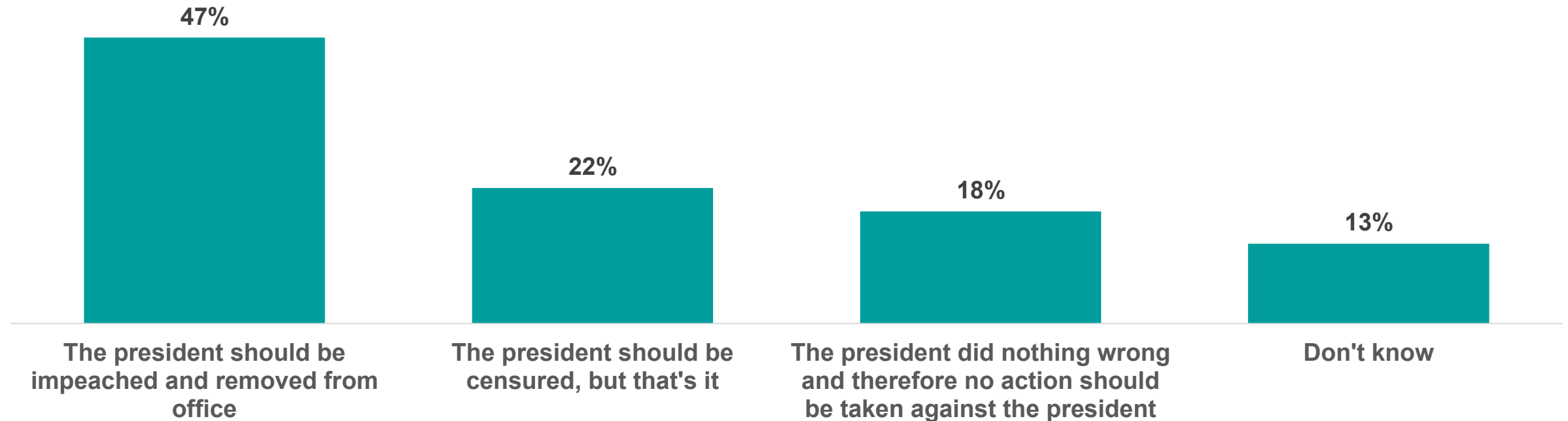
- President Trump should NOT be impeached
- President Trump should be impeached



Reuters/Ipsos Data

Perceptions on Impeachment

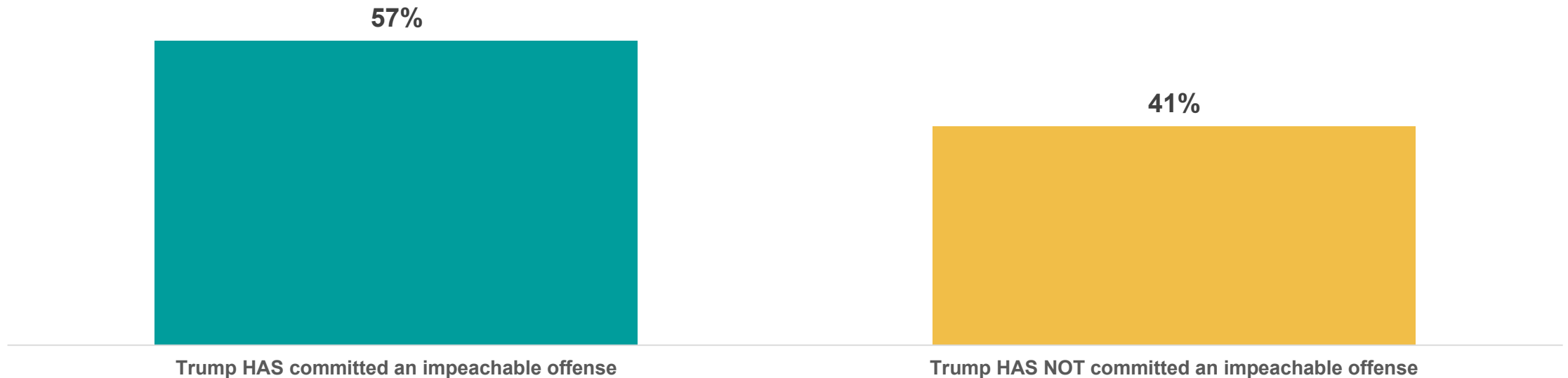
Imagine that a U.S. President uses the power of the office and the threat of withholding aid or support to pressure another government for an outcome that would benefit the U.S. President, but would not benefit the interests of the American people. Which of the following comes closest to your opinion about this situation?



Reuters/Ipsos Poll December 2019

Perceptions on Impeachment

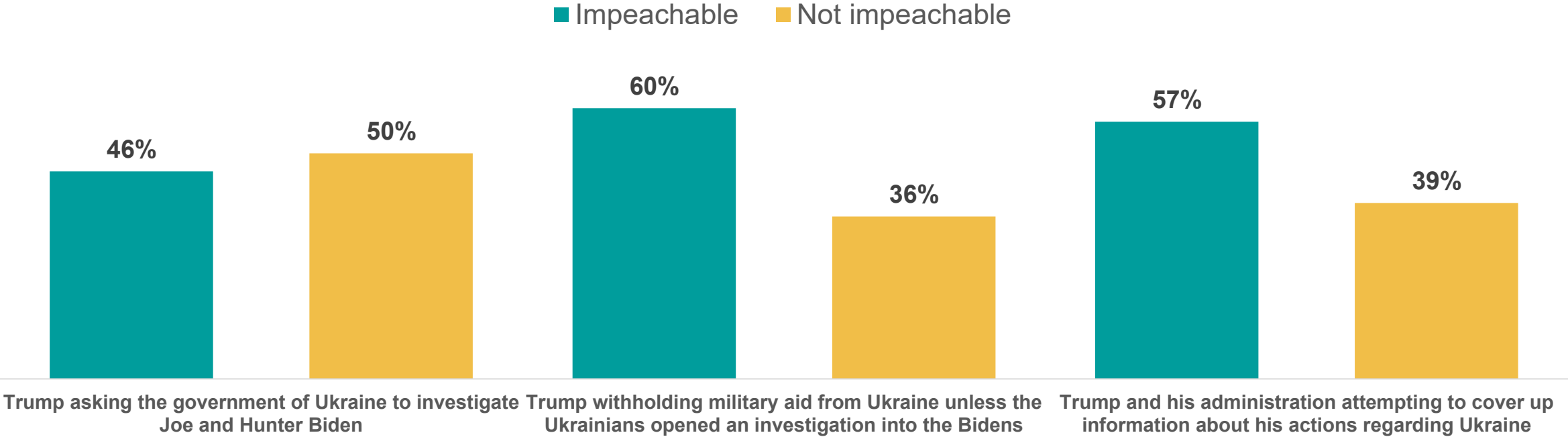
Based on what you know, do you think President Trump HAS or HAS NOT committed an impeachable offense?



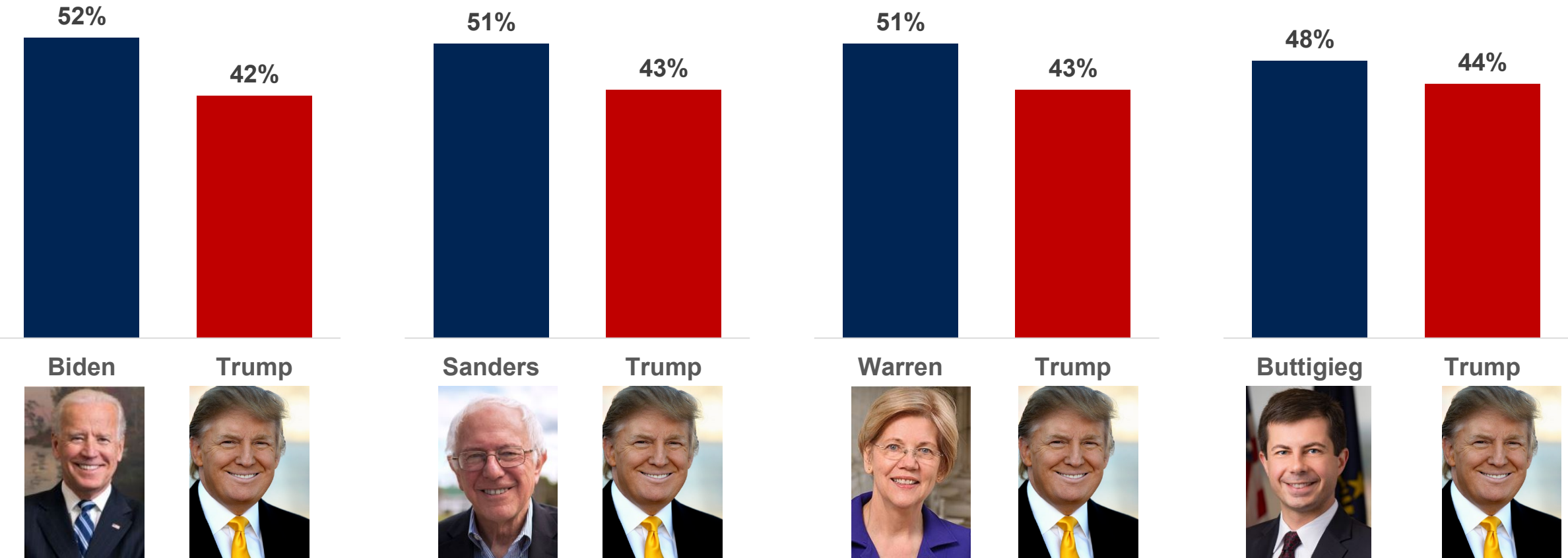
Ipsos/538 Poll November-December 2019

Perceptions on Impeachment

Based on what you know, if the following happened, would they be impeachable offenses or not impeachable offenses?



National General Election Market Averages



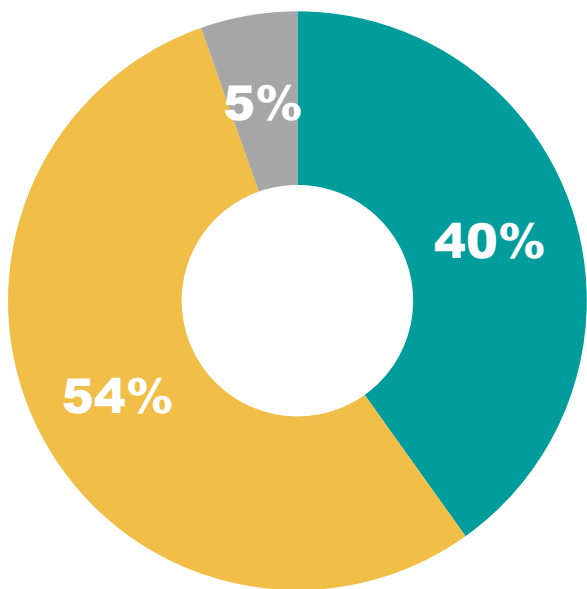
Real Clear Politics National Market Average October-December 2019

Trump remains marginal favorite for 2020 but is probably underperforming where he could be with a strong economy

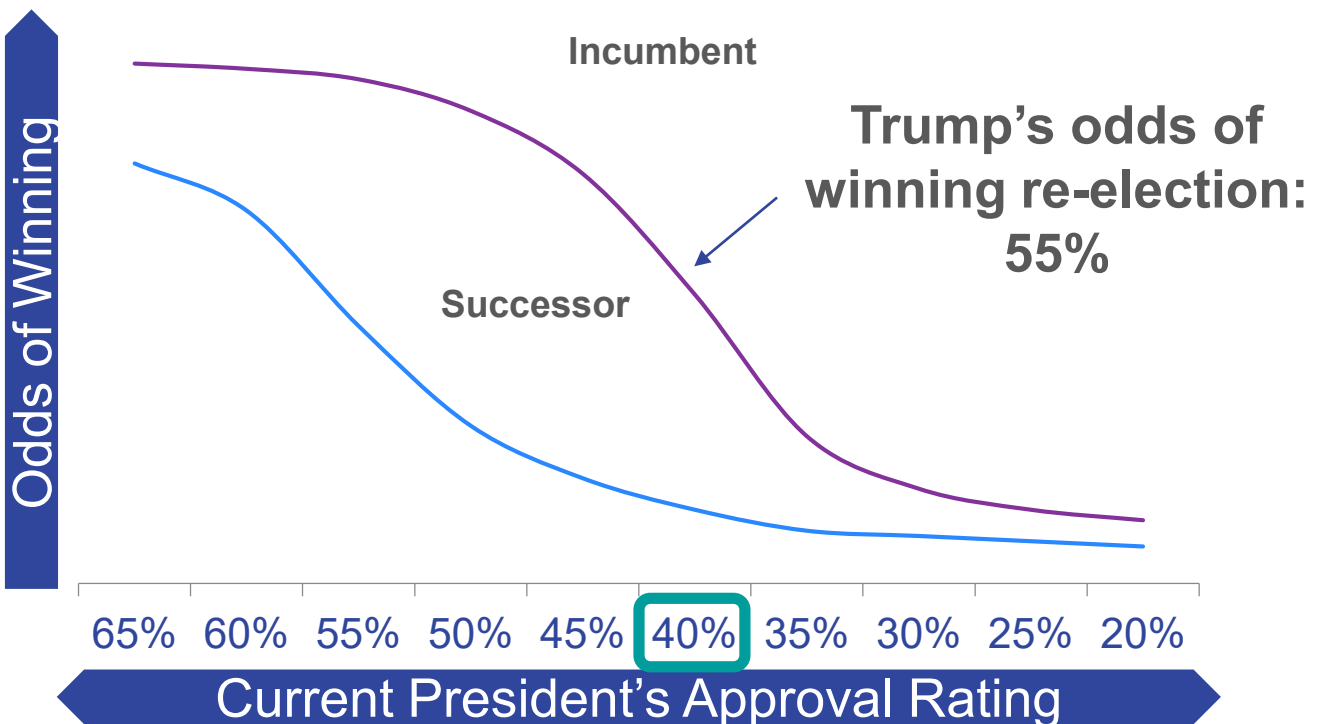
Ipsos Model: Odds of Chief Executive Victory

President Trump's Current Approval Rating

- Total Approval
- Total Disapproval
- Don't know



Modeled Chance of Government Victory



Reuters/Ipsos Data

Democratic Primary

3

2020 Democratic Primary Candidates – It's *still* a crowded field



Michael Bennet



Joe Biden



Michael Bloomberg



Cory Booker



Pete Buttigieg



Julian Castro



John Delaney



Tulsi Gabbard



Amy Klobuchar



Deval Patrick



Bernie Sanders



Tom Steyer



Elizabeth Warren



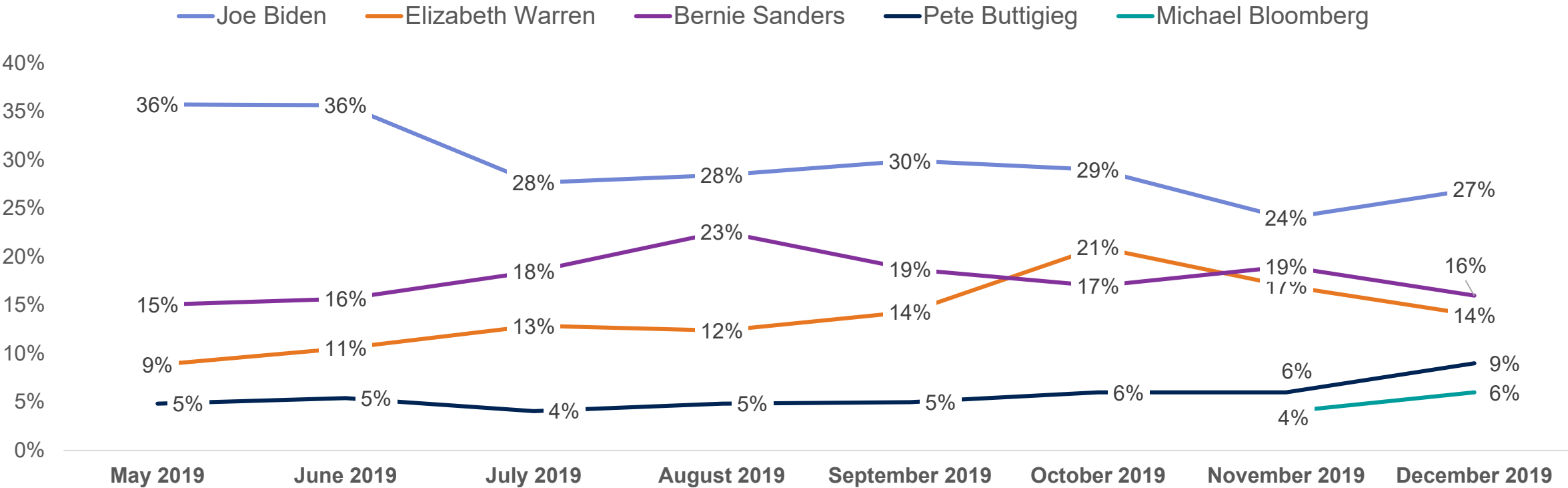
Marianne Williamson



Andrew Yang

2020 Democratic Primary Horserace – National Numbers

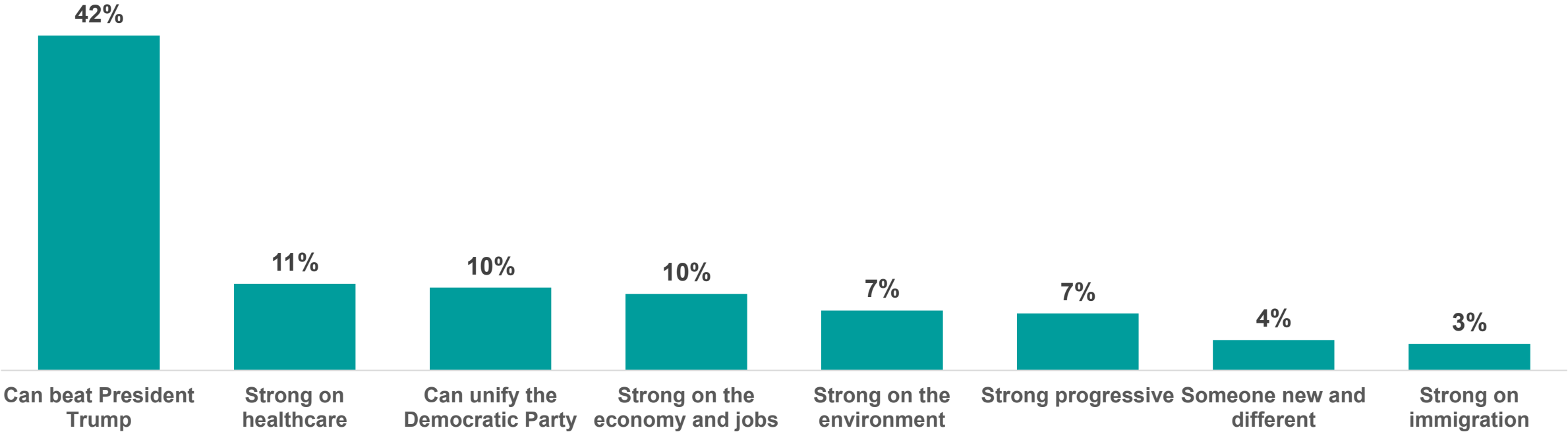
If the 2020 Democratic presidential primary election were held today, and you had to choose from the list of candidates below, for whom would you vote? (Asked of Democratic registered voters)



Reuters/Ipsos Data

Ideal Candidate Trait: Ability to Beat Trump

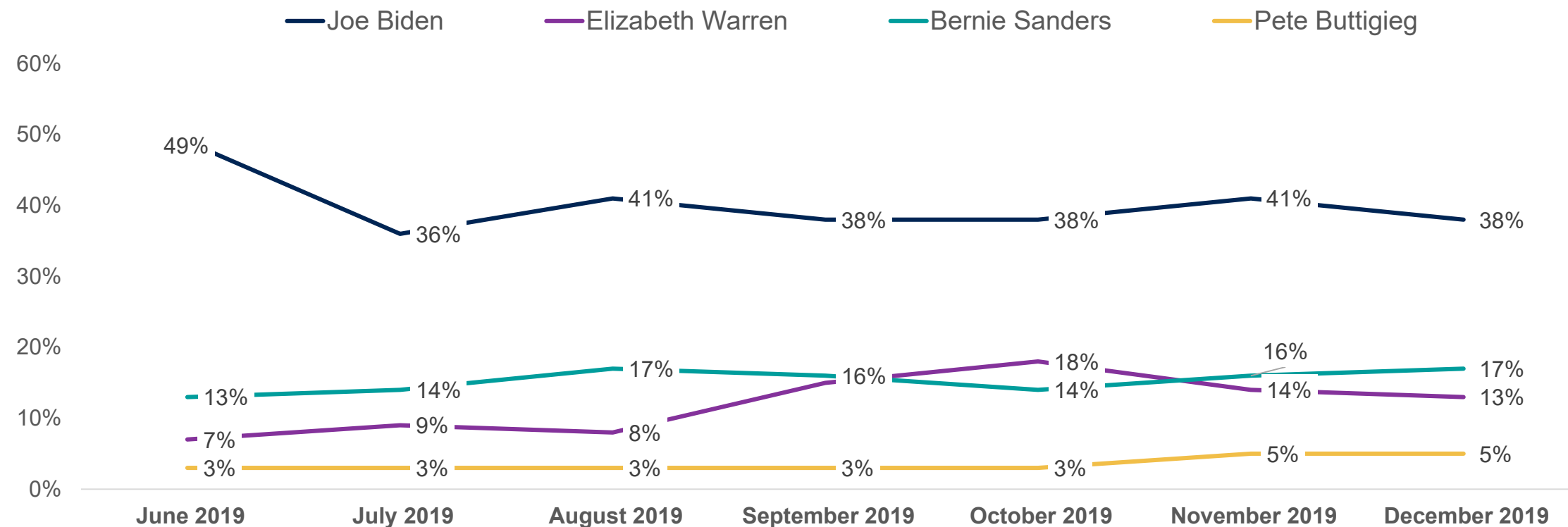
If the 2020 Democratic presidential primary election were held today, which of the following candidate traits would be the MOST important factor for you in deciding who to vote for? (Asked of Democratic registered voters)



Reuters/Ipsos Poll October 17-18, 2019

Candidate Most Likely to Beat President Trump

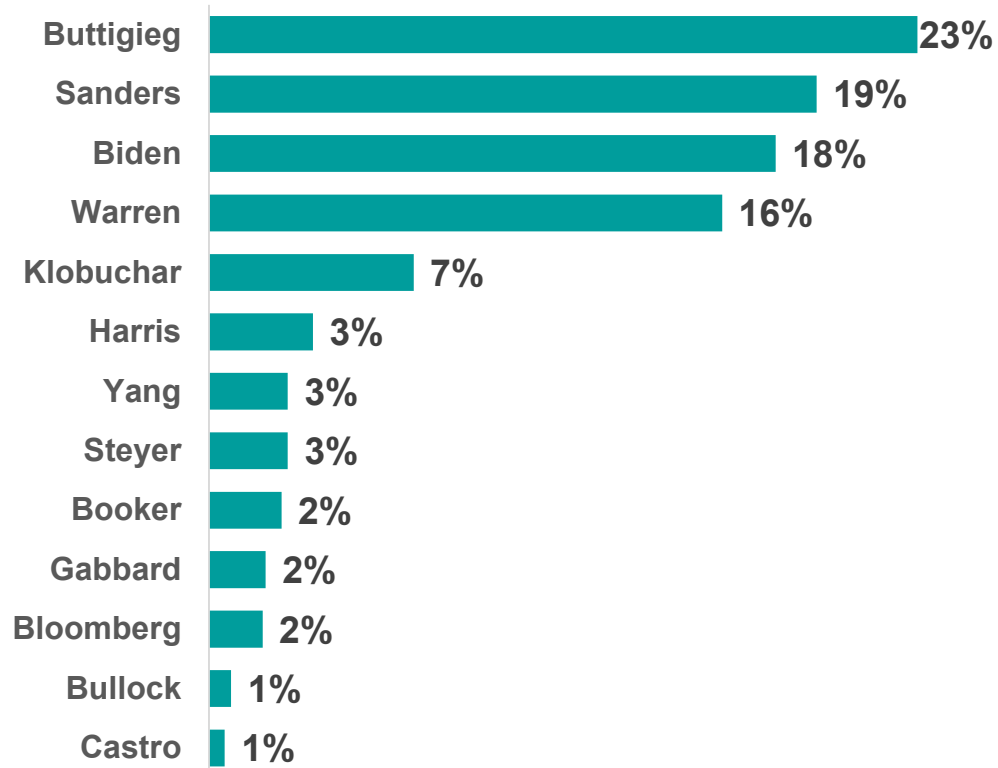
For each of the following, select the candidate from the list below you think is best on the particular issue...
“Most likely to beat President Trump in the general election” (Asked of Democratic registered voters)



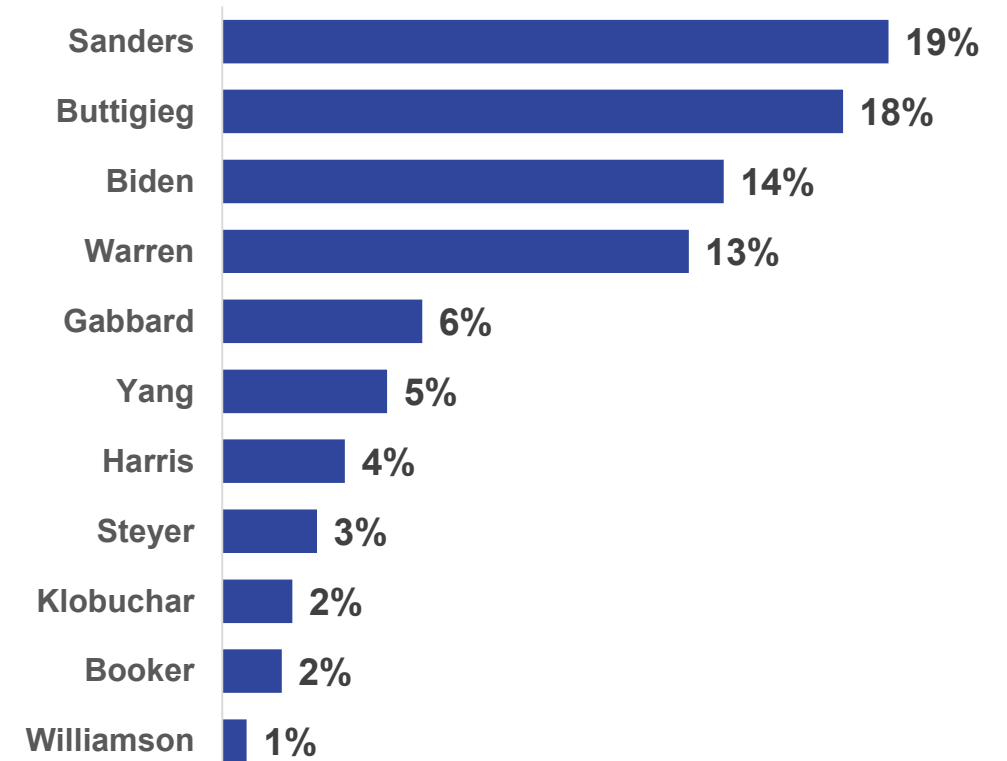
Reuters/Ipsos Data

2020 Democratic Primary Horserace – Iowa & New Hampshire

Iowa Democratic Vote Share

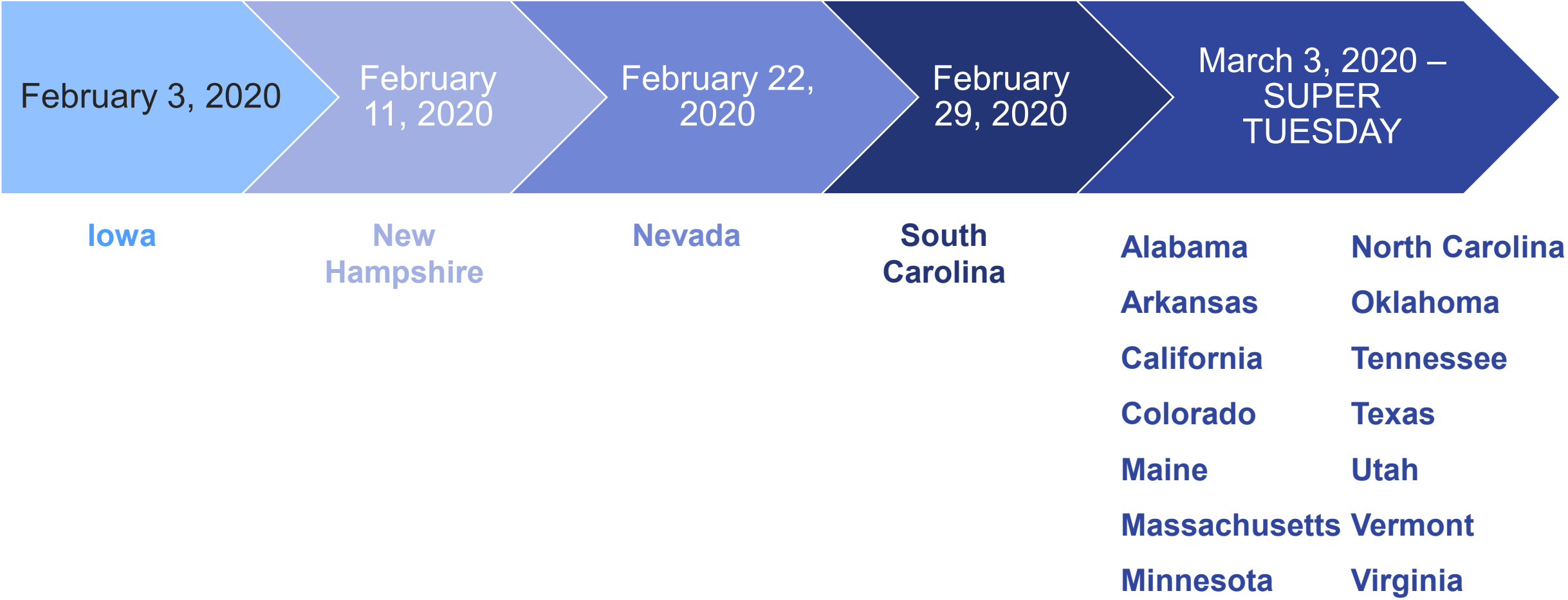


New Hampshire Democratic Vote Share



Real Clear Politics Market Average - Iowa: 11/06/2019-12/10/2019; New Hampshire: 11/21/2019-12/08/2019

Primary/Caucus Schedule through Super Tuesday

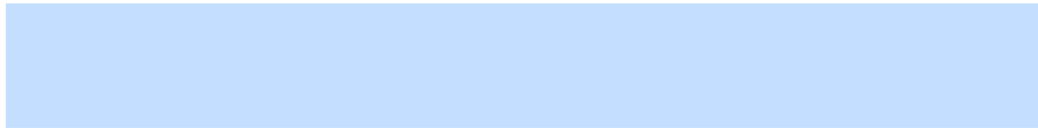


Looking ahead

4

What to Watch For...

Democratic Primary



- ☐ Fundraising numbers
- ☐ Media coverage

Donald Trump

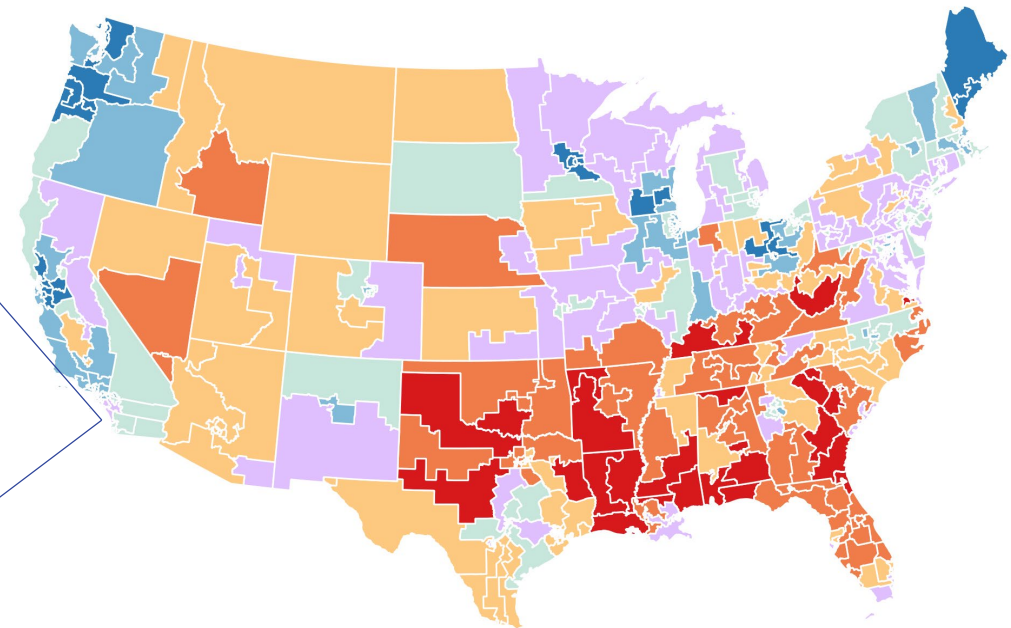


- ☐ State of the economy
- ☐ Volume of sympathetic media coverage

Coming soon...

Ipsos Political Atlas

- **National & local level polling data for 2020**
- **Social media analytics**
- **Other key data points – fundraising numbers, internet searches, etc.**
- **Expert Insight and Analysis**



Ipsos Resources

The Point Being – an Ipsos Original Podcast

Cliff's Take – A Weekly Ipsos Original Thought-leadership Piece

Reuters/Ipsos Public Opinion Partnership

Ipsos Global Economic Indicators

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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.**

