

2020 PRESIDENTIAL ELECTION

The Inside Track

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01/16/2020

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SUMMARY

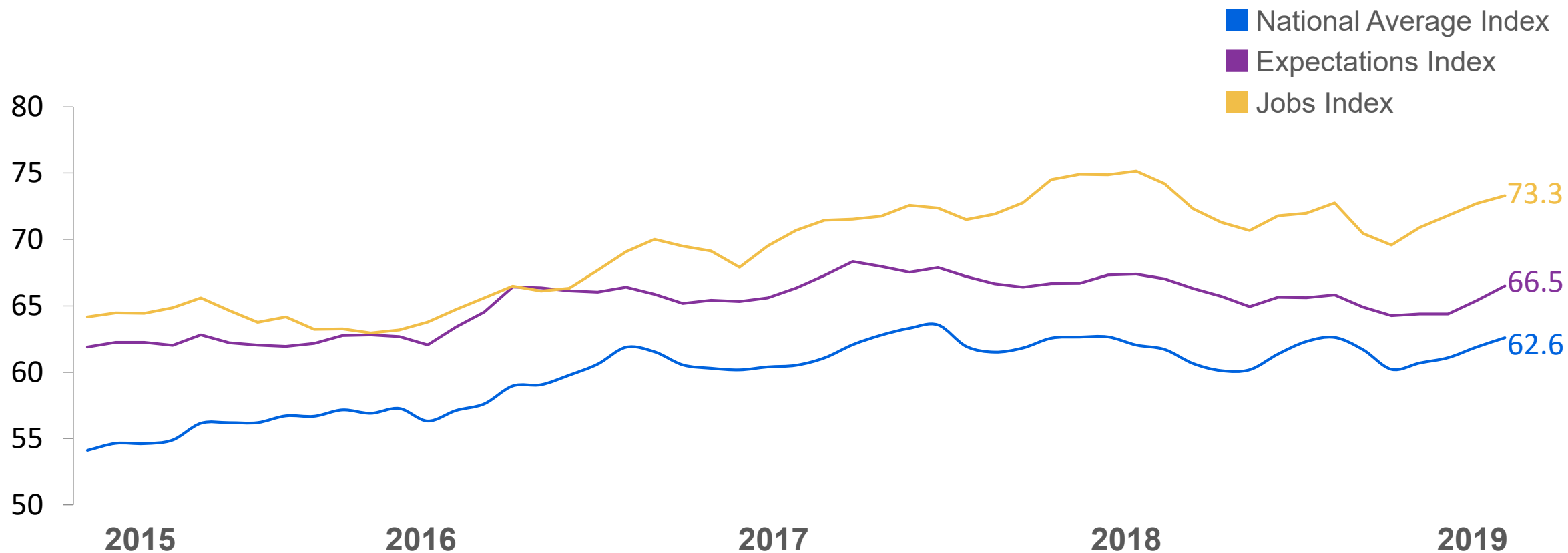
1. Vital Statistics - Key Public Opinion Indicators
2. Impeachment & President Donald Trump
3. Democratic Primary
4. Looking Ahead

Vital Statistics

1

American Consumer Confidence Index

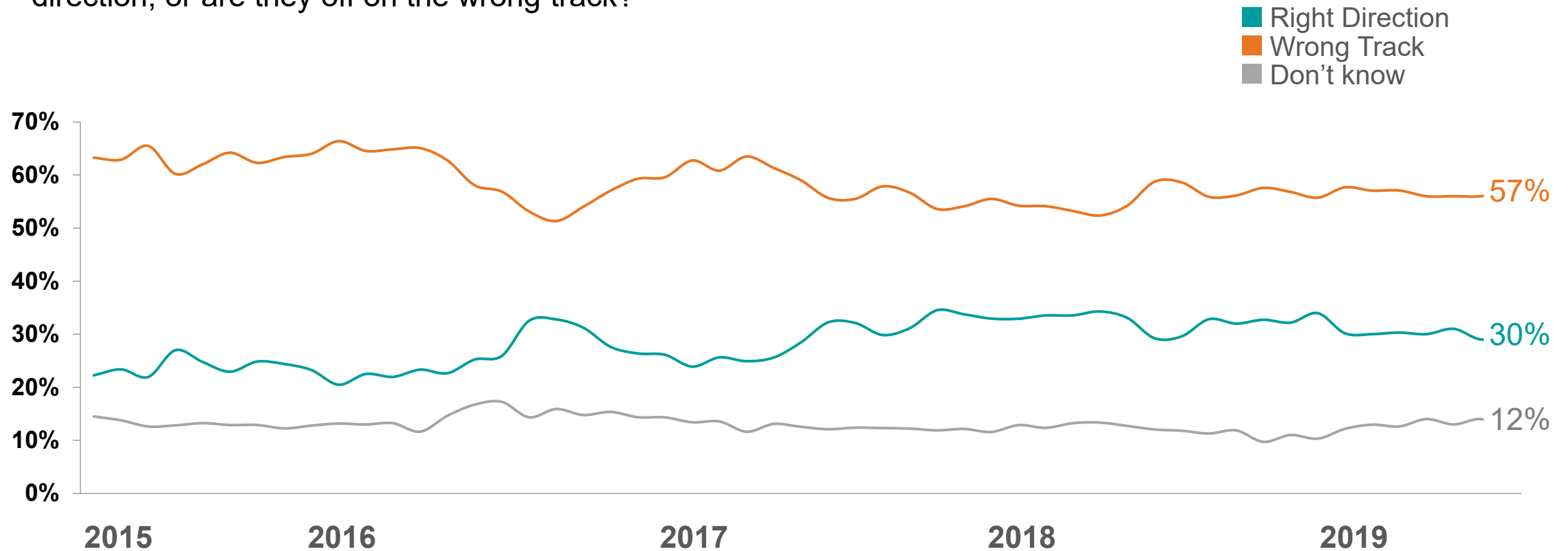
Ipsos Global Economic Indicators – U.S. National Indices



Reuters/Ipsos Data

Direction of the Country

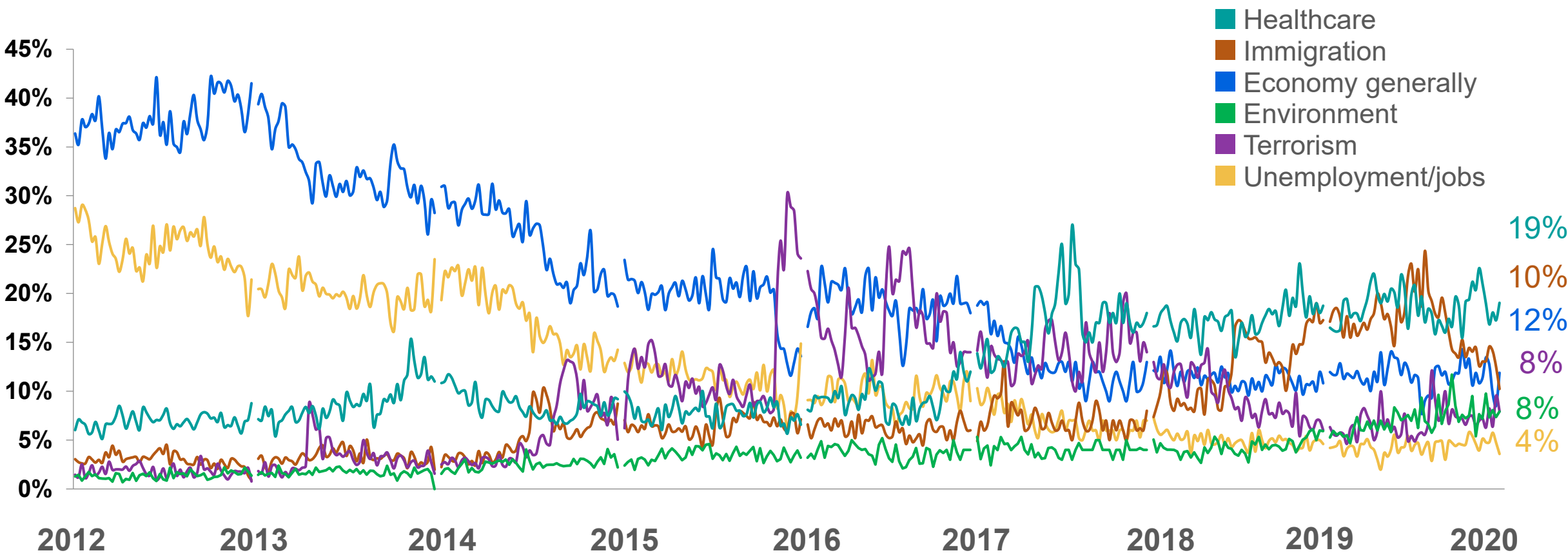
Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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	12%	12%	10%	15%	18%
Unemployment / lack of jobs	4%	3%	2%	1%	4%
War / foreign conflicts	8%	8%	9%	7%	9%
Immigration	10%	11%	6%	20%	3%
Terrorism / terrorist attacks	8%	8%	6%	11%	9%
Healthcare	19%	21%	27%	12%	24%
Energy issues	2%	1%	1%	1%	4%
Morality	8%	8%	5%	13%	4%
Education	5%	5%	6%	2%	6%
Crime	4%	4%	3%	5%	4%
Environment	8%	8%	13%	3%	3%
Other	8%	9%	10%	7%	7%
Don't know	4%	2%	1%	1%	7%

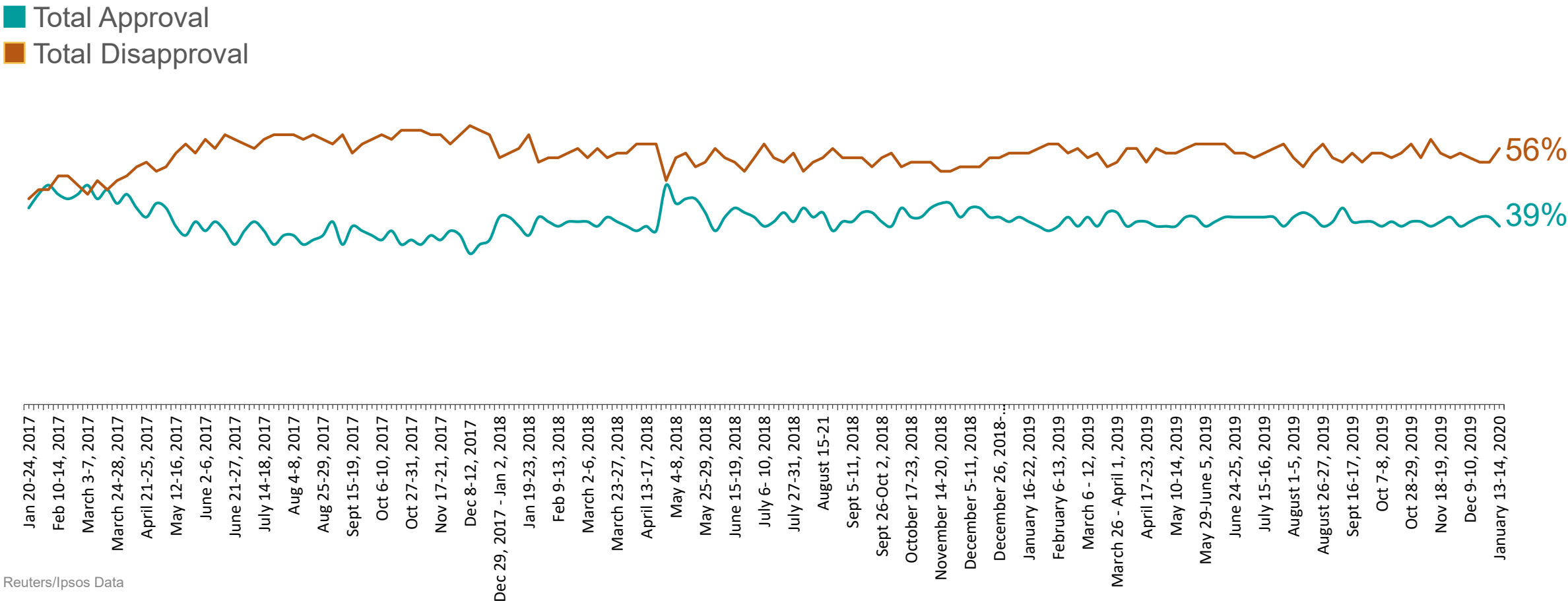
Reuters/Ipsos Data January 13-14, 2020

Perceptions of President Trump – Iran and Impeachment

2

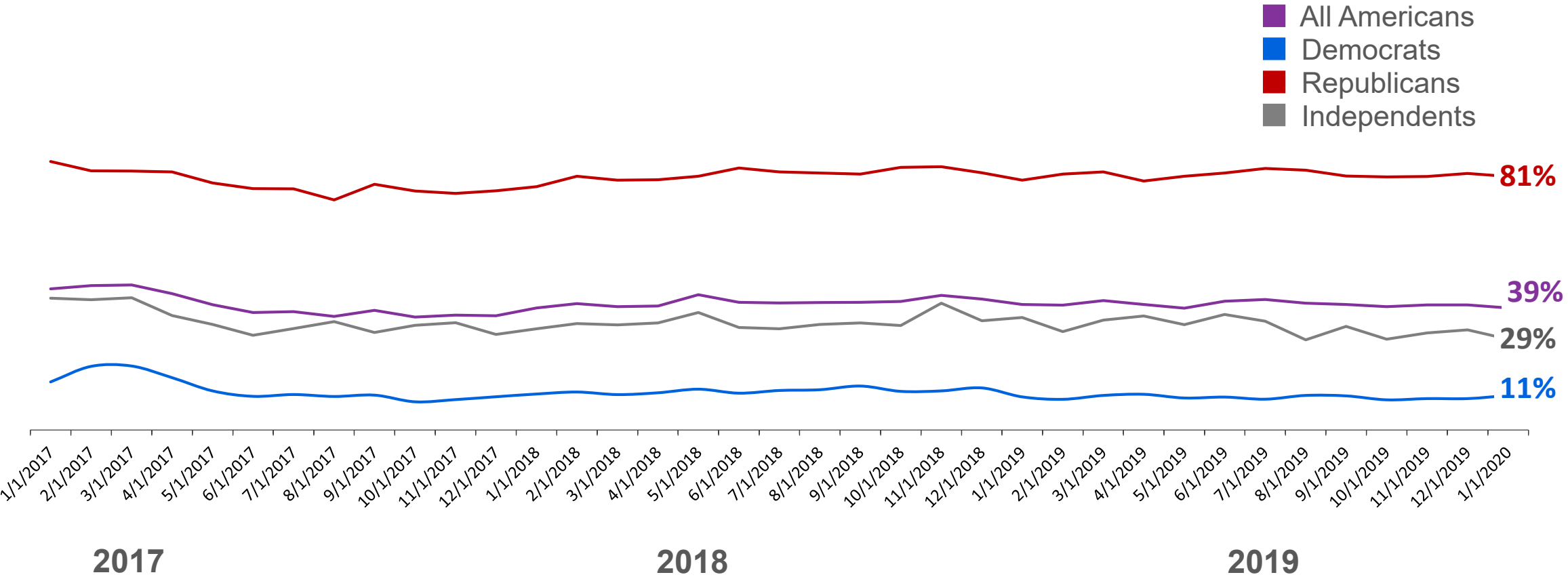
Donald Trump's Approval Rating

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?

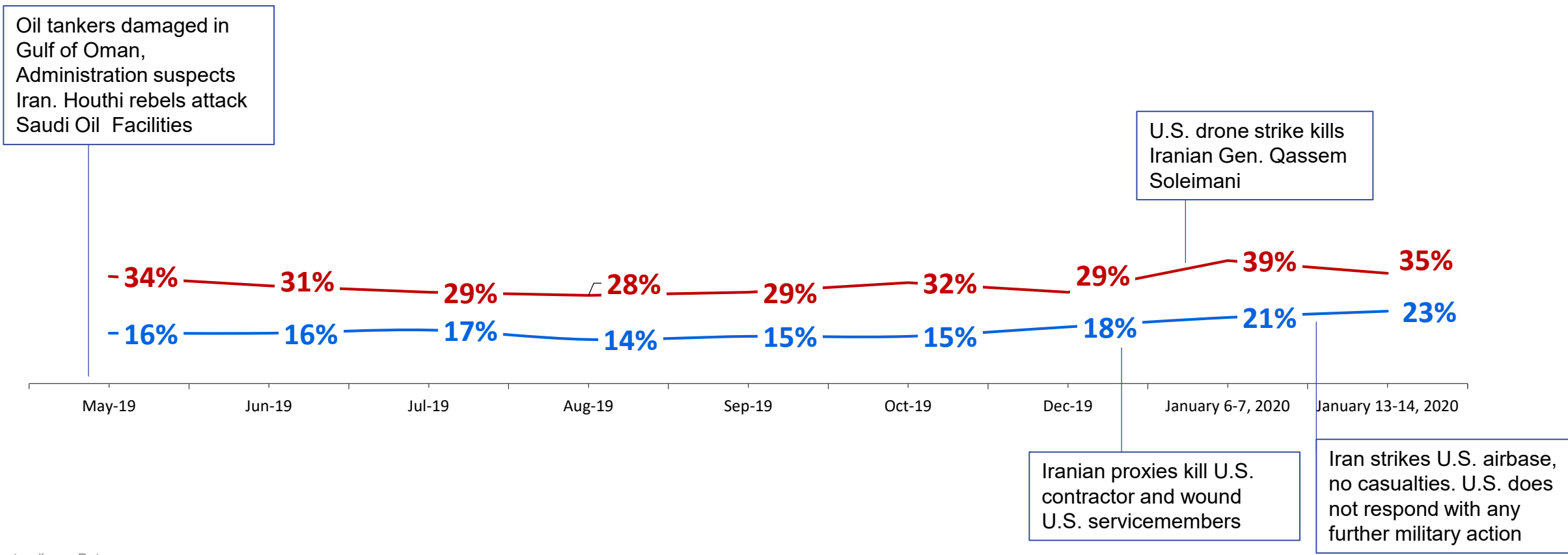


Reuters/Ipsos Data

Donald Trump's Approval Rating on Iran

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

■ Strongly approve ■ Strongly disapprove

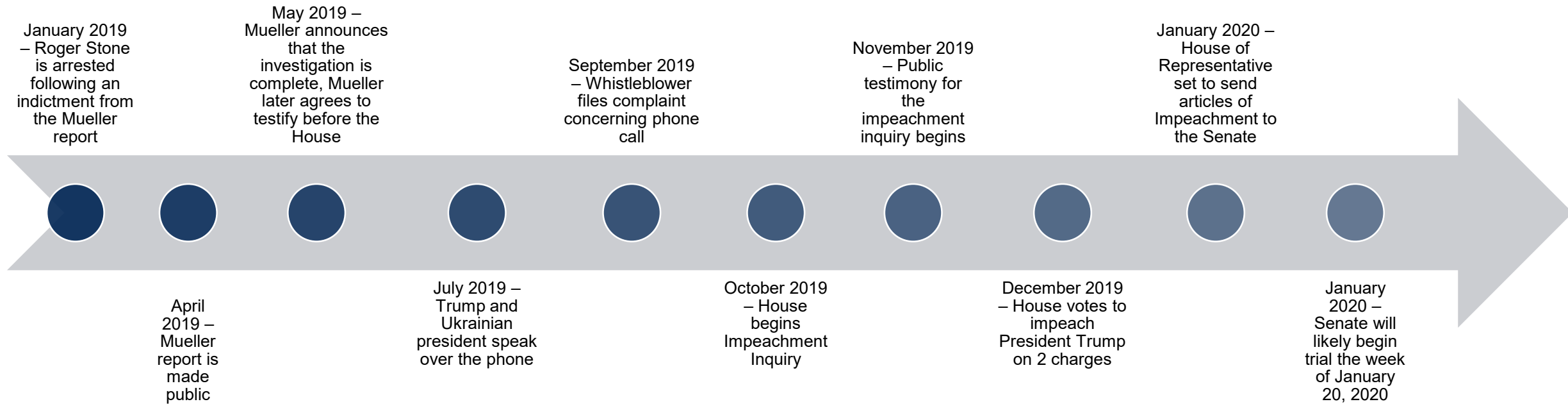


Reuters/Ipsos Data

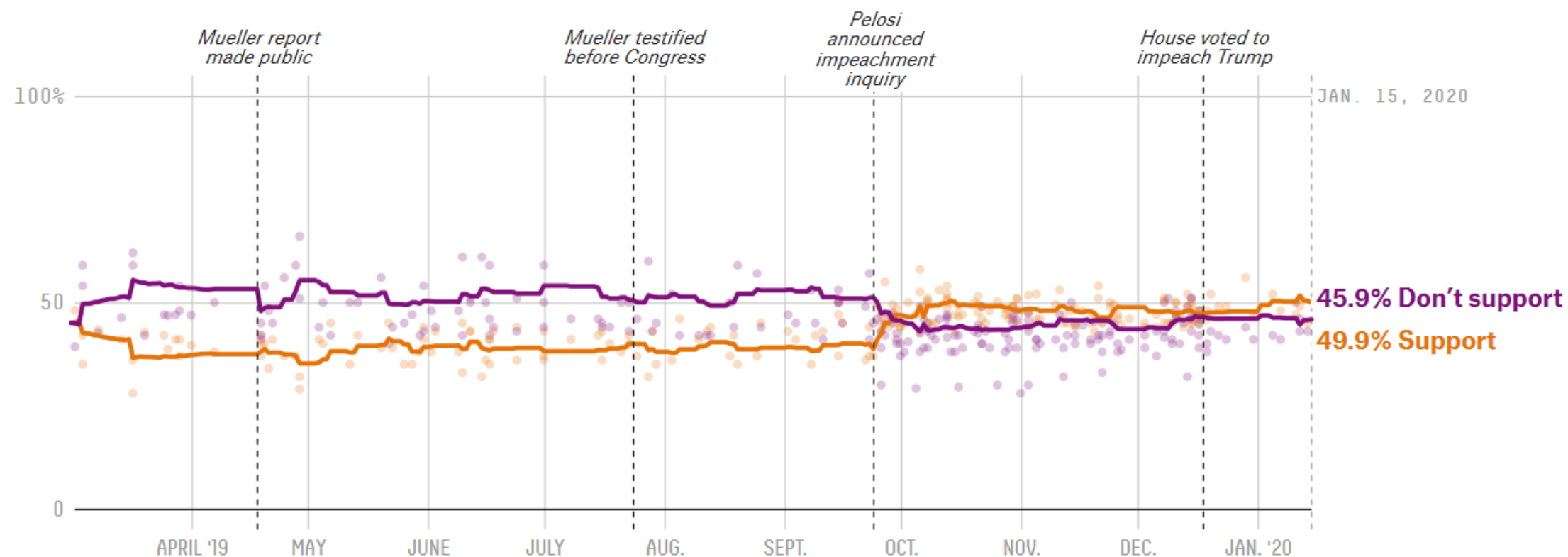
Impact of War on Elections in the United States

War/Conflict During Election	President	Re-Elected?
World War II	Franklin D. Roosevelt	Re-elected
Vietnam	Lyndon B. Johnson	Chose not to run
Bosnia	Bill Clinton	Re-elected
Iraq and Afghanistan/ War on Terror	George W. Bush	Re-elected
	Barack Obama	Re-elected

Impeachment Timeline



Public Poll Trend on Trump Impeachment 2019-2020



FiveThirtyEight Poll Average

Perceptions on Impeachment

Which of the following comes closest to your opinion?

December 16-17, 2019

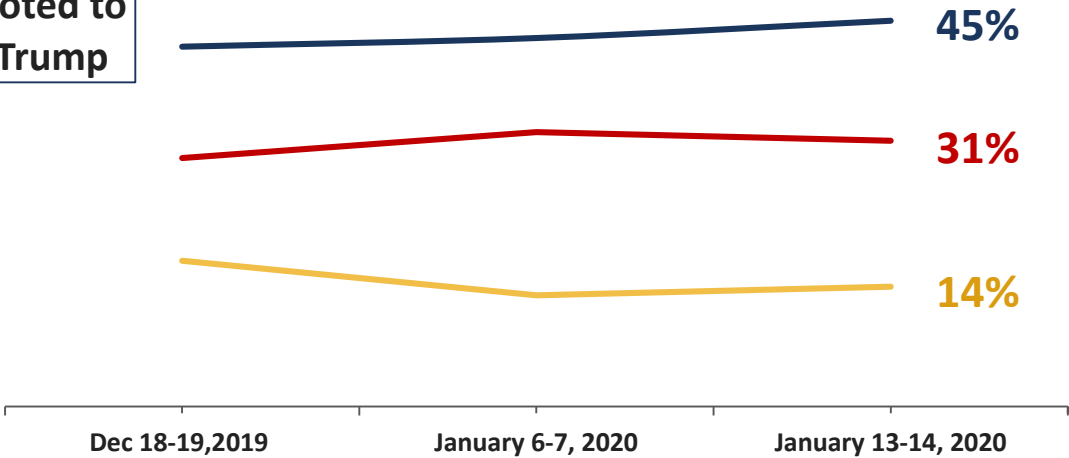
All Adults

President Trump should be impeached	46%
President Trump should NOT be impeached	42%
Don't know	12%

December 18, 2019 - House of Representatives Voted to Impeach President Trump

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

- President Trump should be removed from office
- President Trump should be formally reprimanded, also known as censure, but Trump should not be removed from office
- The charges against President Trump should be dismissed



Perceptions on Impeachment

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

	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
President Trump should be removed from office	45%	45%	74%	9%	47%
President Trump should be formally reprimanded, also known as censure, but Trump should not be removed from office	14%	14%	14%	12%	17%
The charges against President Trump should be dismissed	31%	34%	6%	72%	27%
Don't know	10%	8%	6%	7%	8%

ALL ADULT AMERICANS

Perceptions on Impeachment

How much do you agree or disagree with the following?

President Trump is guilty of abusing the office of the president

	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Strongly agree	42%	44%	73%	9%	45%
Somewhat agree	13%	12%	13%	11%	13%
Somewhat disagree	11%	10%	6%	15%	8%
Strongly disagree	27%	29%	5%	62%	26%
Don't know	7%	5%	3%	4%	9%
TOTAL AGREE	55%	56%	85%	20%	58%
TOTAL DISAGREE	38%	39%	11%	77%	33%

President Trump is guilty of obstructing Congress

	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
Strongly agree	40%	42%	71%	8%	40%
Somewhat agree	14%	12%	15%	8%	16%
Somewhat disagree	10%	9%	6%	14%	7%
Strongly disagree	28%	30%	6%	65%	25%
Don't know	8%	5%	3%	5%	11%
TOTAL AGREE	54%	55%	86%	17%	56%
TOTAL DISAGREE	38%	40%	11%	78%	32%

Perceptions on Impeachment

At the end of the impeachment process, what do you think should happen to President Trump?

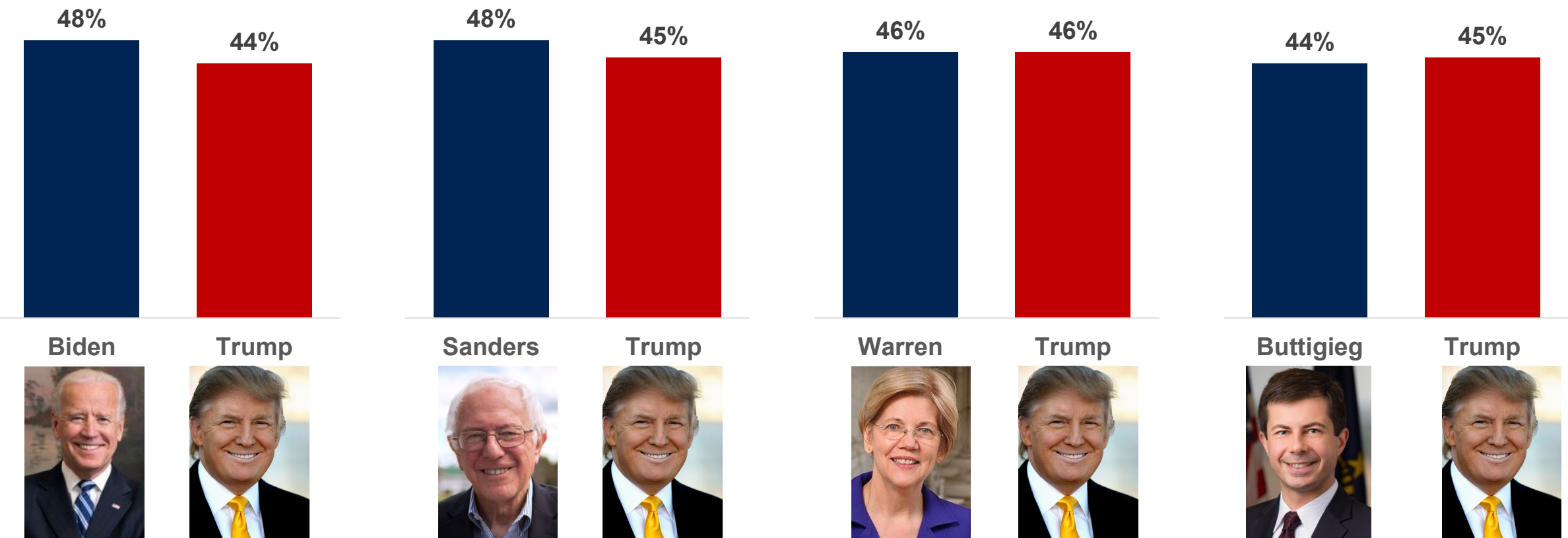
	All Adults	Democrats	Republicans
He should be removed from office by the Senate	47%	75%	13%
Voters should decide his fate in the 2020 election	51%	24%	85%
Skip	2%	1%	2%

Perceptions on Impeachment

How much has the impeachment of President Trump affected your support for him, if at all?

	All Adults	Registered Voters	Democratic Registered Voters	Republican Registered Voters	Independent Registered Voters
It has made me <u>more</u> supportive	20%	22%	6%	48%	11%
It has made me <u>less</u> supportive	16%	16%	26%	7%	11%
No change	58%	59%	67%	43%	75%
Don't know	6%	3%	2%	2%	3%

National General Election Market Averages



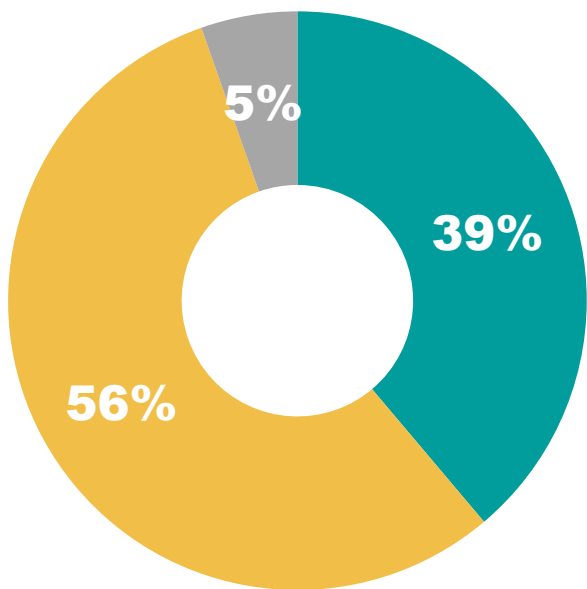
Real Clear Politics National Market Average

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

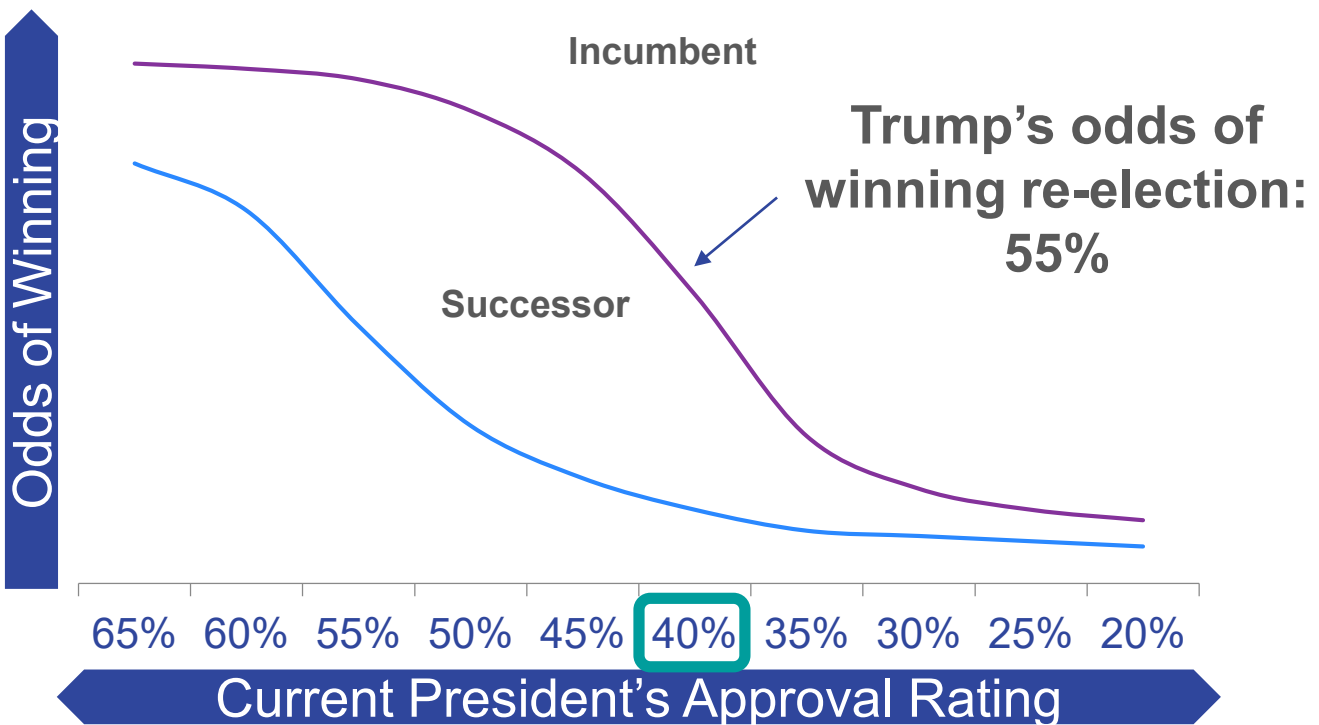
Ipsos Model: Odds of Chief Executive Victory

President Trump's Current Approval Rating

- Total Approval
- Total Disapproval
- Don't know



Modeled Chance of Government Victory

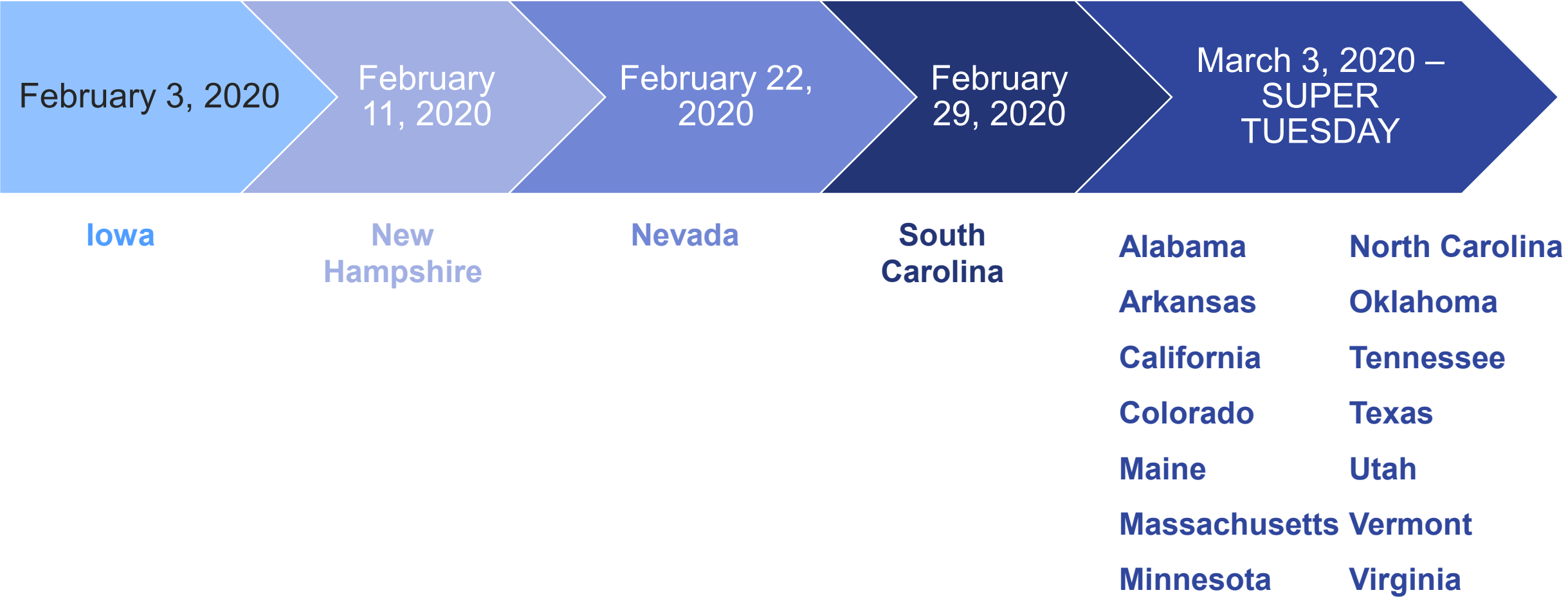


Reuters/Ipsos Data

Democratic Primary

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Primary Schedule through Super Tuesday



2020 Democratic Primary Candidates – *And then there were 12*



Joe Biden



Bernie Sanders



Elizabeth Warren



Michael
Bloomberg



Pete Buttigieg



Tom Steyer



Andrew Yang



Michael Bennet



Amy Klobuchar



John Delaney



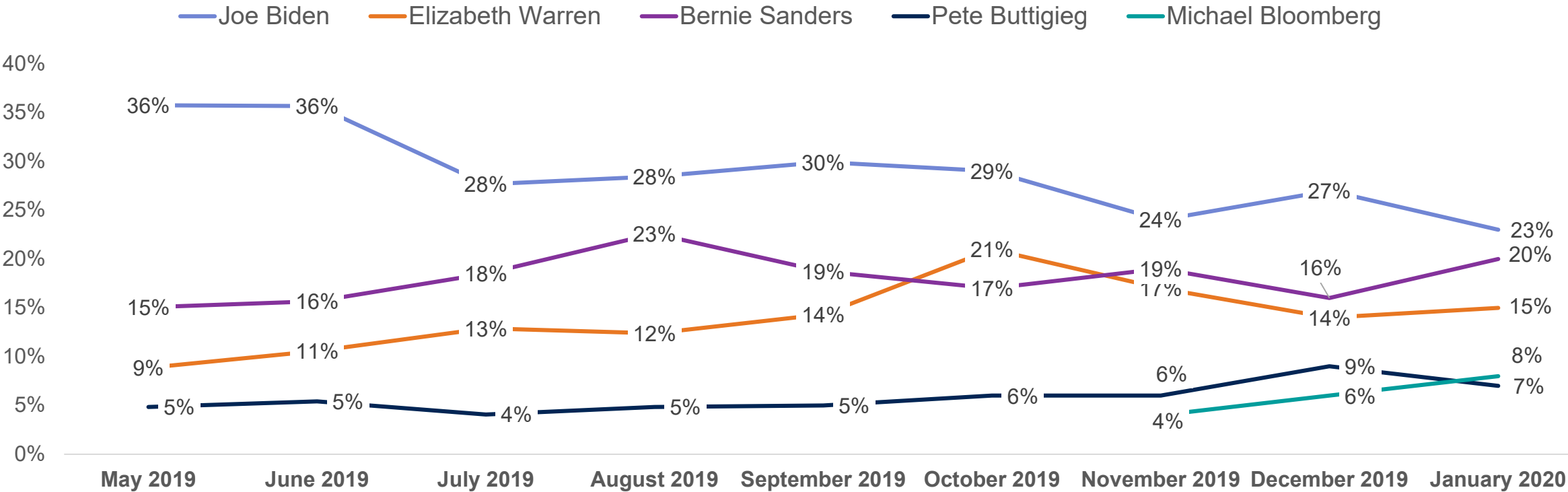
Tulsi Gabbard



Deval Patrick

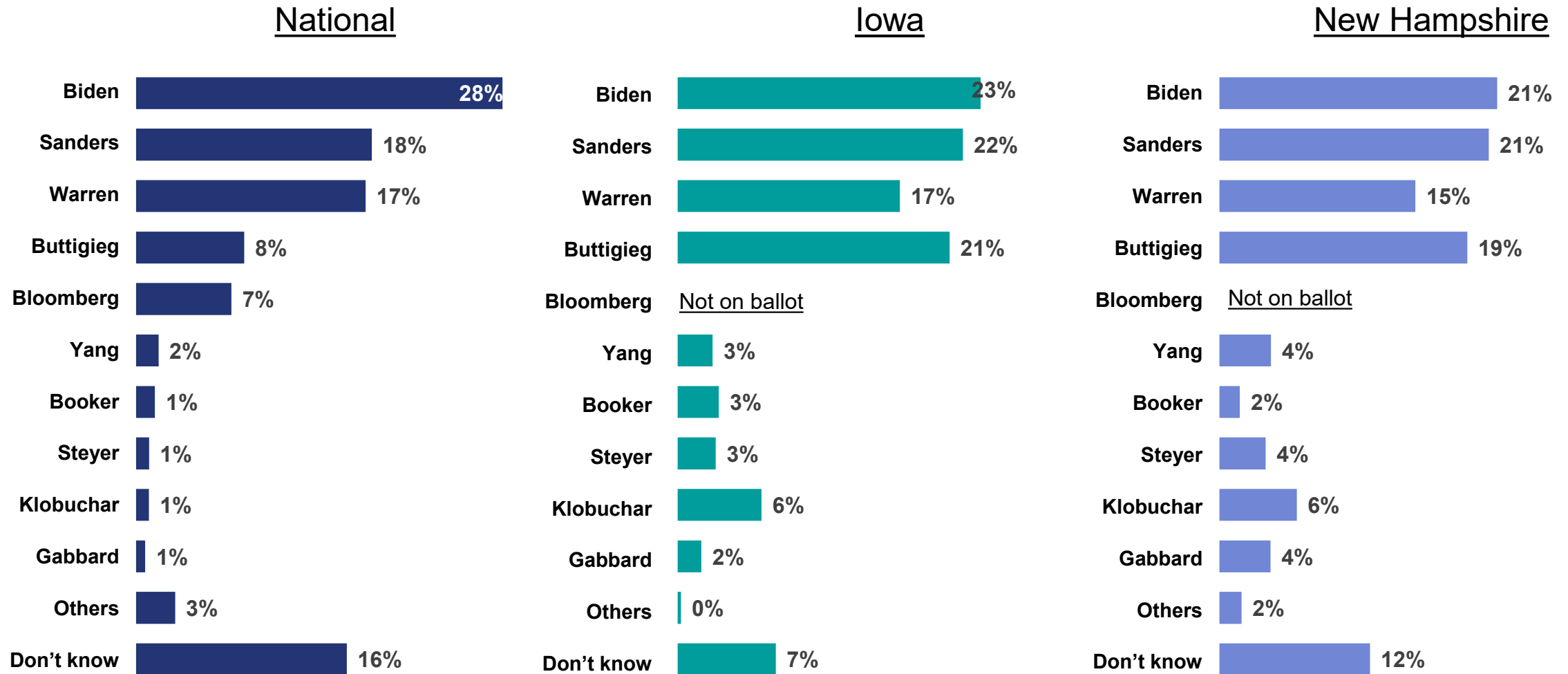
2020 Democratic Primary Horserace – National Numbers

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

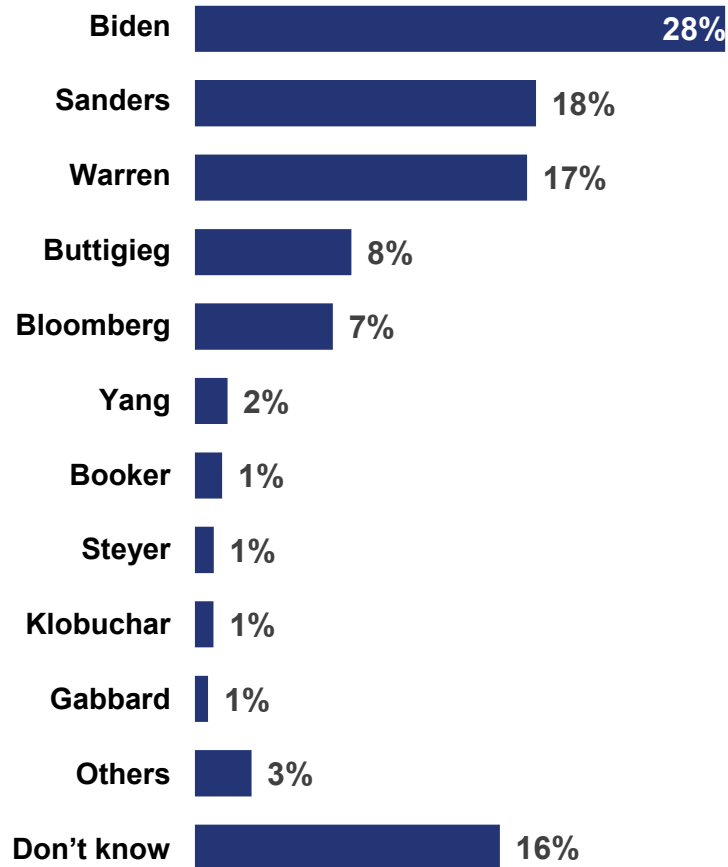
2020 Democratic Primary Horserace – Market Averages



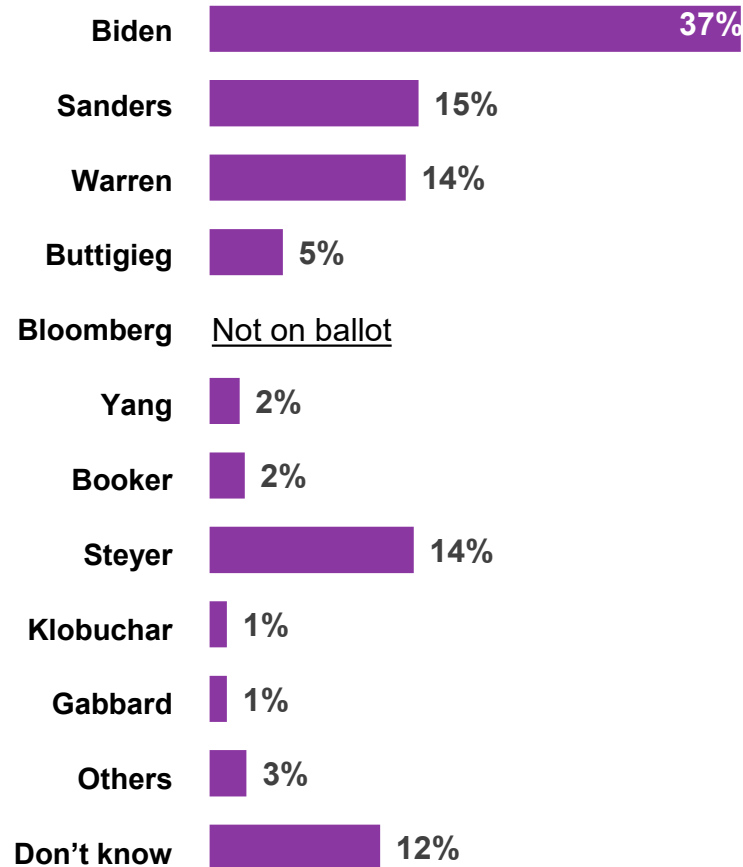
FiveThirtyEight Poll Average

2020 Democratic Primary Horserace – Market Averages

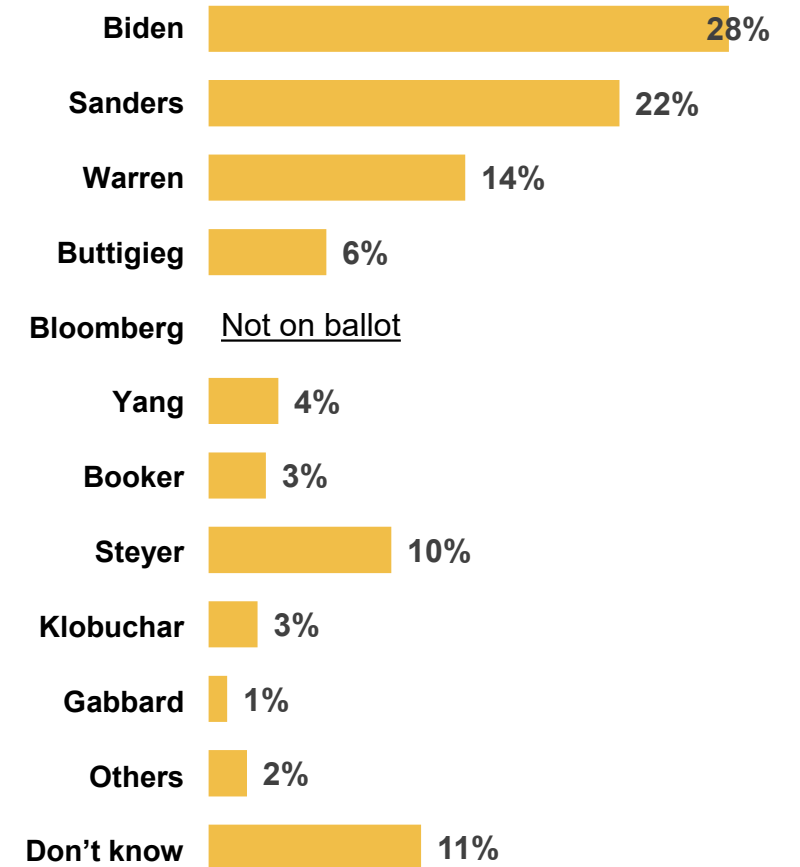
National



South Carolina



Nevada



FiveThirtyEight Poll Average

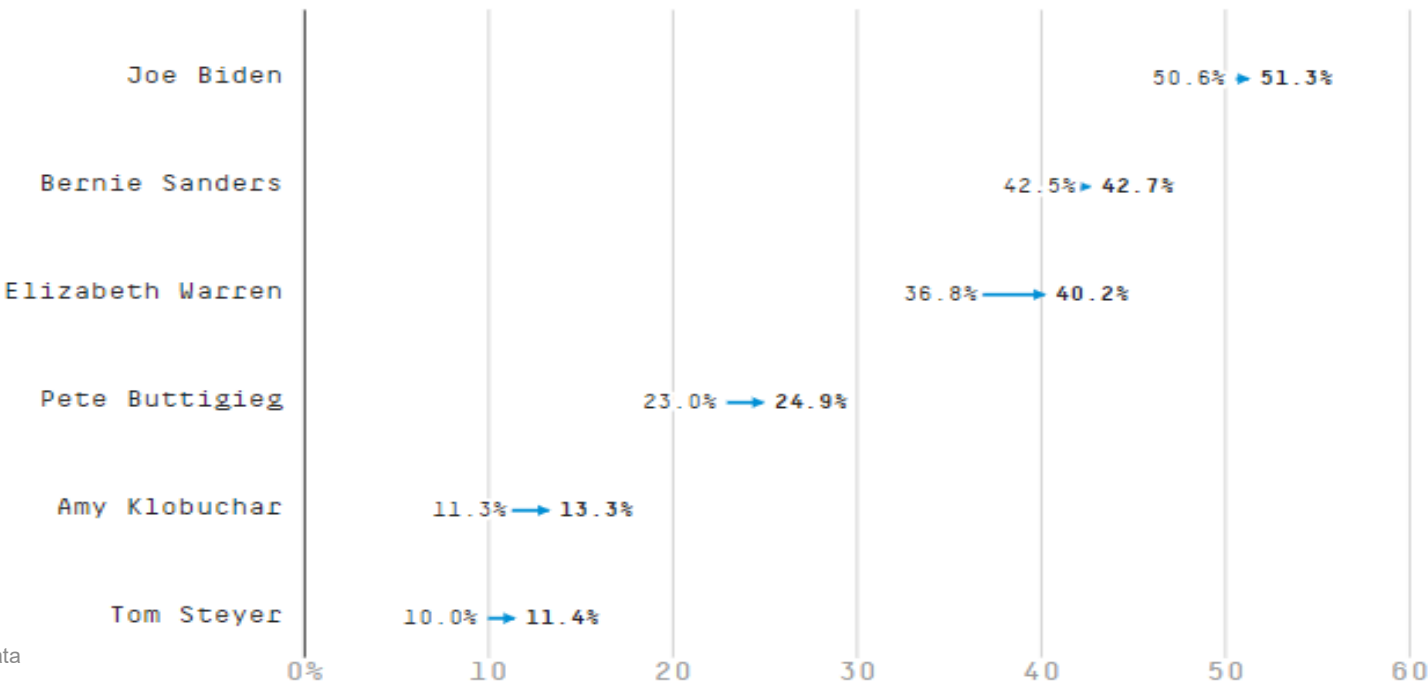
Impact of the Last Pre-Caucus Debate

HOW THE RACE CHANGED

Who gained (and lost) support

Share of respondents who are considering voting for each candidate

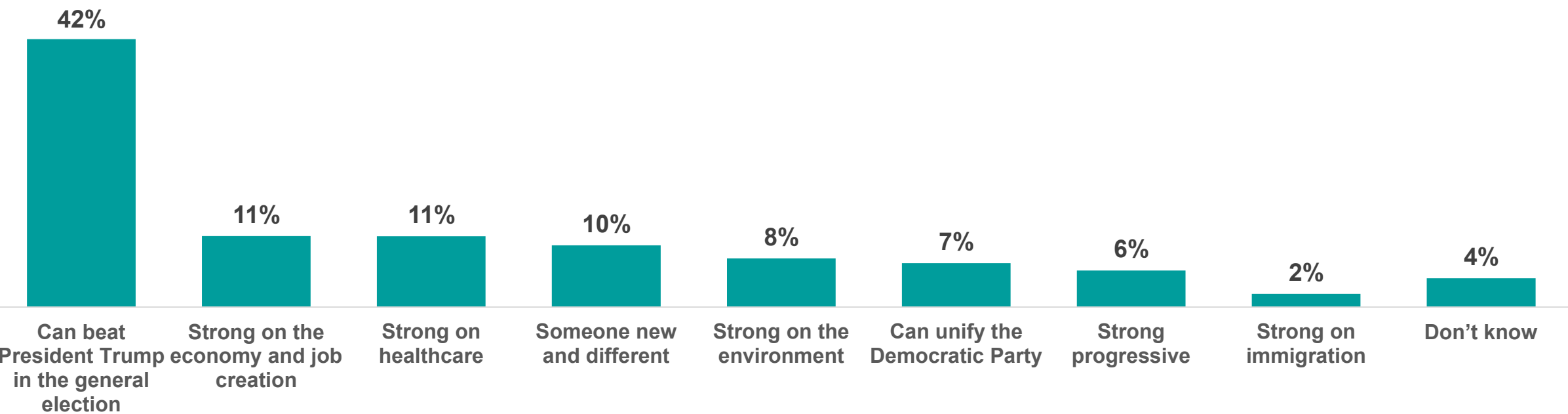
BEFORE DEBATE → AFTER DEBATE



Ipsos/FiveThirtyEight Data

Ideal Candidate Trait: Ability to Beat Trump

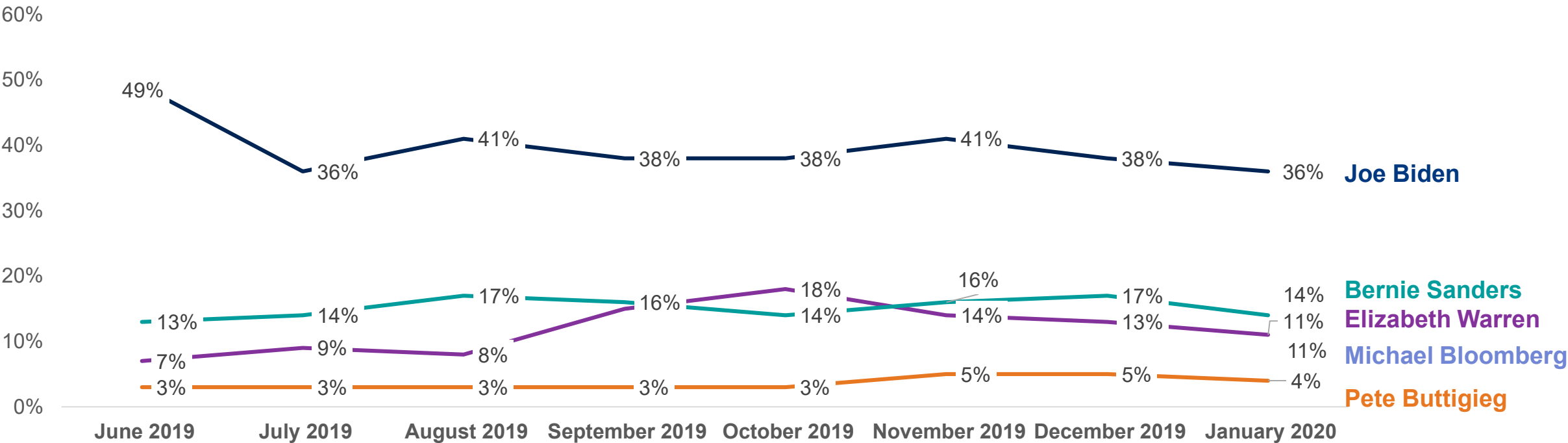
If the 2020 Democratic presidential primary election were held today, which of the following candidate traits would be the MOST important factor for you in deciding who to vote for? (Asked of Democratic registered voters)



Reuters/Ipsos Poll 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)



Reuters/Ipsos Data

Looking ahead

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What to Watch For...

Democratic Primary



- ☐ Iowa and NH primaries
- ☐ Narrowing of the field
- ☐ Fundraising numbers
- ☐ Media coverage

Donald Trump



- ☐ Escalating tensions with Iran
- ☐ State of the economy
- ☐ Volume of sympathetic media coverage

Ipsos Resources

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

Cliff's Take – Weekly Ipsos Thought Leadership

Reuters/Ipsos Public Opinion Partnership

Ipsos Global Economic Indicators

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

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You act better when you are sure.

**THANK
YOU.**

