

Ipsos Webinar Series

THE INSIDE TRACK: ELECTION 2016

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WITH CLIFF YOUNG

ELECTION BRIEFING #2: FEBRUARY 29, 2016

#IPSOS2016ELECTION

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Hello
& WELCOME

GAME CHANGERS



This talk

1

The New Populism

**America First and the
Rise of Outsider
Candidates**

2

Primary Election Voters

**They are not just like
you! Exploring Turnout
Implications**

3

**2016 Primary Election
Update**

**What to look for on
Super Tuesday**

First

THE NEW POPULISM

GAME CHANGERS



America First and the Rise of Outsider Candidates

FACT

Bernie Sanders (a socialist) and Donald Trump (a billionaire reality star) have the support of over 100 million Americans.

FACT

Over the last 9 months, support for Hillary Clinton and Jeb Bush has dropped by about 30 million Americans.

FACT

Two-thirds of Americans agree “the American economy is rigged to advantage the rich and powerful”.

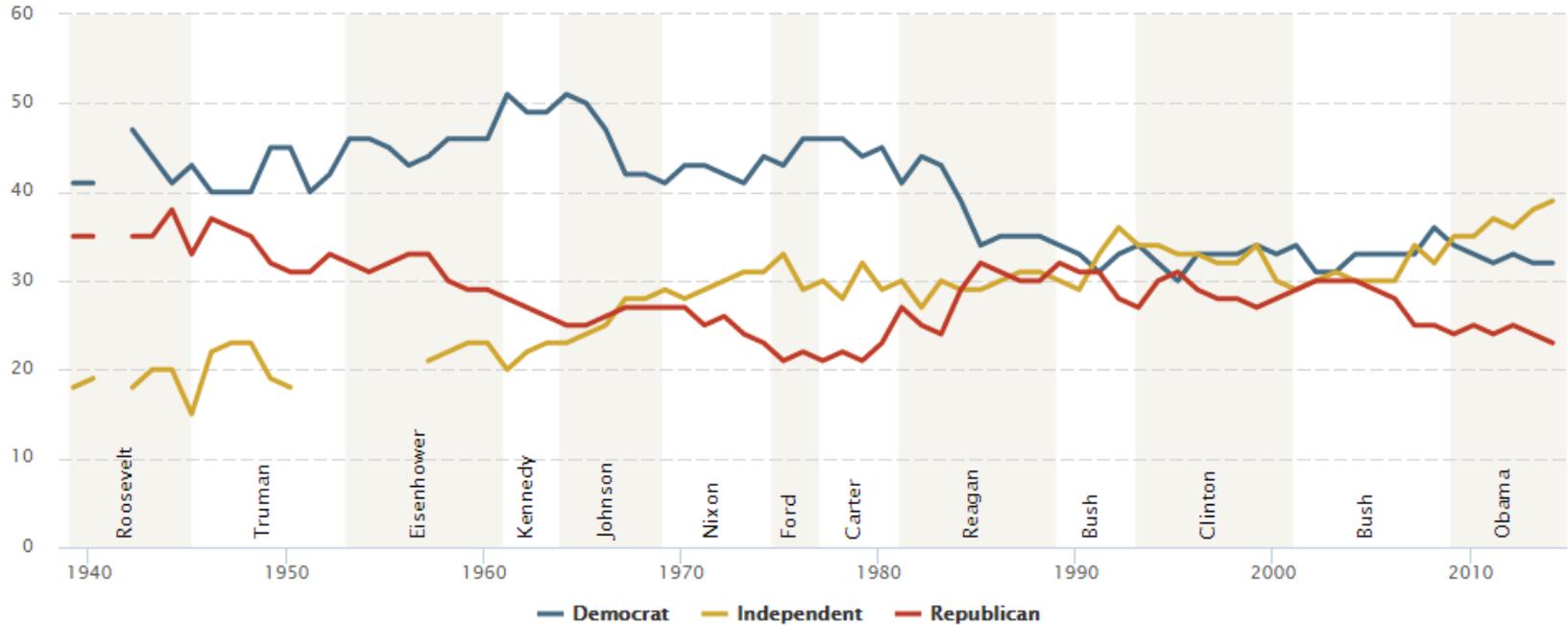
FACT

And two-thirds of Americans agree “traditional parties and politicians don’t care about people like me”.

THE NEW POPULISM

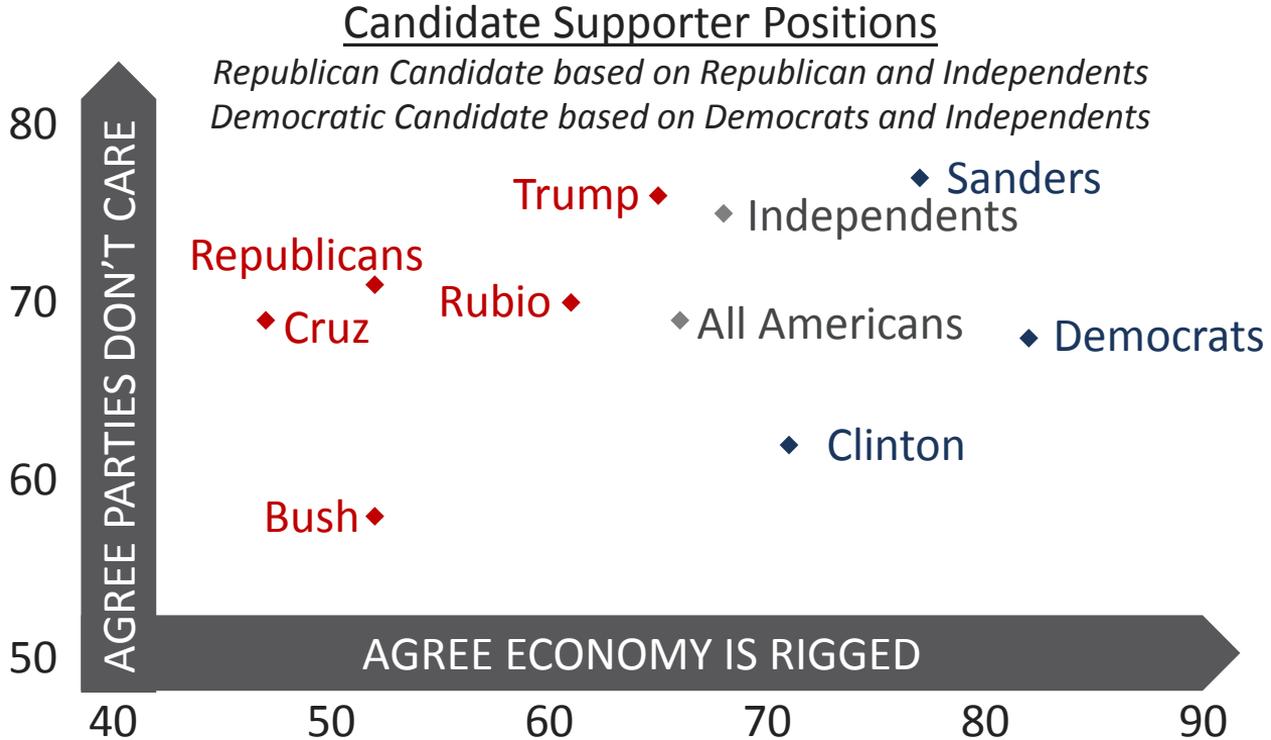
Identification with Major Parties Declining

% of Americans who say they are ...



Source: Pew Research Center

Distrust of Establishment is the Norm



Second

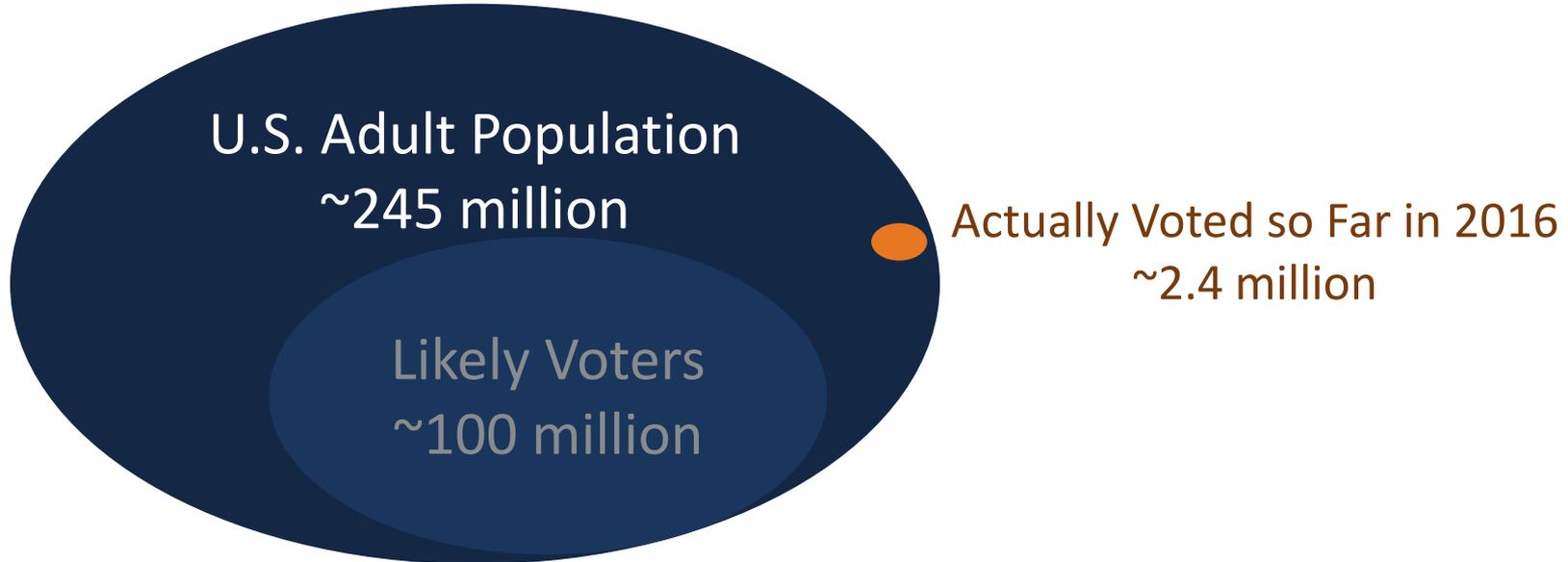
PRIMARY ELECTION VOTERS

GAME CHANGERS



PRIMARY ELECTION VOTERS

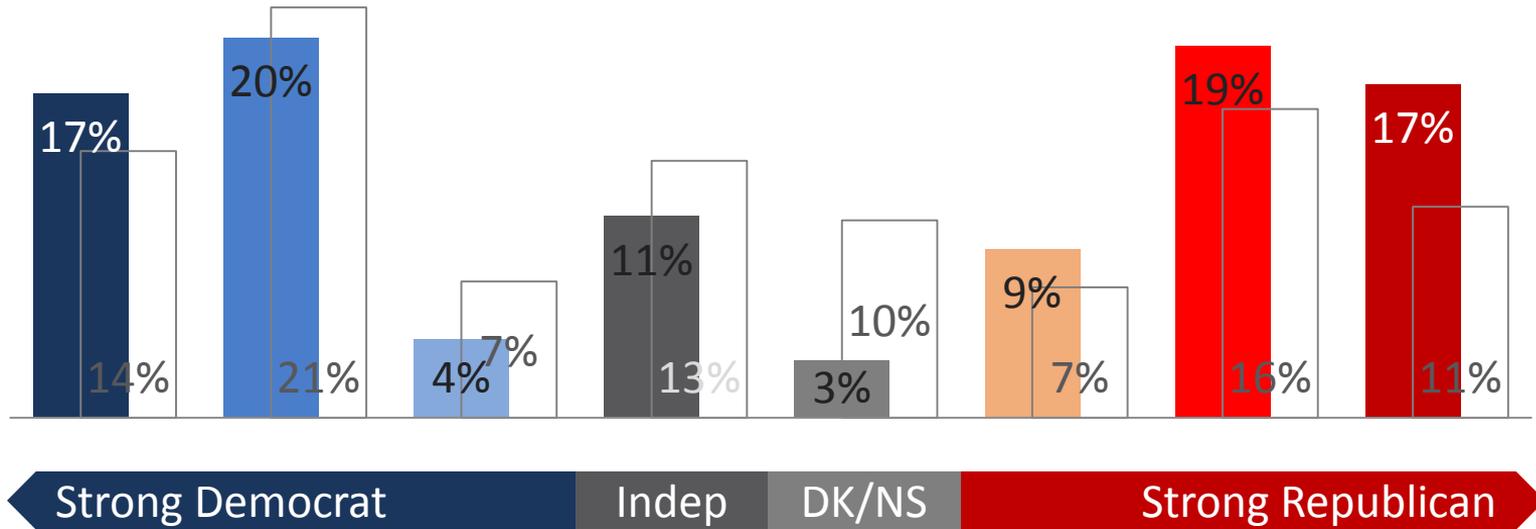
Small Portion of the Population Voting



PRIMARY ELECTION VOTERS

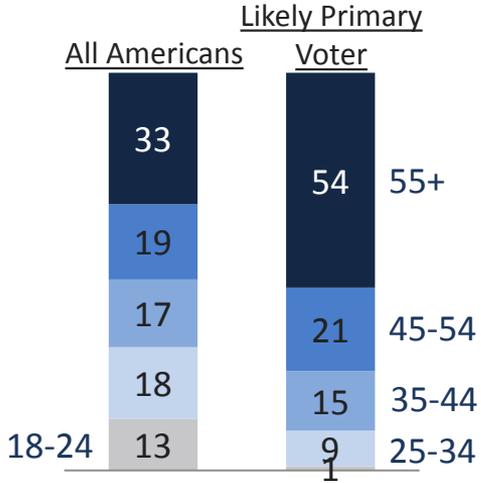
Primary Voters are Atypically Partisan

LIKELY PRIMARY VOTERS

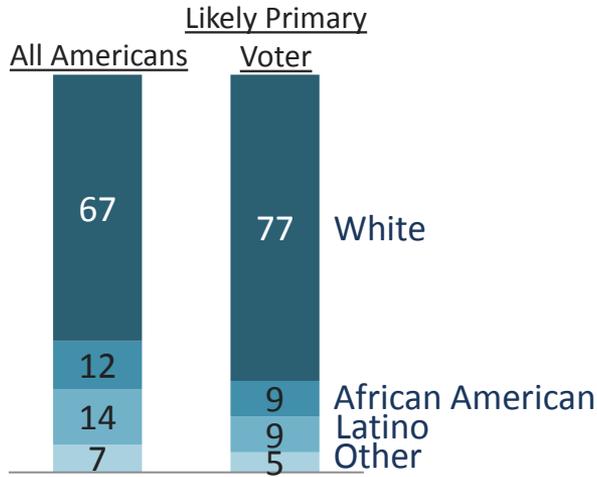


Primary Voter Demographics

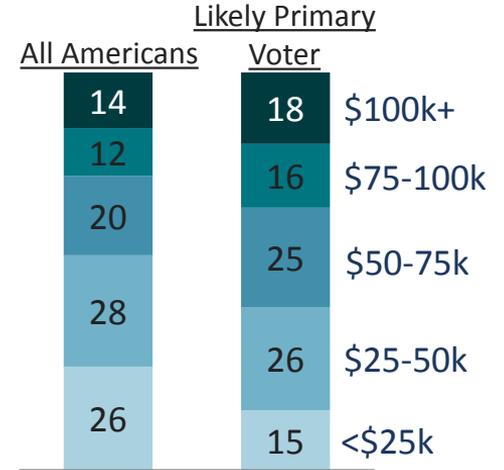
Age



Race / Ethnicity



Household Income



Third

2016 PRIMARY UPDATE

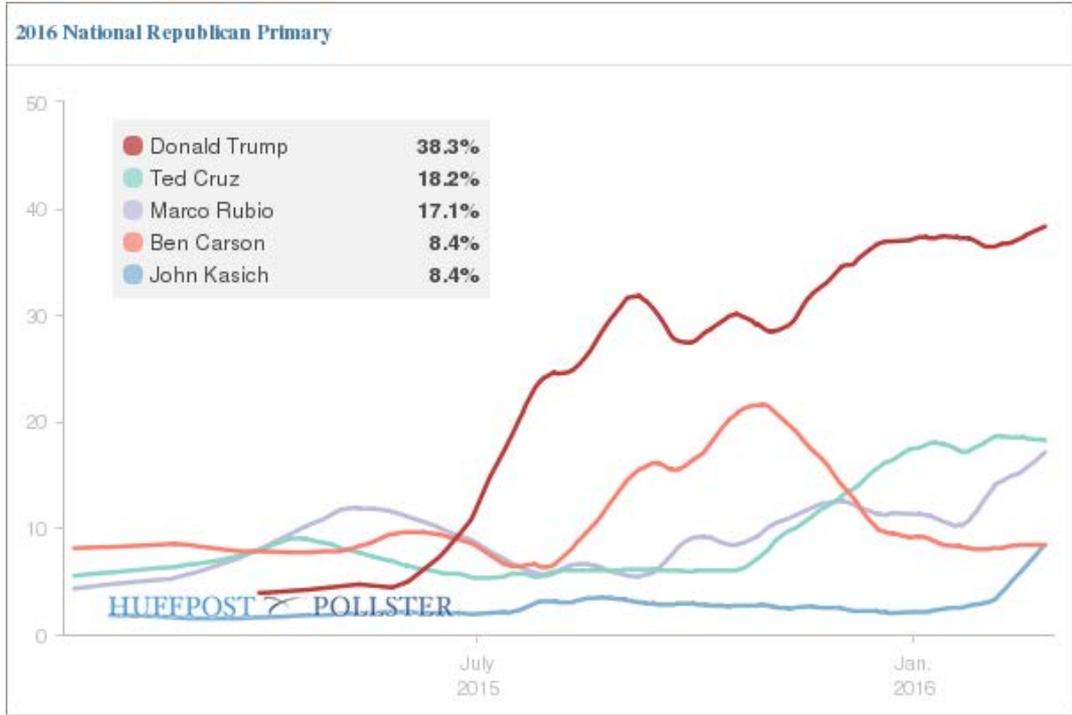
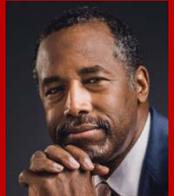
GAME CHANGERS



2016 PRIMARY UPDATE

The Situation Pre-Super Tuesday - Republicans

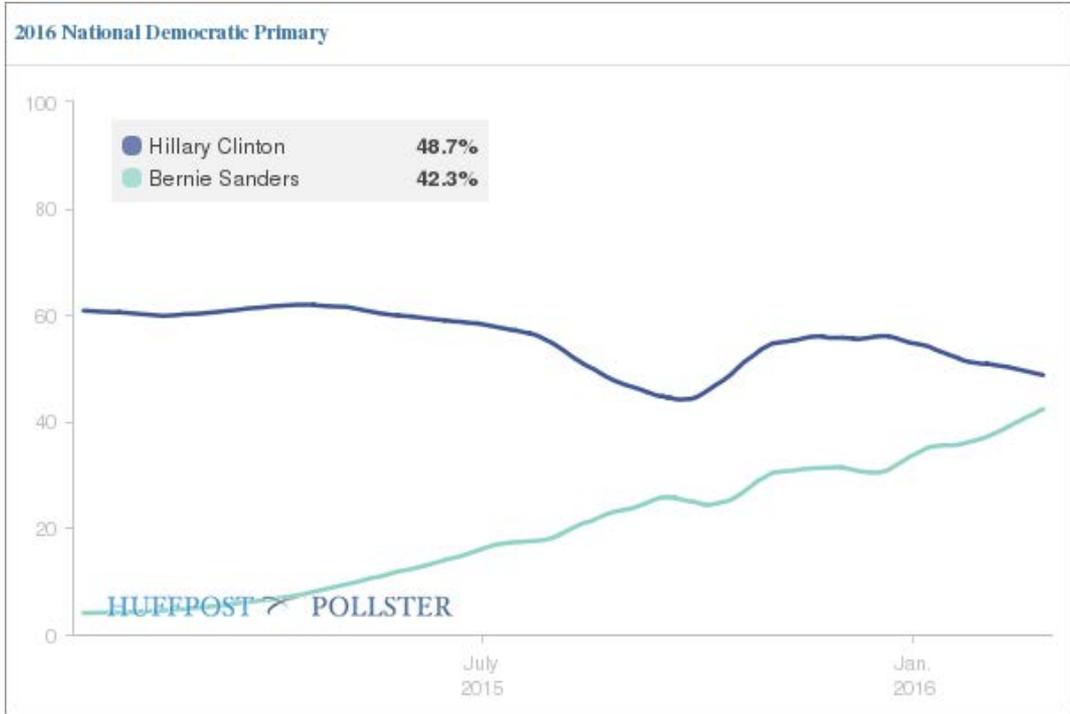
REPUBLICANS



2016 PRIMARY UPDATE

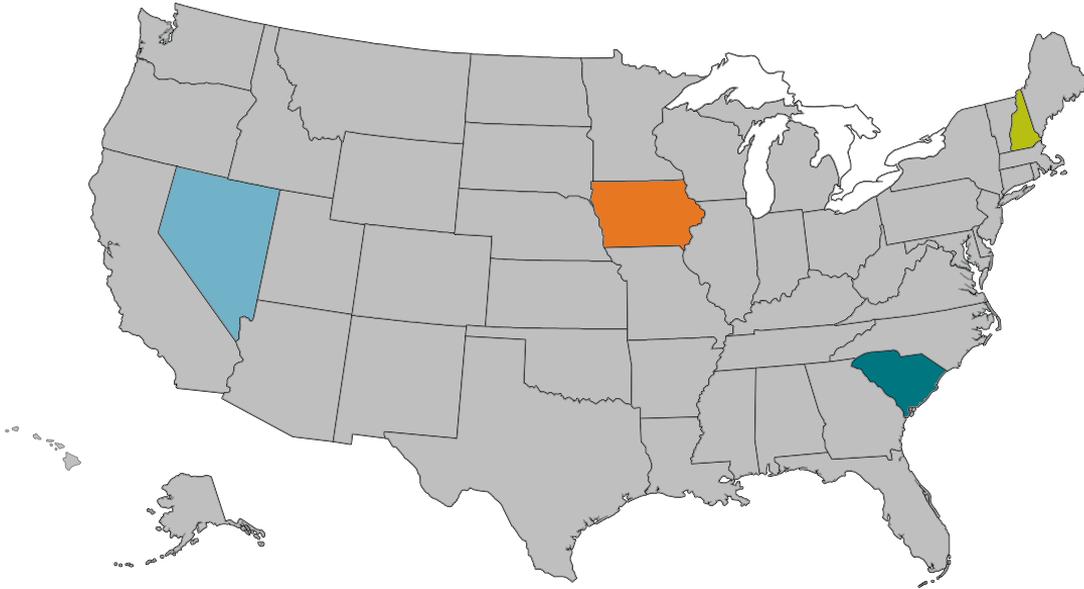
The Situation Pre-Super Tuesday - Democrats

DEMOCRATS



2016 PRIMARY UPDATE

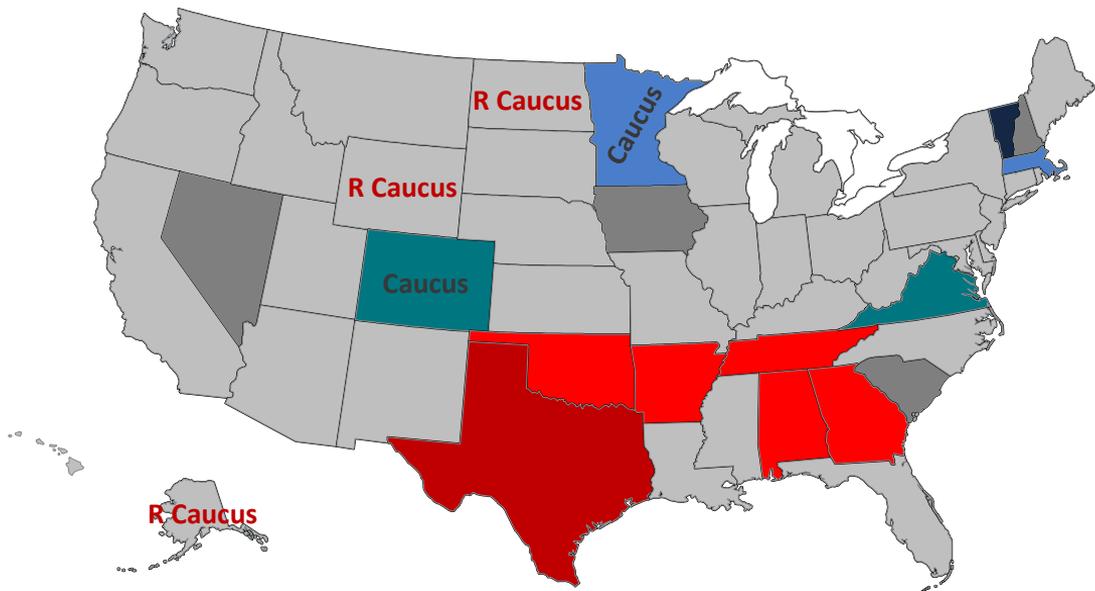
The States So Far



- **Iowa:** Cruz & Clinton win
- **NH:** Trump & Sanders win
- **NV:** Trump & Clinton win
- **SC:** Trump & Clinton win

2016 PRIMARY UPDATE

The States In Play

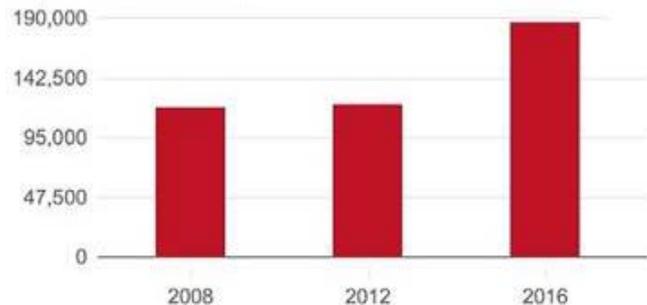


- **Texas:** Can Cruz win big?
- **The SEC:** Does Trump win evangelical voters?
- **Mass & Minn:** Can Sanders win a big state?
- **VA and CO:** Registration and turnout for the fall

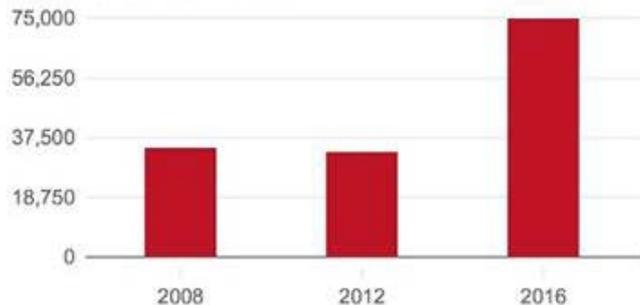
2016 PRIMARY UPDATE

TURNOUT

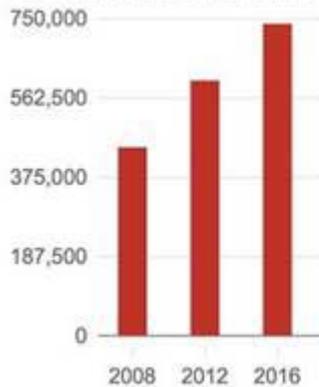
Republican Turnout in Iowa



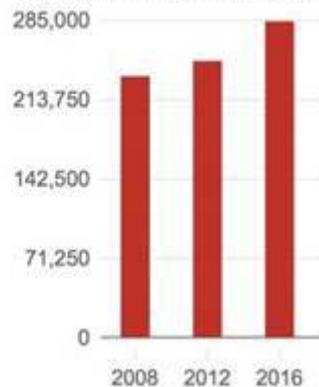
Republican Turnout in Nevada



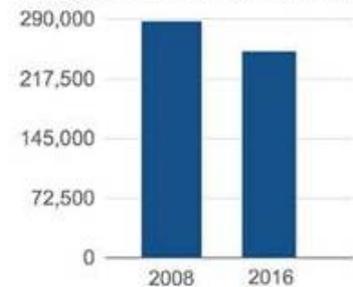
GOP Turnout in South Carolina



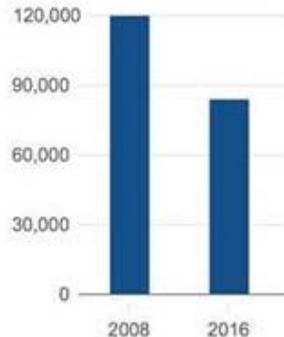
GOP Turnout in New Hampshire



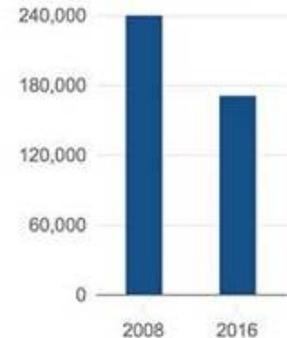
Democratic Turnout in New Hampshire



Democratic Turnout in Nevada



Democratic Turnout in Iowa



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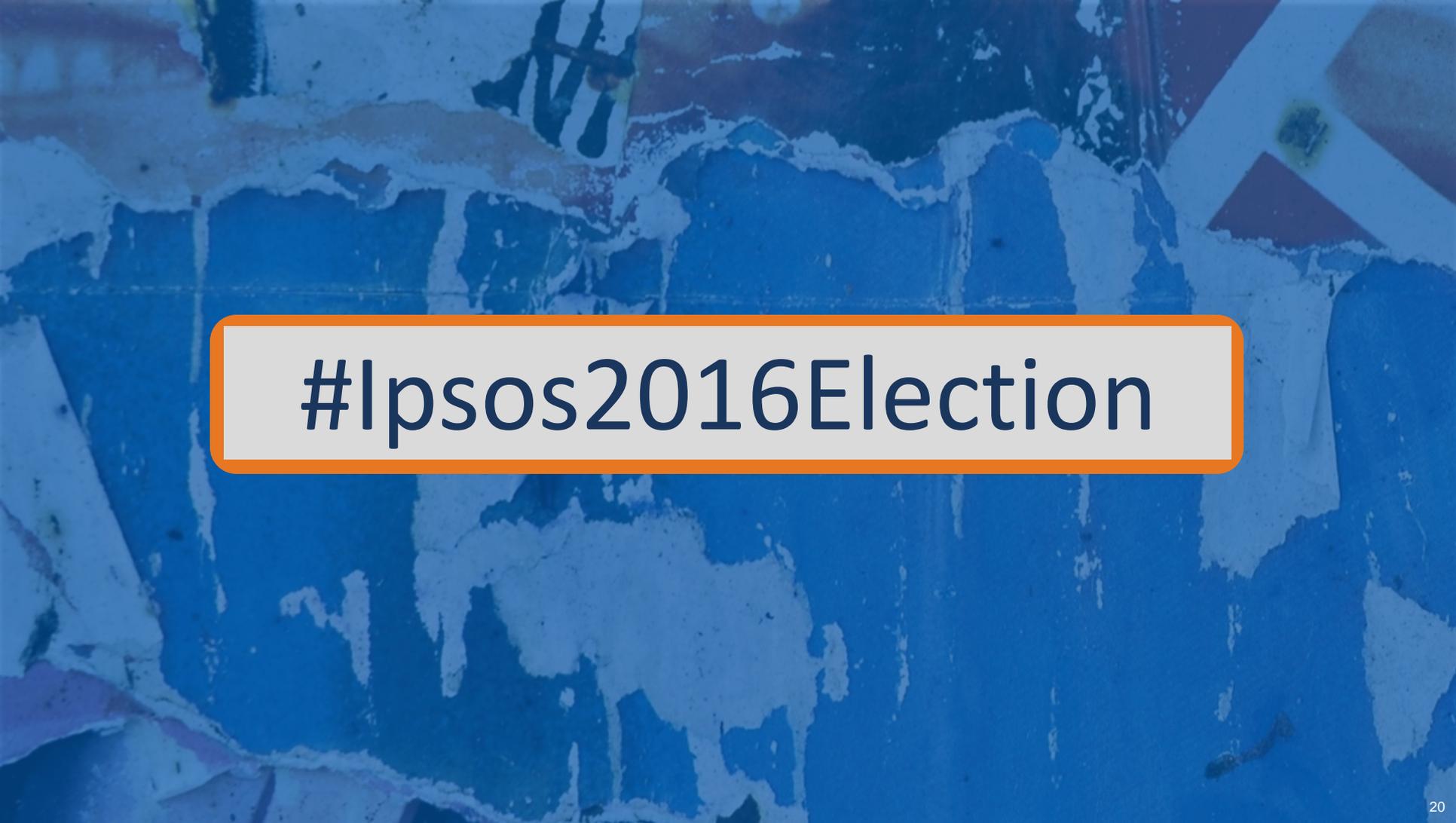
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OVER
TO
YOU





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