

U.S. ELECTION 2020

UPDATE

OCTOBER 29

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AGENDA

1. CONTEXT
2. PERCEPTIONS OF DONALD TRUMP
3. GENERAL ELECTION
4. ELECTION FORECASTING
5. QUESTIONS

CONTEXT

1

Coronavirus continues to spread at a high rate in the U.S.

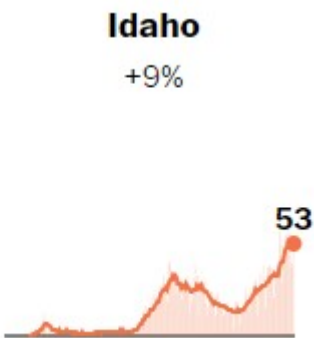
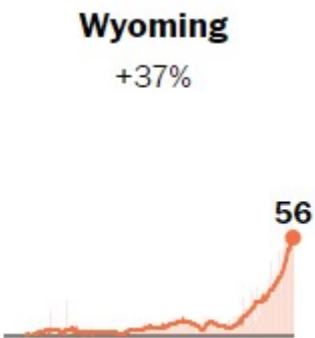
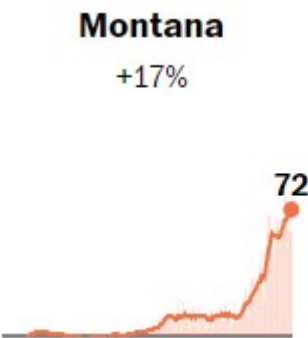
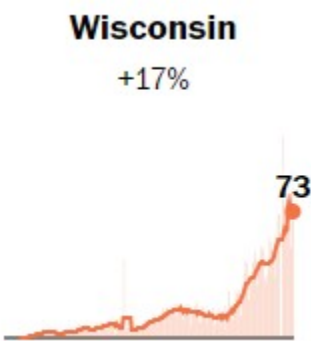
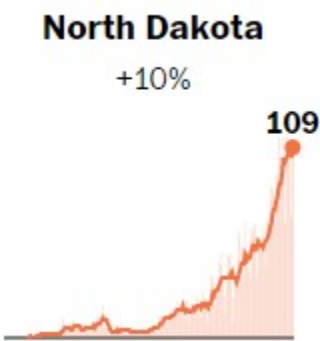
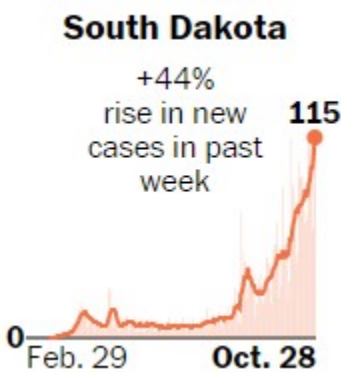
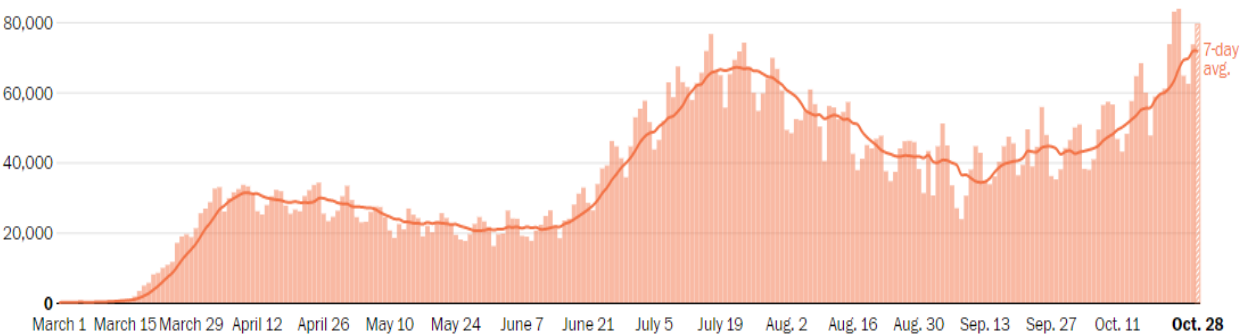
+8.8 million confirmed cases, +227,000 deaths

New reported cases per day

Deaths Cases

At least 8,820,246 have been reported since Feb. 29.

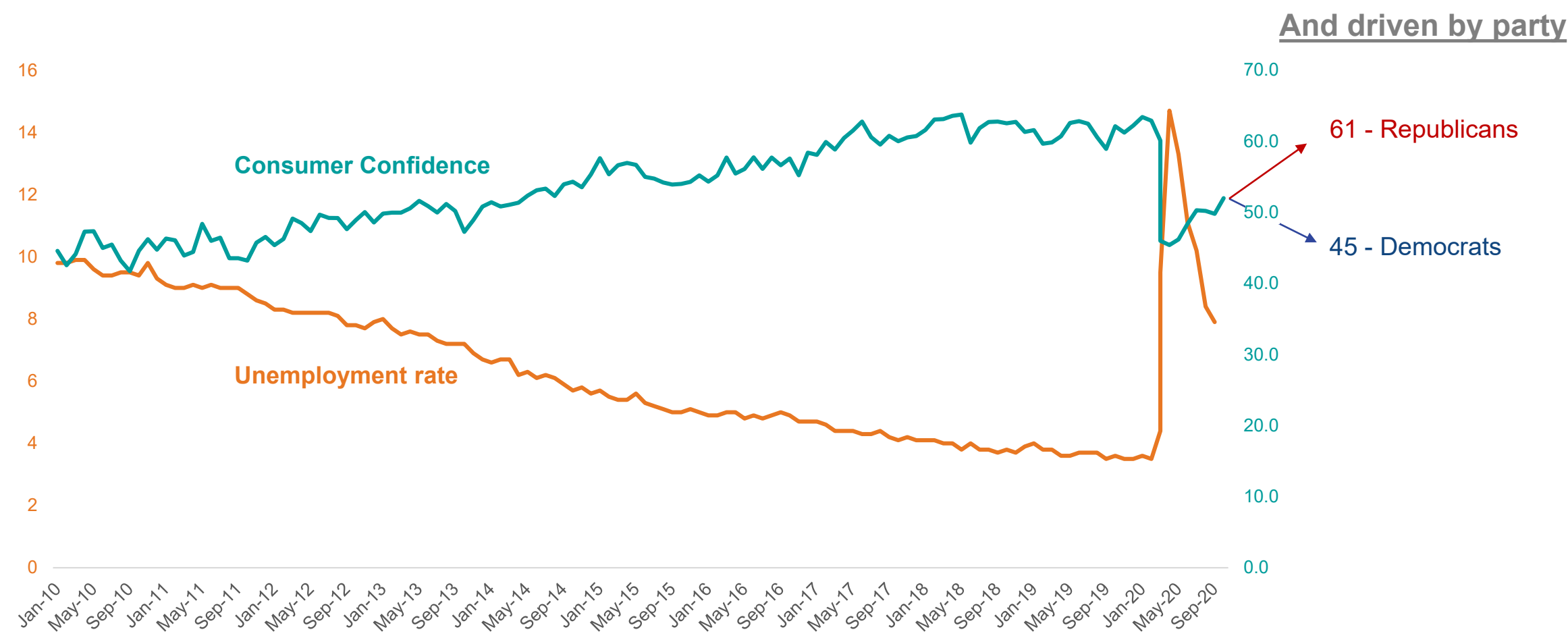
Show by All U.S.



Source: Washington Post

Economy struggling to return to normal

American consumer confidence and unemployment 2002-2020

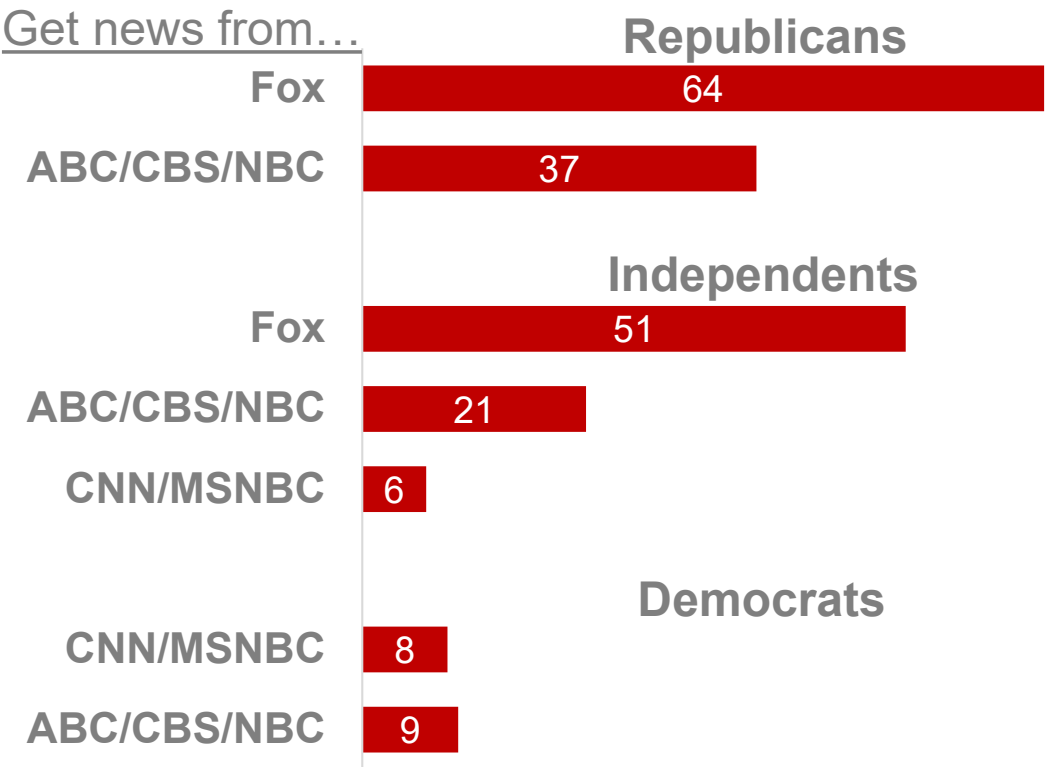


Ipsos Primary Consumer Sentiment Index / US Bureau of Labor Statistics

Viewed Through Alternate Realities

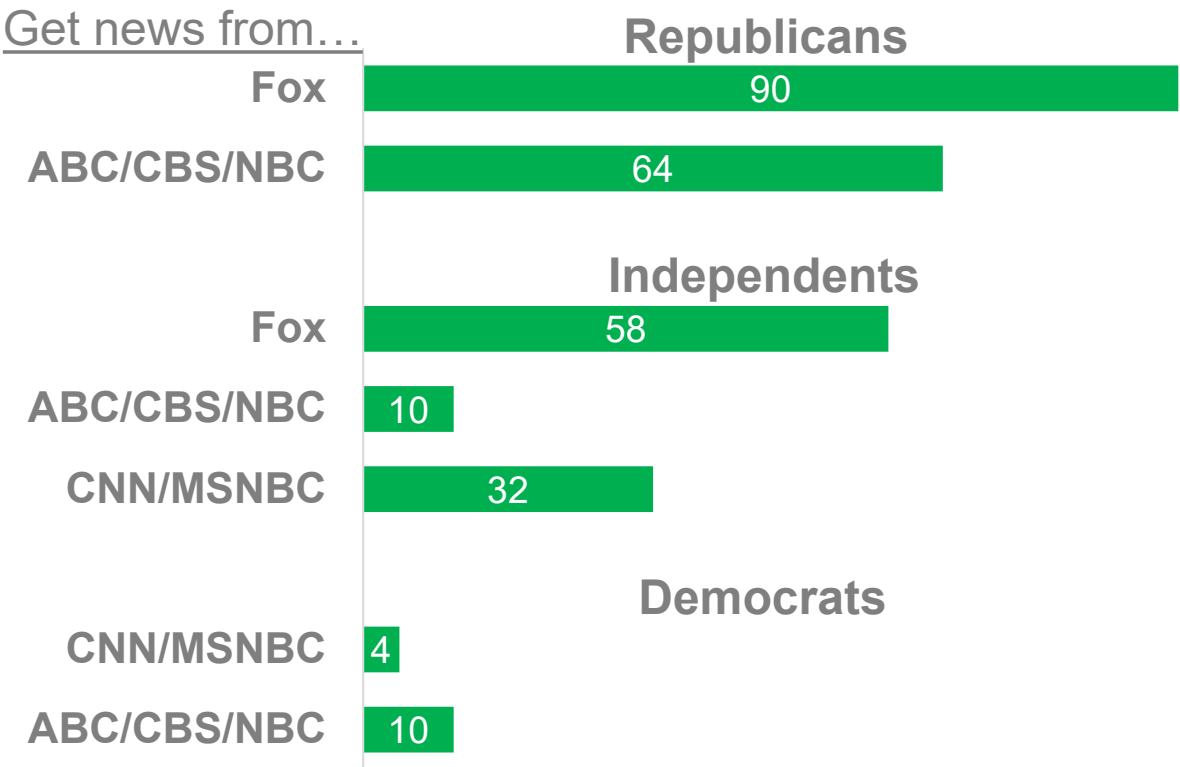
Is the official COVID-19 death toll...

■ Exaggerated



Do you approve of Trump's handling of COVID

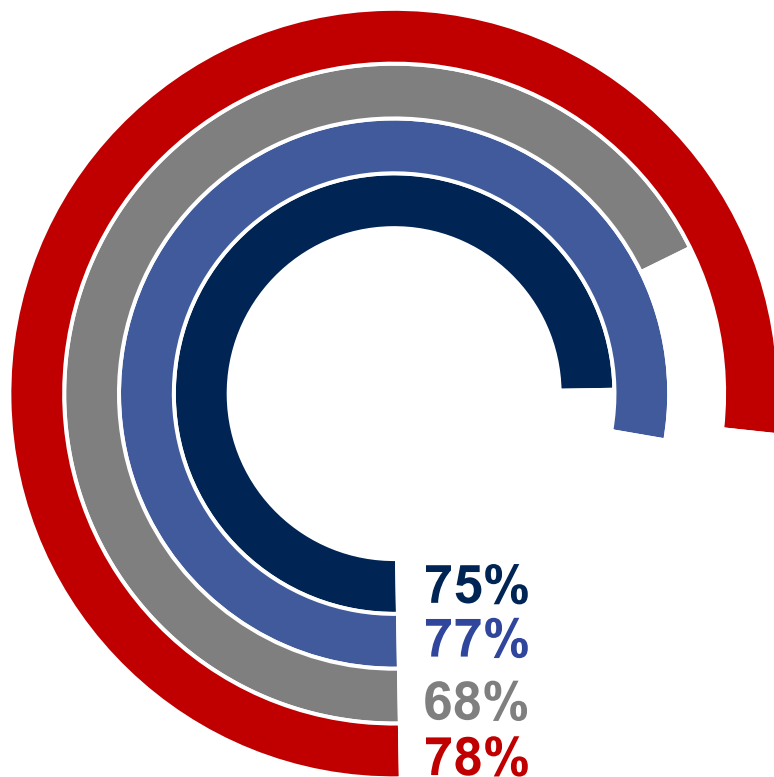
■ Total approve



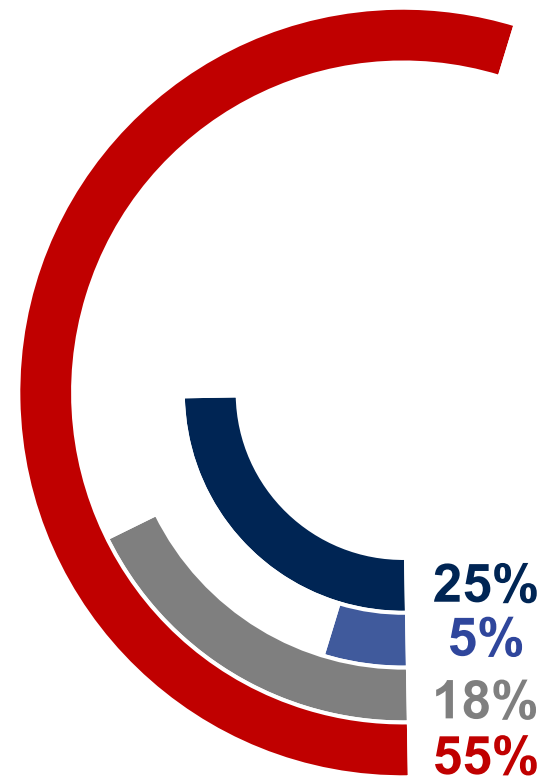
With an election that is a “Battle for the soul of the nation”

■ All Americans ■ Republicans ■ Independents ■ Democrats

% Agree “We are in a battle for the soul of the nation”



% The county is heading in the right direction



Perceptions of Donald Trump

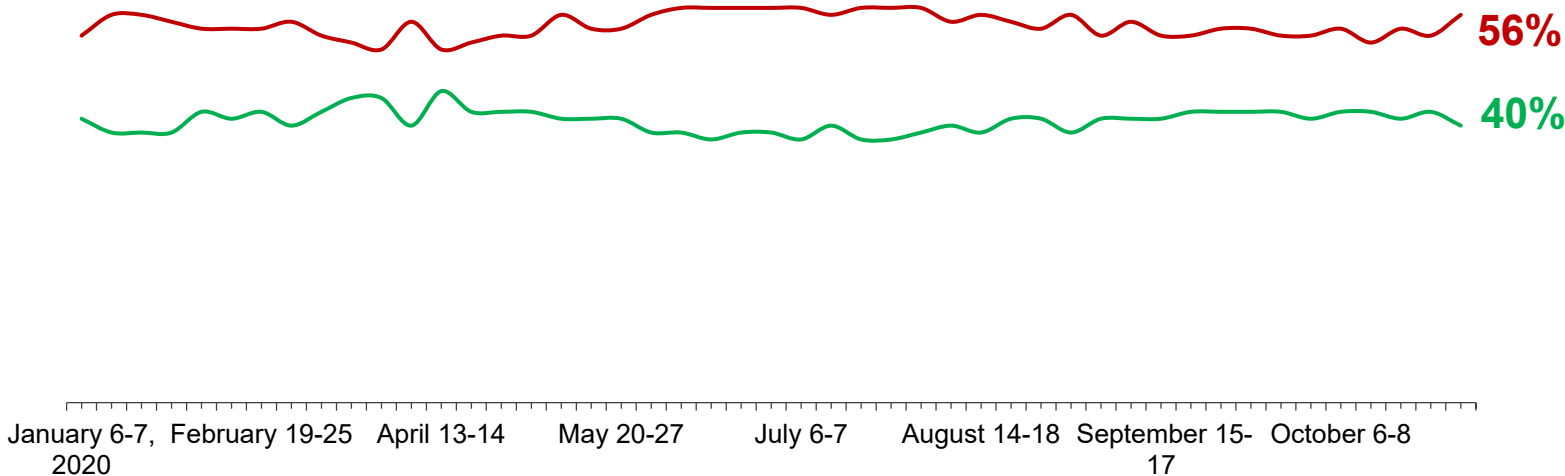
2

President Trump's approval rating in 2020



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

- Total Approval
- Total Disapproval



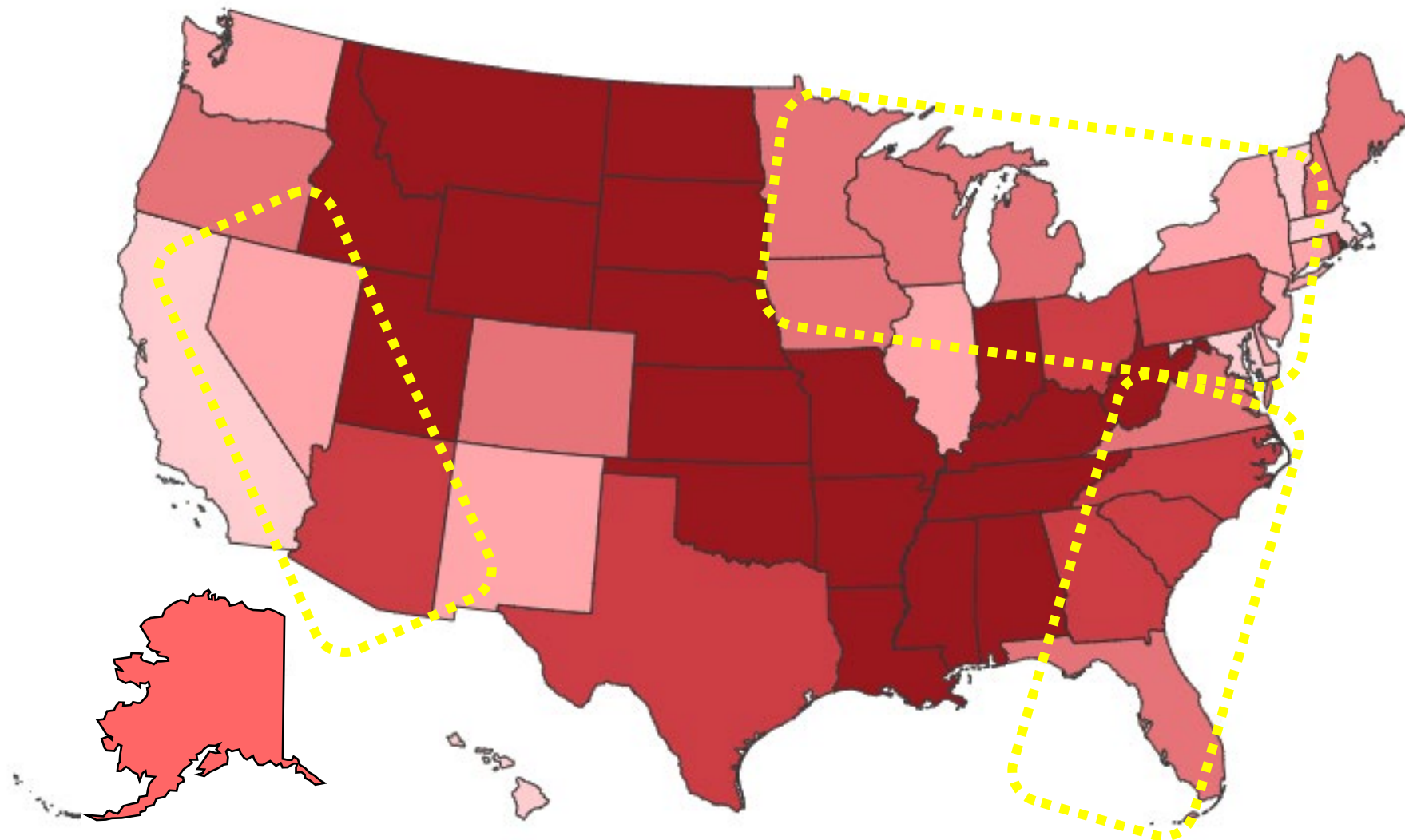
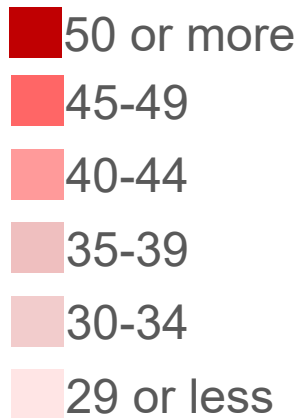
Presidential approval going into second election

Year	President	Approval Rating
2012	Barack Obama	52%
2004	George W. Bush	50%
1996	Bill Clinton	58%
1992	George H.W. Bush	33%
1984	Ronald Reagan	54%
1980	Jimmy Carter	35%

Reuters/Ipsos Data
Source: Gallup Presidential Job Approval Center



President Trump's approval rating by state

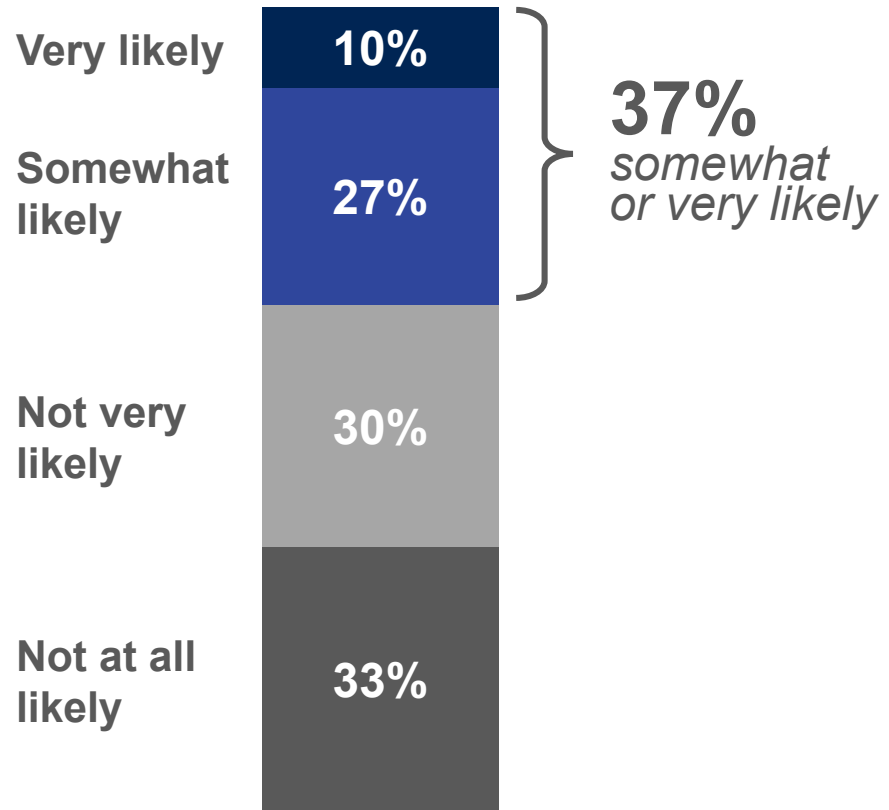


Reuters/Ipsos Political Atlas

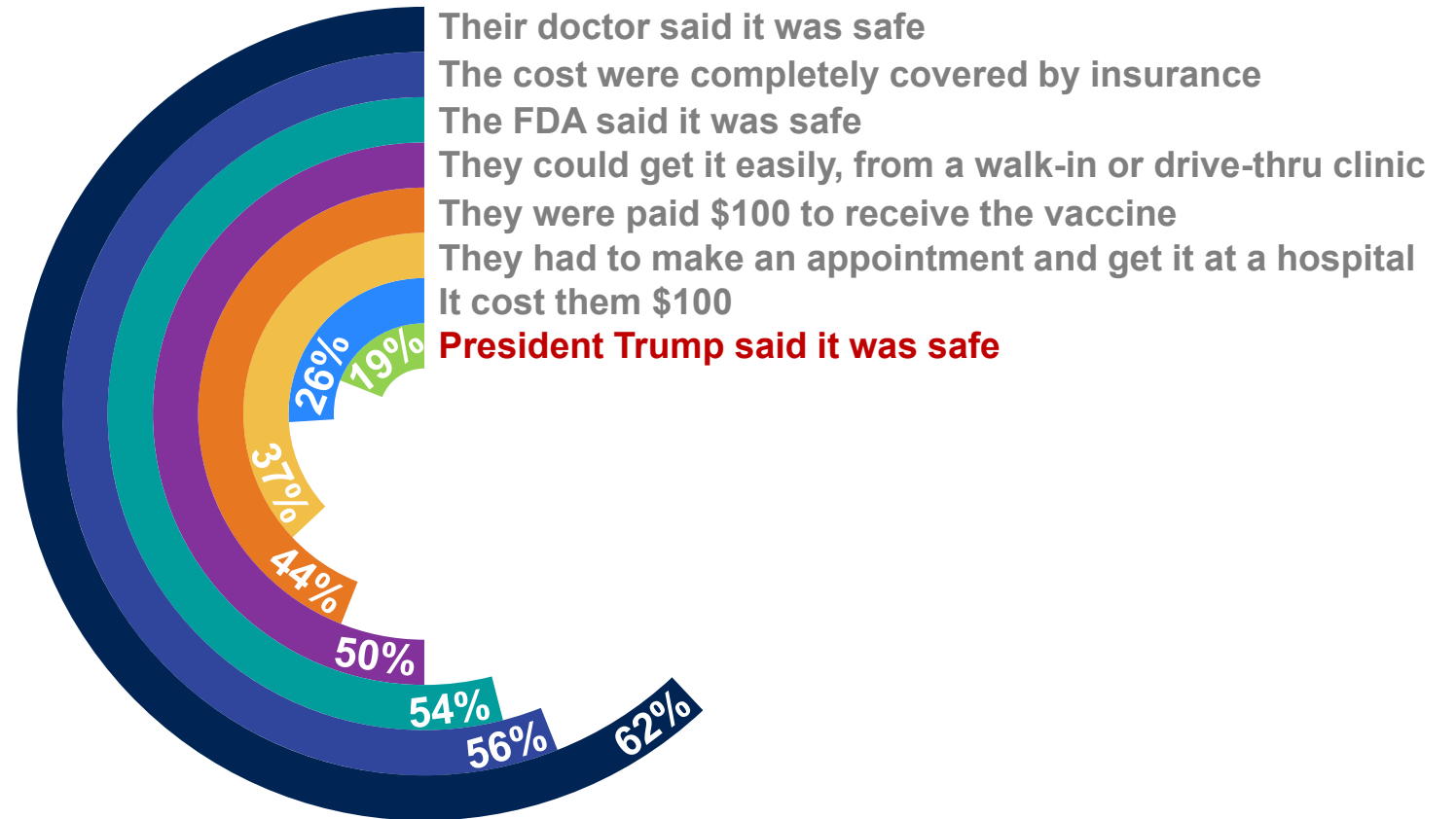
Trump's credibility on coronavirus particularly weak

Most are likely to get a COVID-19 vaccine if their doctor says it is safe, are least likely to if Trump says it is safe

How likely are you to get the first generation COVID-19 vaccine, as soon as it's available?



Percentage of Americans who would be *somewhat* or *very likely* to get the first generation COVID-19 vaccine if...

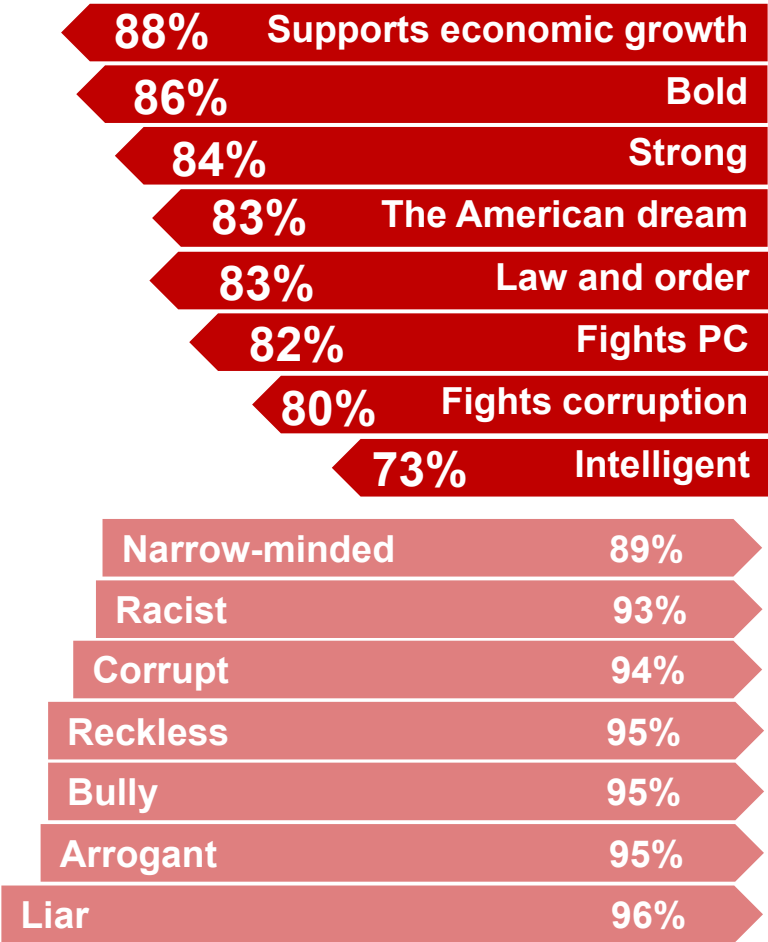


General Election

3

Donald Trump continues to drive the election

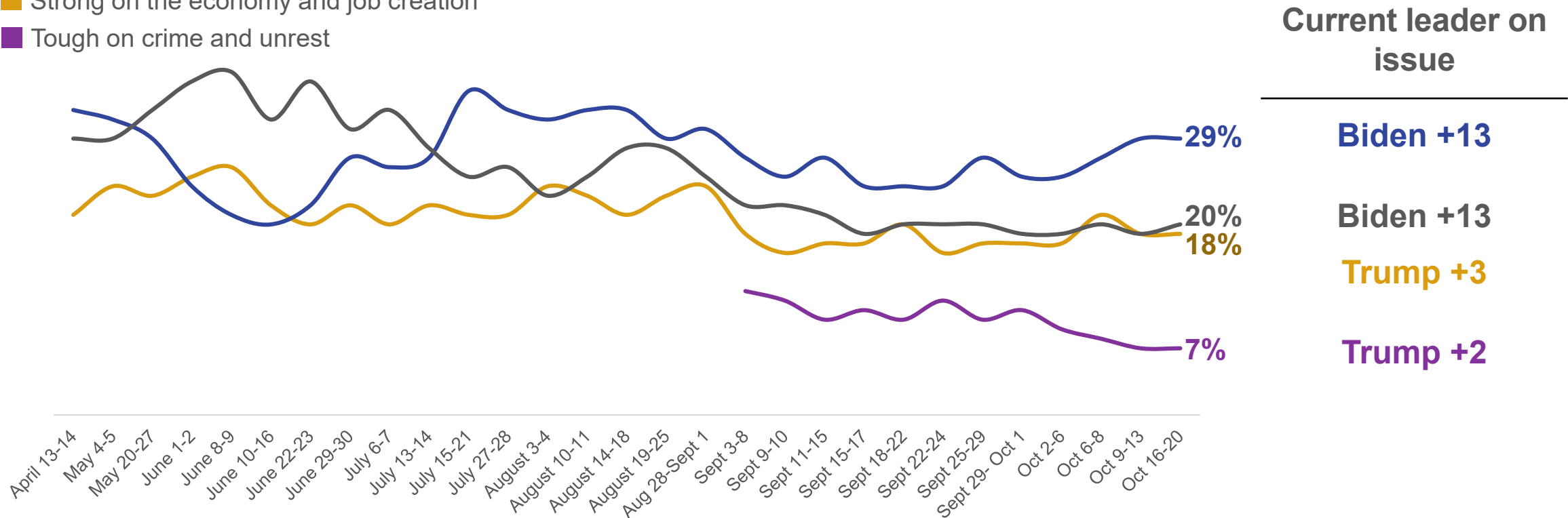
Concept association and preference



Coronavirus remains the key issue this election

If the 2020 presidential election were held today, which of the following candidate traits would be the most importance factor in deciding who to vote for?

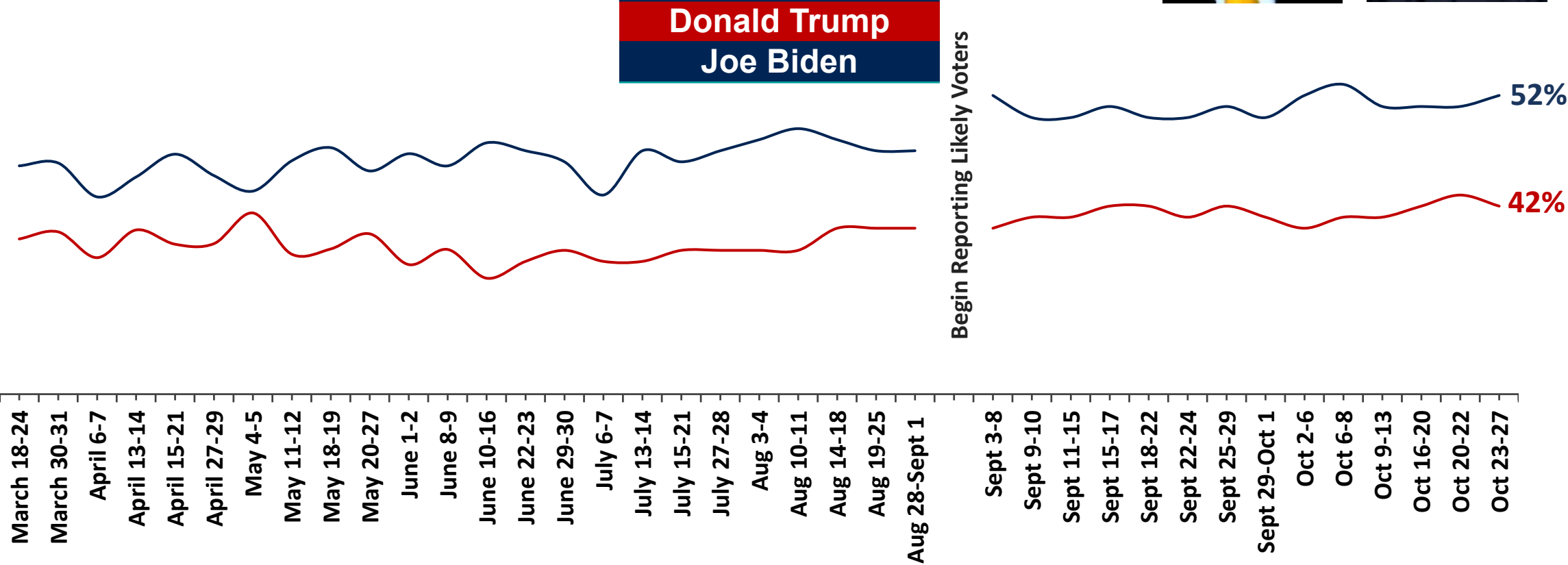
- Has a robust plan to help the nation recover from the impact of the coronavirus
- Ability to restore trust in American government
- Strong on the economy and job creation
- Tough on crime and unrest



Reuters/Ipsos

Biden has a considerable national lead

If the 2020 presidential election were held today, would you vote for Donald Trump or Joe Biden? *Order of candidates is randomly rotated in question text*

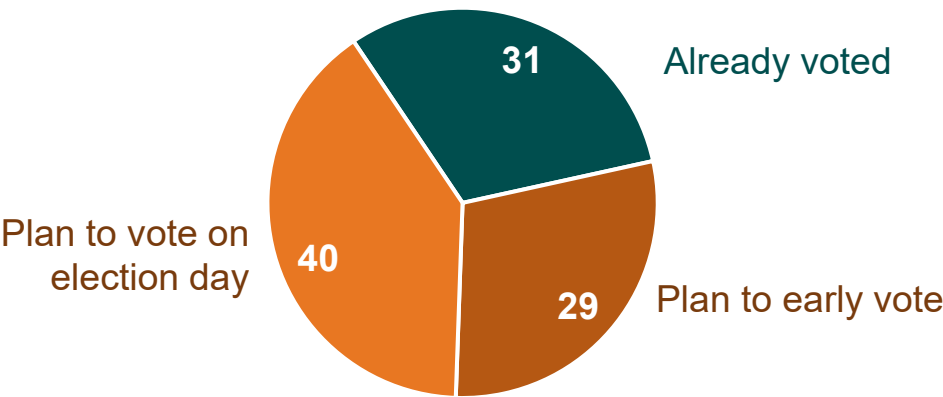


Reuters/Ipsos Data

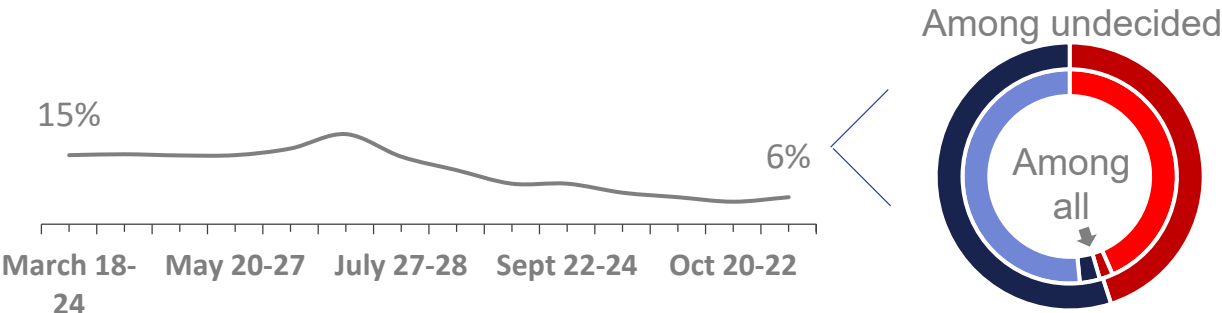


Uncertainty below the topline numbers

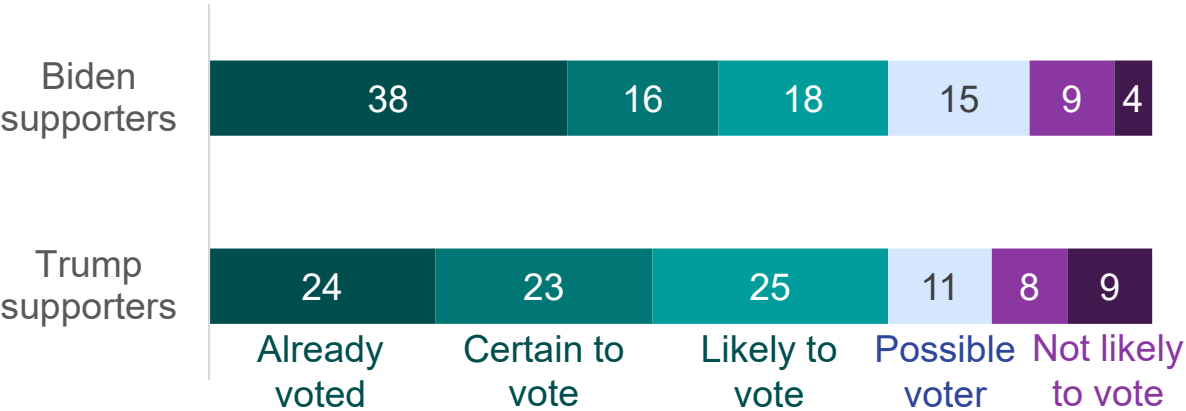
Unprecedented early vote



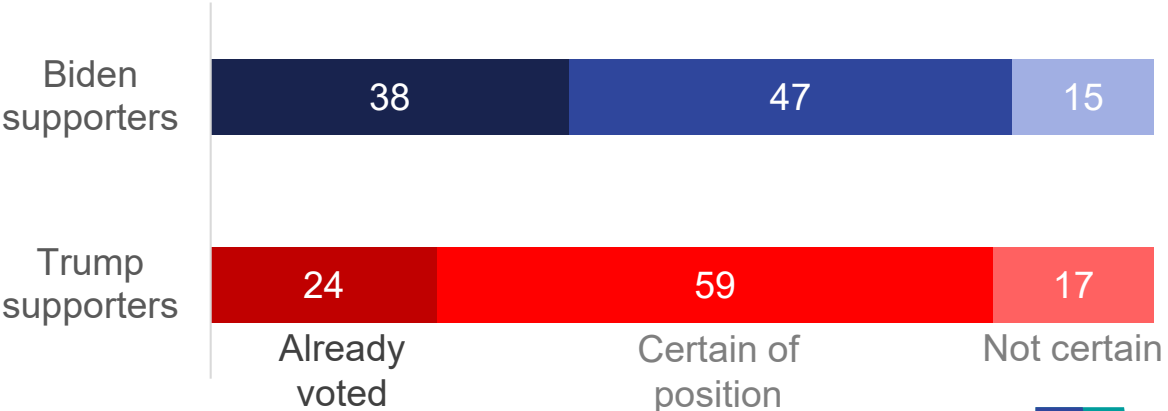
Declining levels of undecided voters



Varying certainty to vote

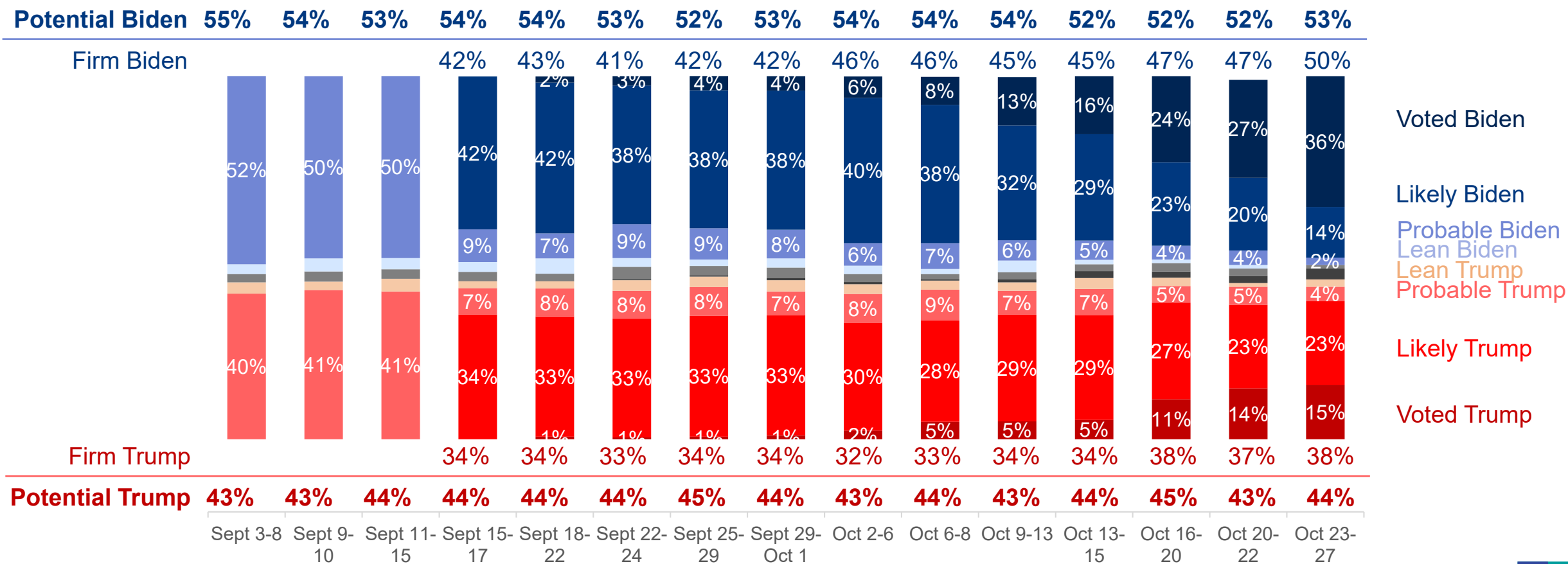


Roughly equivalent certainty of position



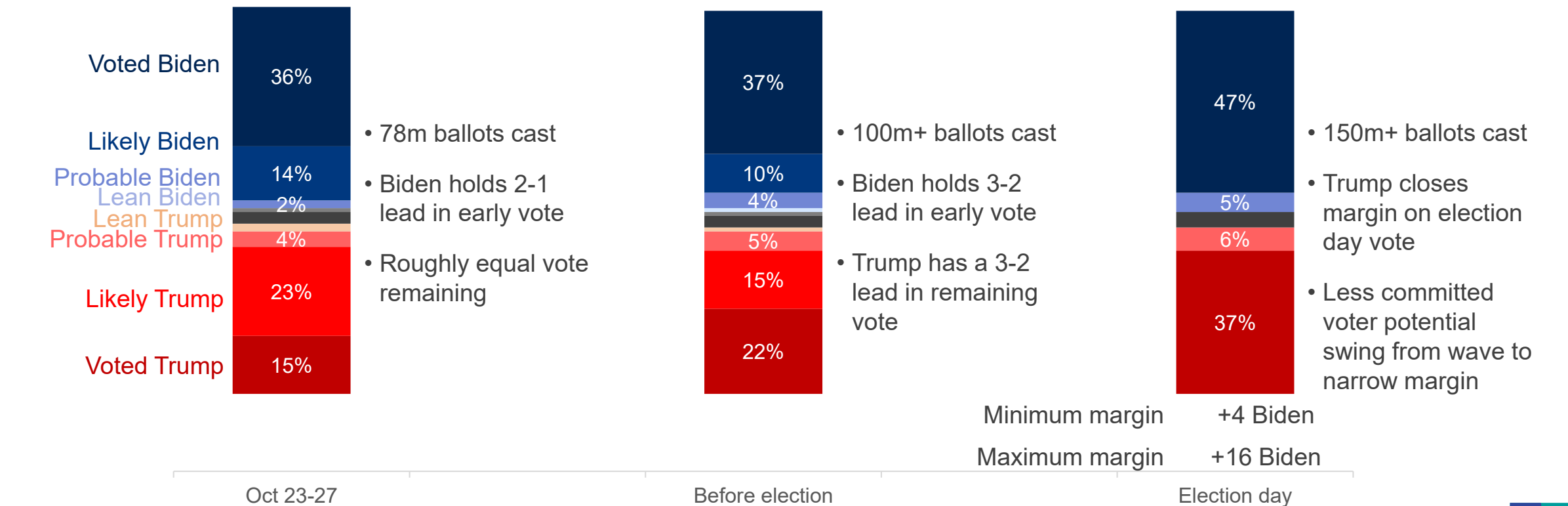
Greater volatility for Trump's ultimate vote

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

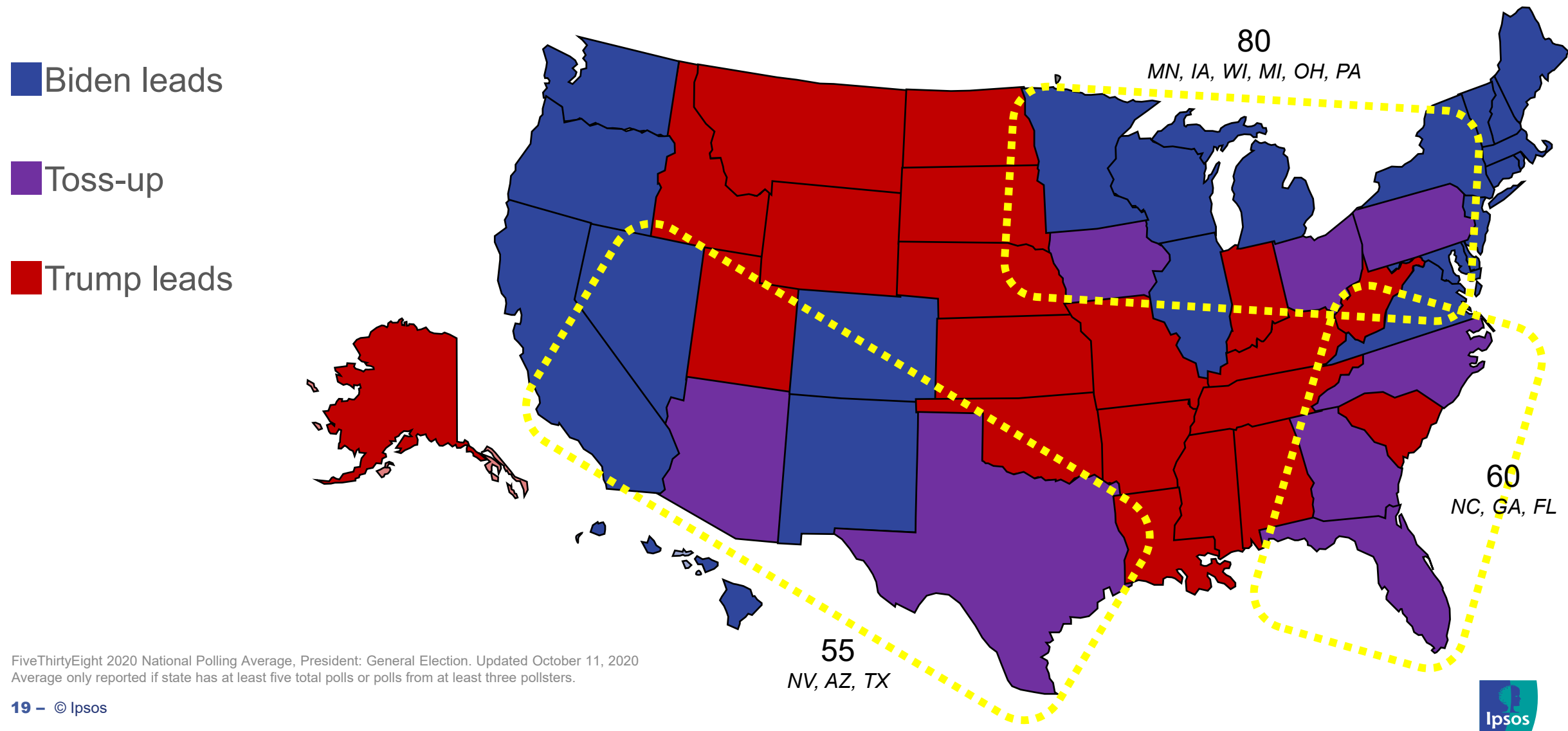


Looking forward over the next week

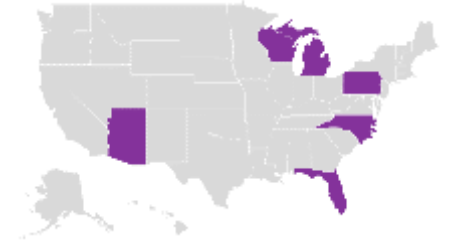
Based on where things stand in polling today



But key states remain battlegrounds



Several battleground states remain close



	Arizona	Florida	Michigan	North Carolina	Penn	Wisconsin
Reuters/Ipsos (Likely voters Oct 28)	+2 Biden	+2 Biden	+9 Biden	+1 Biden	+5 Biden	+9 Biden
<i>Trump best margin</i>	+2 Trump	+2 Trump	+4 Biden	+2 Trump	Tied	+2 Biden
<i>Biden best margin</i>	+6 Biden	+ 6 Biden	+12 Biden	+6 Biden	+10 Biden	+12 Biden
Current 538 average	+4 Biden	+2 Biden	+8 Biden	+2 Biden	+5 Biden	+9 Biden

Source: Reuters/Ipsos surveys. FiveThirtyEight

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Election Forecasting

4

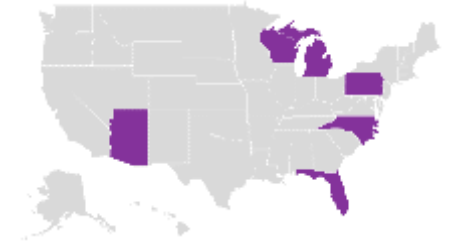
A Poll \neq A Forecast

Models, Academics, Experts and Aggregators

Type	Source	Advantage
Expert	UVA Crystal Ball	Biden
Expert	Cook Political Report	Biden
Poll model	The Economist	Biden
Poll model	FiveThirtyEight	Biden
Media	Politico	Biden
Betting market	PredictIt	Biden
Economic	Moody's Analytics	Biden
Academic	Abramowitz	Biden
Academic	Lichtman	Biden
Academic	Norpoth	Trump

Source: Ipsos analysis

Mixed signals from multiple indicators



Trump odds	National	AZ	FL	MI	NC	PA	WI
Polling	1 in 20	1 in 3	1 in 3	1 in 10	1 in 3	1 in 8	1 in 10
Base rate	2 in 3	2 in 3	3 in 4	1 in 2	3 in 4	3 in 4	2 in 3
Main issue (COVID)	1 in 4	1 in 4	1 in 3	1 in 4	1 in 2	1 in 4	1 in 4
Fundraising	2 in 5	2 in 3	3 in 5	1 in 2	1 in 2	1 in 3	1 in 2
Social sentiment	1 in 2	1 in 2	1 in 2	1 in 2	1 in 2	1 in 2	1 in 2
Average - even	1 in 10	1 in 2	1 in 2	1 in 5	1 in 2	1 in 4	1 in 5

Source: Analysis of Real Clear Politics Presidential Election polling database, review of polls conducted September 25-September 10. Retrieved from: https://www.realclearpolitics.com/epolls/latest_polls/pres_general/; Reuters/Ipsos surveys

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Potential outcomes for 2020



One in four

Two in four

One in four

Blue Wave <i>(Democrats hold House, take Senate and White House)</i>	Narrow Biden Win <i>(Democrats hold House, take White House, Republicans hold Senate)</i>	Narrow Trump Win <i>(Democrats hold House, Republicans hold Senate & White House)</i>
Emboldened progressive control of government <ul style="list-style-type: none">• Focus on getting coronavirus and economy under control• Potential for major federal spending• Proactive regulatory state• Opportunities for “good” private sector actors to set agendas	Status quo ante <ul style="list-style-type: none">• Halting efforts to manage pandemic & revive economy• Reconstituted regulatory apparatus and legislative gridlock• Relative freedom of maneuver for private sector within existing context	Continued governmental and social disorder <ul style="list-style-type: none">• Personality-driven global policy setting• Pandemic and economic fallout continue• Ongoing political and social risk for private sector• Deregulatory efforts prioritize industry agenda

Source: Ipsos analysis

Ipsos Resources

Axios-Ipsos Coronavirus Index

Reuters/Ipsos Public Opinion Partnership

IpsosGlobalIndicators.com

Ipsos's Political-Atlas.com

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?

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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.

Ballot breakdown definitions

Detailed analysis of poll data



Ballot summaries

Potential Biden	All likely voters expressing support for Biden
Firm Biden	Already voted or certain to vote for Biden
Firm Trump	Already voted or certain to vote for Trump
Potential Trump	All likely voters expressing support for Trump

Ballot details

Voted Biden/Trump	Early absentee/in person voter
Likely Biden/Trump	Highly likely to vote and certain of choice
Probable Biden/Trump	Lower likelihood of voting and less certainty of choice
Lean Biden/Trump	Undecided, preference if pushed
Voted third party	Early absentee/in person voted for third party
Probable third party	Highly likely to vote, third party vote preference