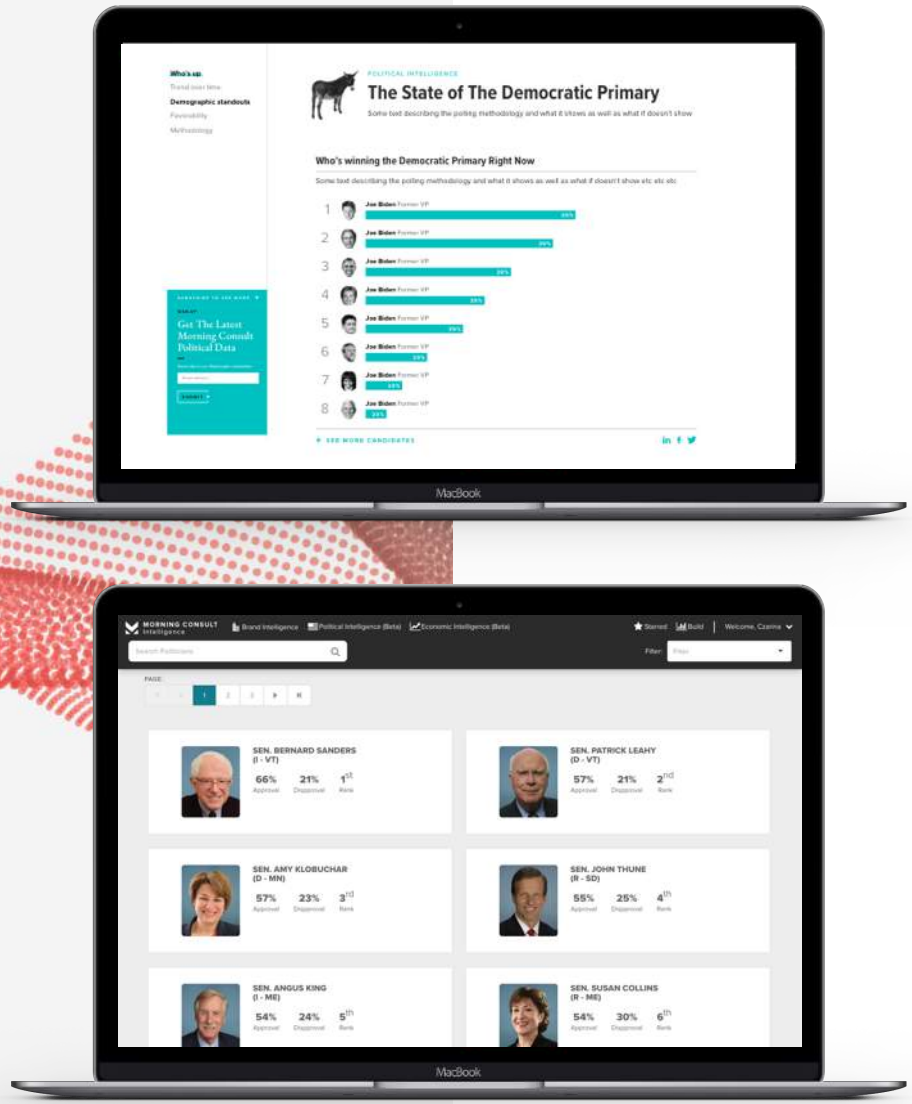
POLITICAL INTELLIGENCE /

05.13.19

2020 PRIMARIES /

MORNING CONSULT



ABOUT POLITICAL INTELLIGENCE

Morning Consult is setting a new standard for survey research.

On a daily basis, Morning Consult interviews over 5,000 registered voters across the United States. Along with 2020 presidential election data, Political Intelligence tracks the approval and electability for all governors, senators, House members, the President, and more at the national, state, and congressional district level.

Each week, this report will use that data to deliver key new insights on where voters stand.

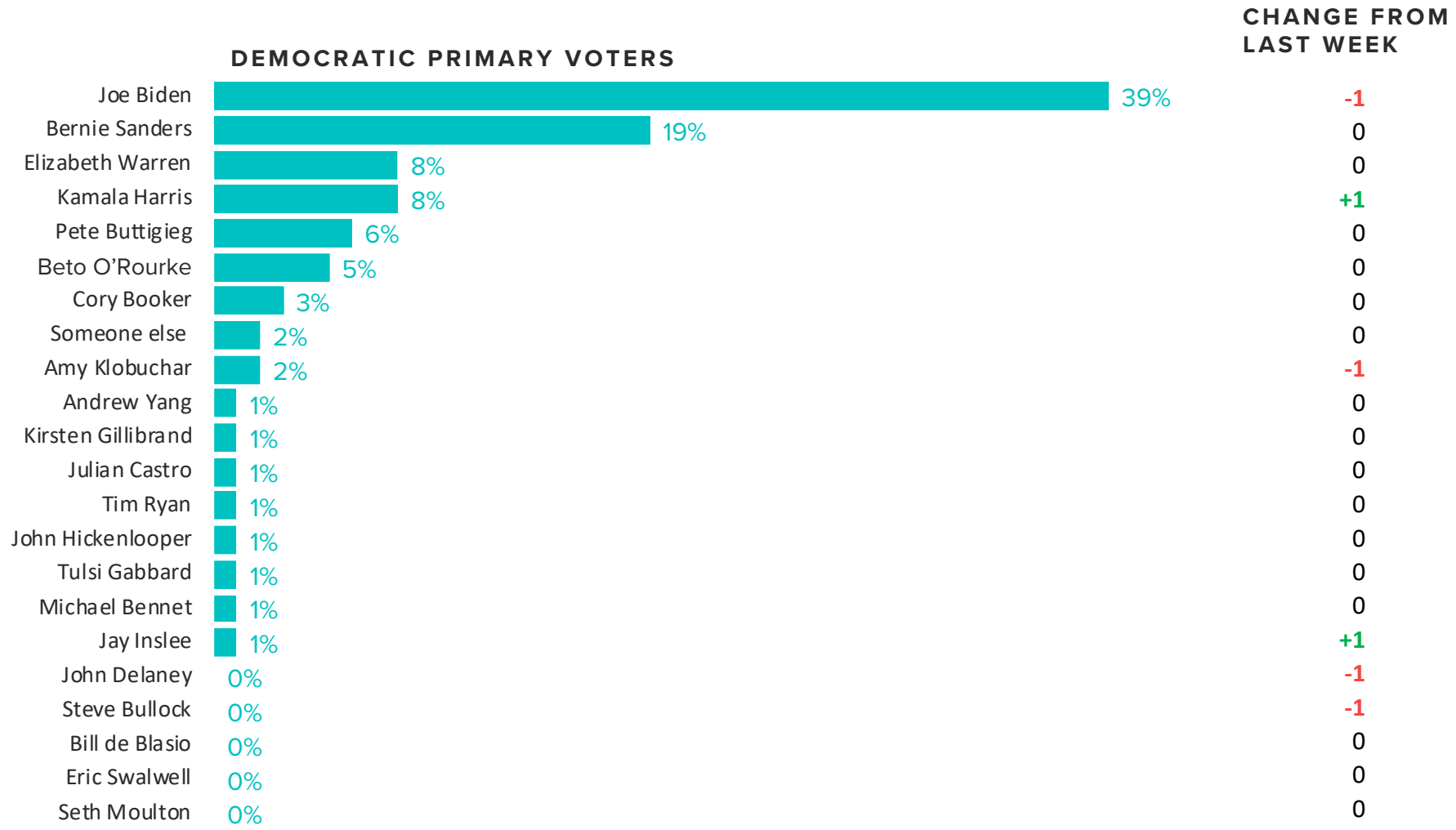
KEY TAKEAWAYS / 05.13.19

1. **Sanders on the decline with 18-29 year-olds:** Throughout March, Bernie Sanders had 45% of the first choice vote share among America's youngest voters. That support has steadily declined and currently sits at 33%.

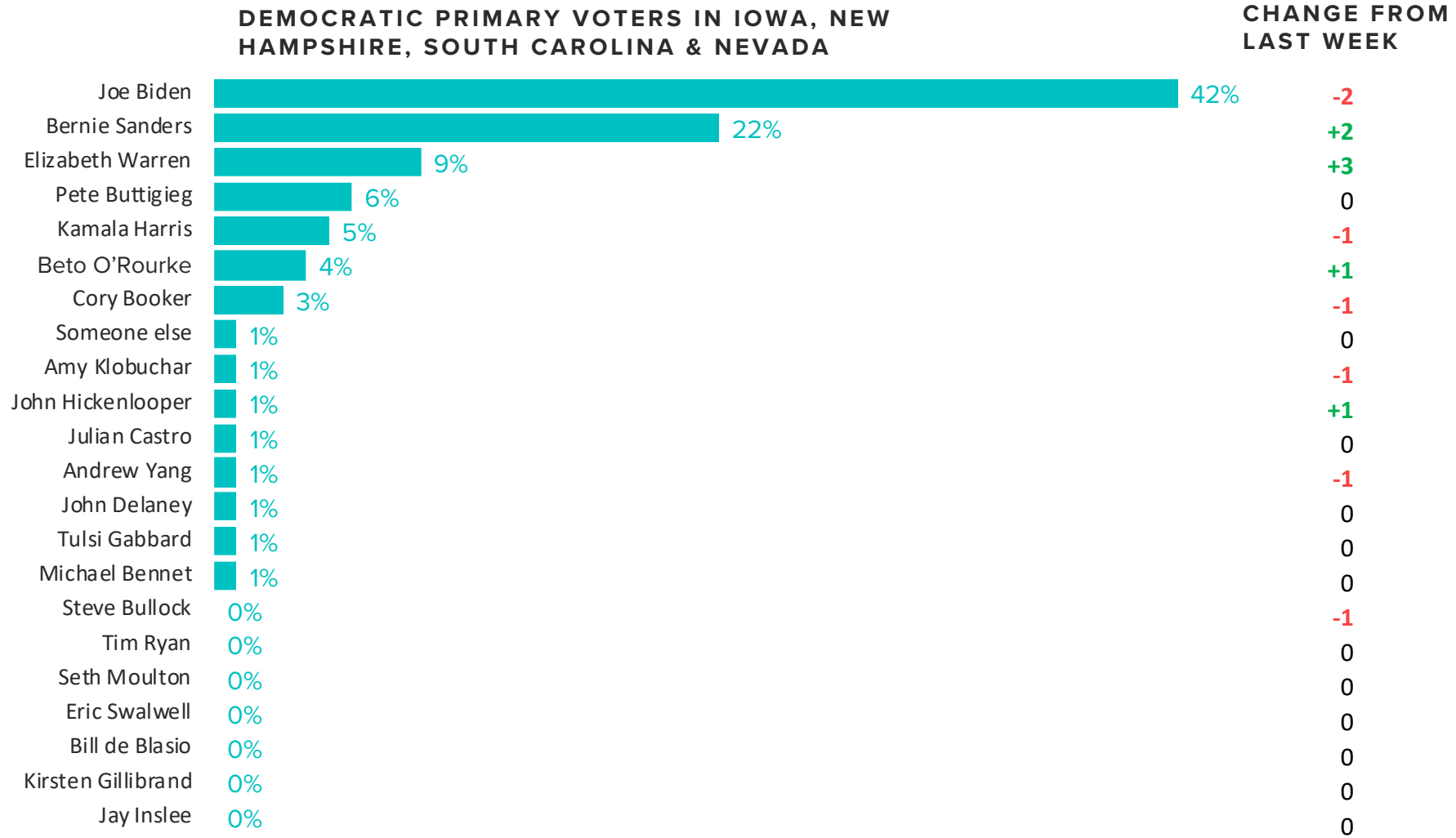
2. **Twitter bubble - Biden sees less support among daily users:** Thirty-two percent of Democratic primary voters who use Twitter daily support Biden. Among voters who don't ever use Twitter, that jumps to 44 percent.

3. **De Blasio more well-known than many candidates, more disliked than most:** The New York City mayor, who's mulling a run, has the 11th highest name ID, and the 4th highest unfavorability rating of 21 candidates.

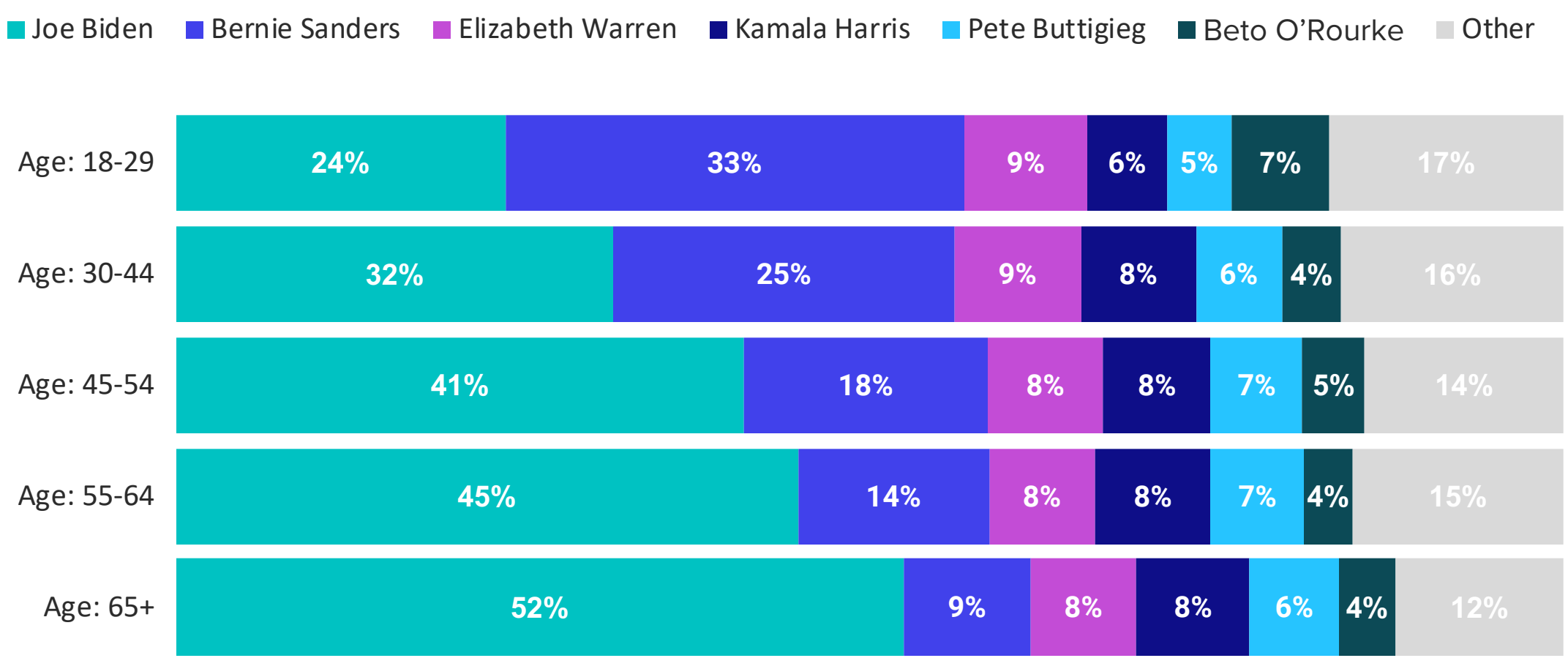
WHO'S LEADING THE DEMOCRATIC PRIMARY / ALL DEMOCRATIC PRIMARY VOTERS



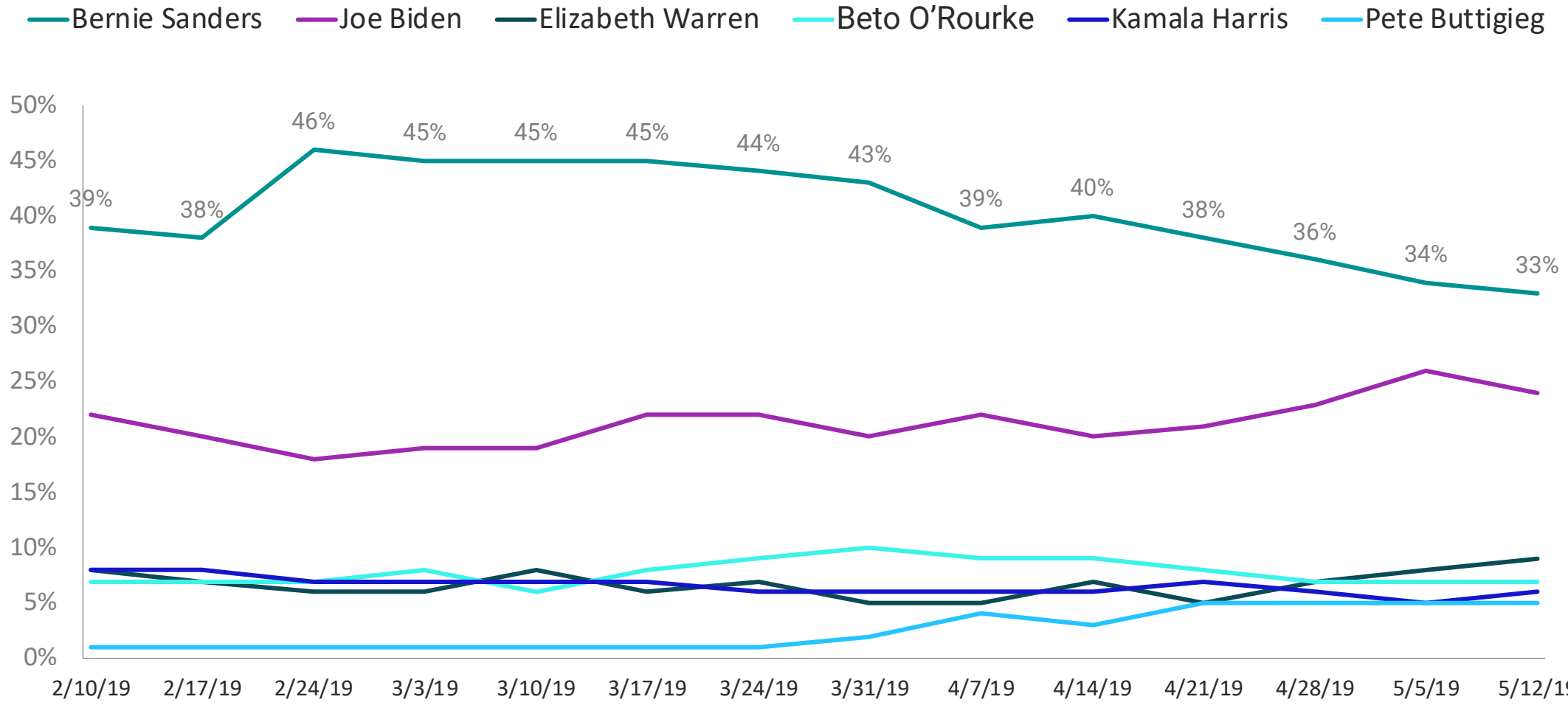
WHO'S LEADING THE DEMOCRATIC PRIMARY / EARLY PRIMARY STATES



FIRST CHOICE SUPPORT BY AGE



SANDERS ON THE DECLINE WITH 18-29 YEAR-OLDS



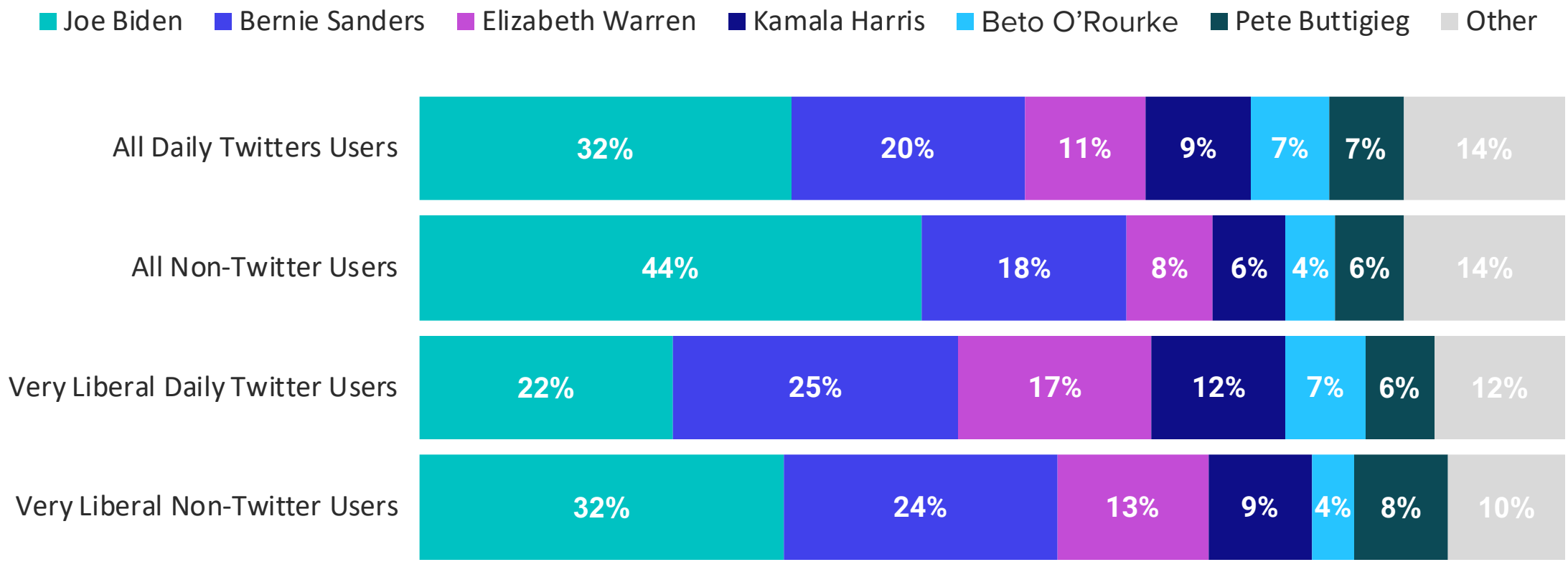
MEDIA USE AND THE DEMOCRATIC PRIMARY /

In an effort to understand what media diets can tell us about voting preferences, Morning Consult looked at how Democratic primary vote choice varies according to usage of major social media and news platforms.

The results – separate from other sections of this report - pulled from interviews with 33,317 potential Democratic primary voters between April 25 and May 10, 2019, found that there are important disparities across platforms, particularly with the most active users on Twitter, Instagram and Snap.

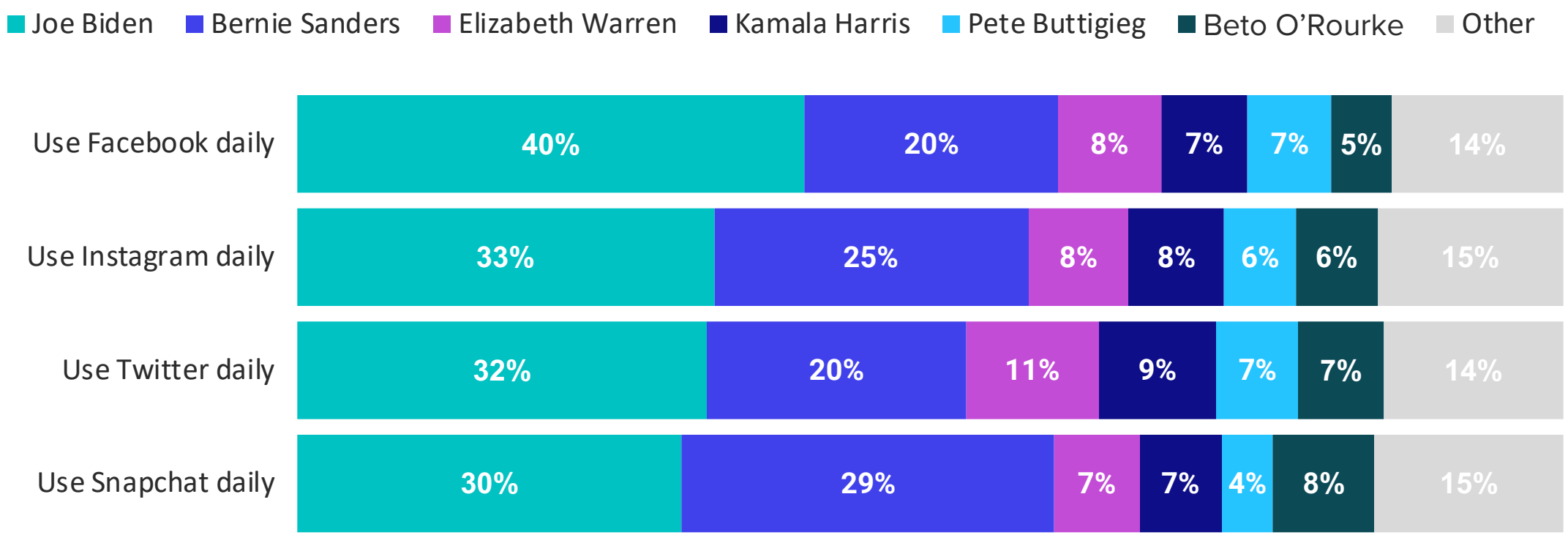
EVALUATING THE 2020 TWITTER BUBBLE

Potential Democratic primary voters were asked to select their first choice, with results broken out by Twitter usage and self-described political ideology.



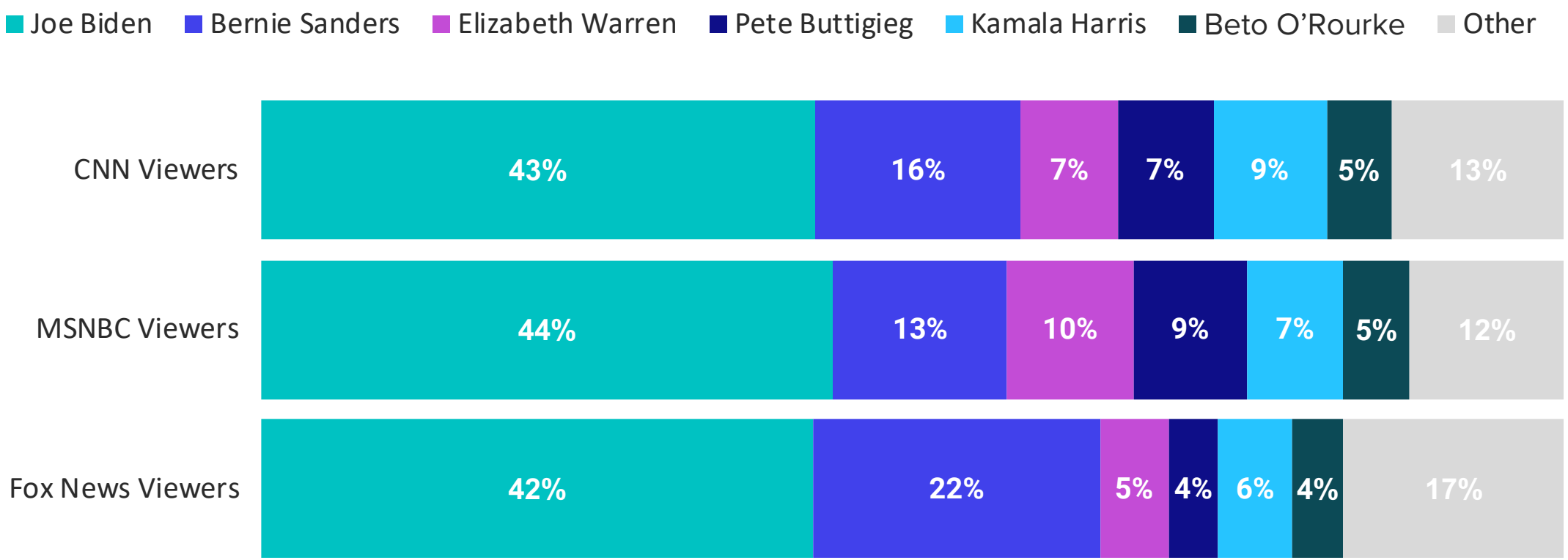
SNAPCHAT AND INSTAGRAM USERS MORE SUPPORTIVE OF SANDERS

Potential Democratic primary voters were asked to select their first choice, with results broken out by social media usage.



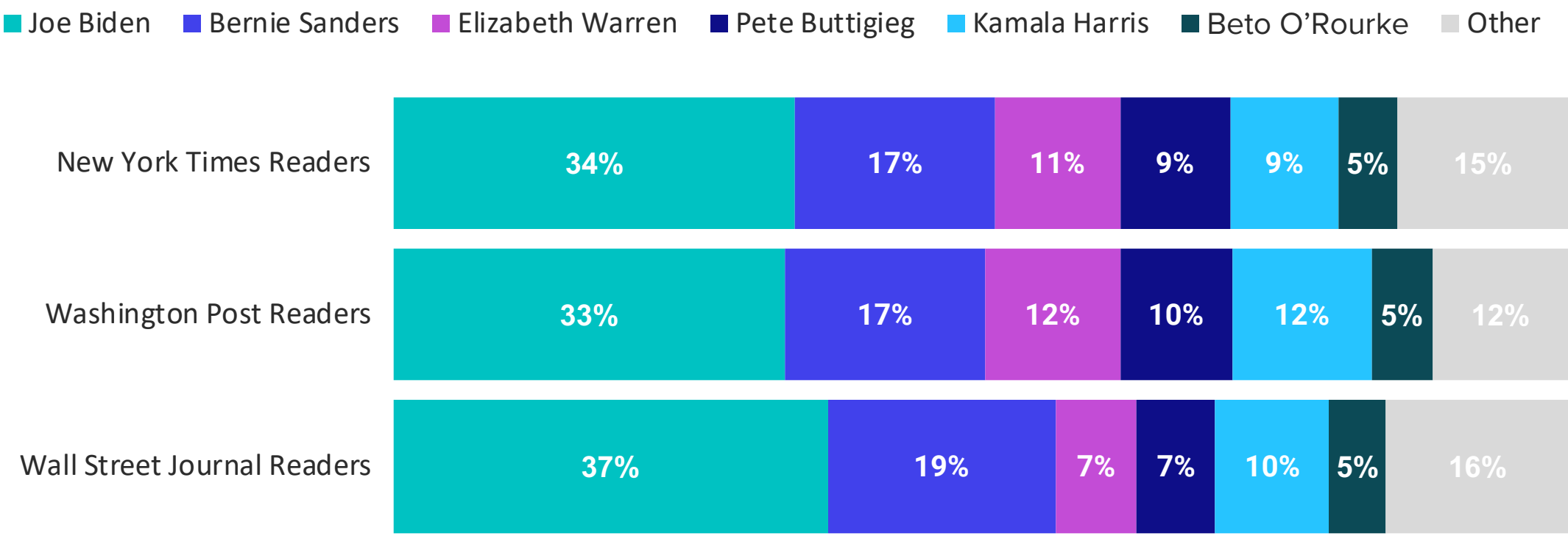
THE CABLE NEWS PRIMARY – SANDERS MORE POPULAR WITH FOX NEWS VIEWERS THAN MSNBC VIEWERS

Potential Democratic primary voters were asked to select their first choice, with results broken out by media usage. Viewers indicated they use each company at least once a week.



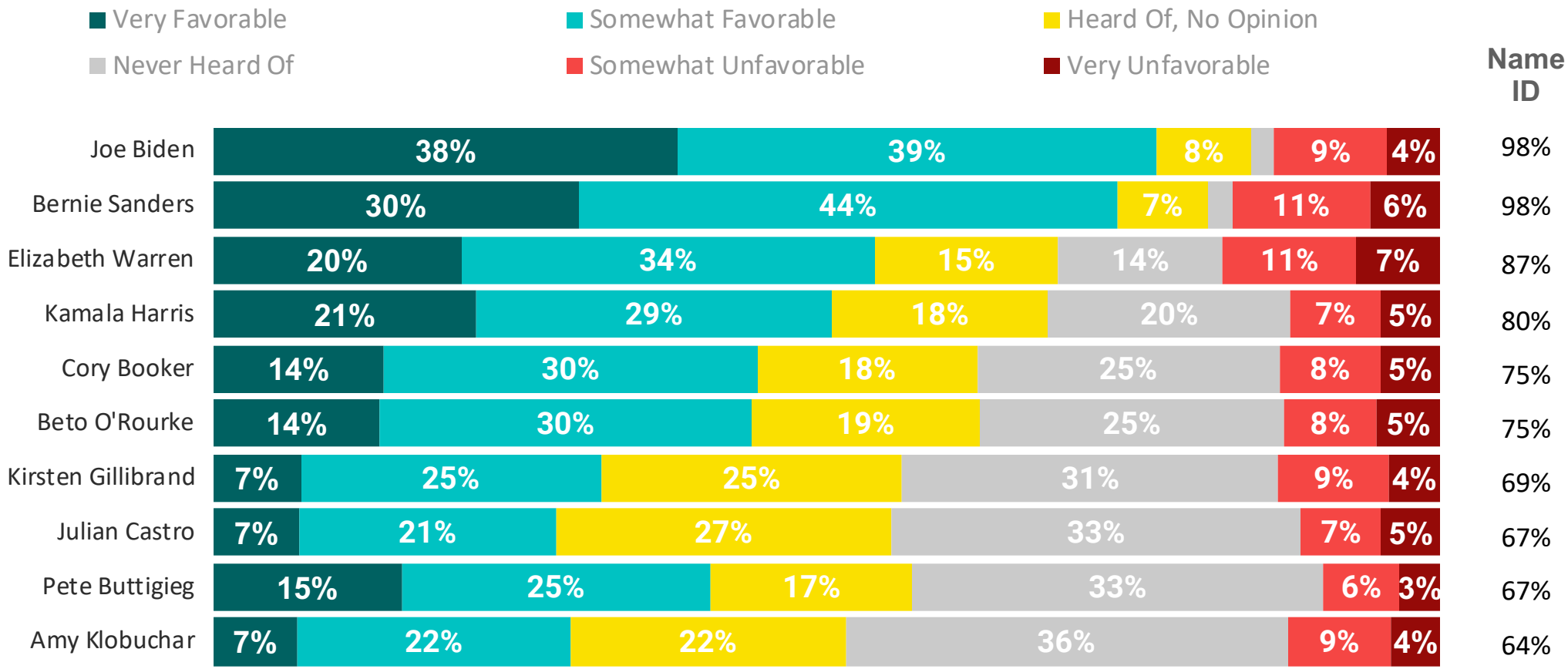
MAJOR NEWSPAPER READERS LESS SUPPORTIVE OF BIDEN THAN CABLE VIEWERS

Potential Democratic primary voters were asked to select their first choice, with results broken out by media usage. Readers indicated they use each company at least once a week.



TRACKING FAVORABILITY AND NAME RECOGNITION

Ordered by name ID



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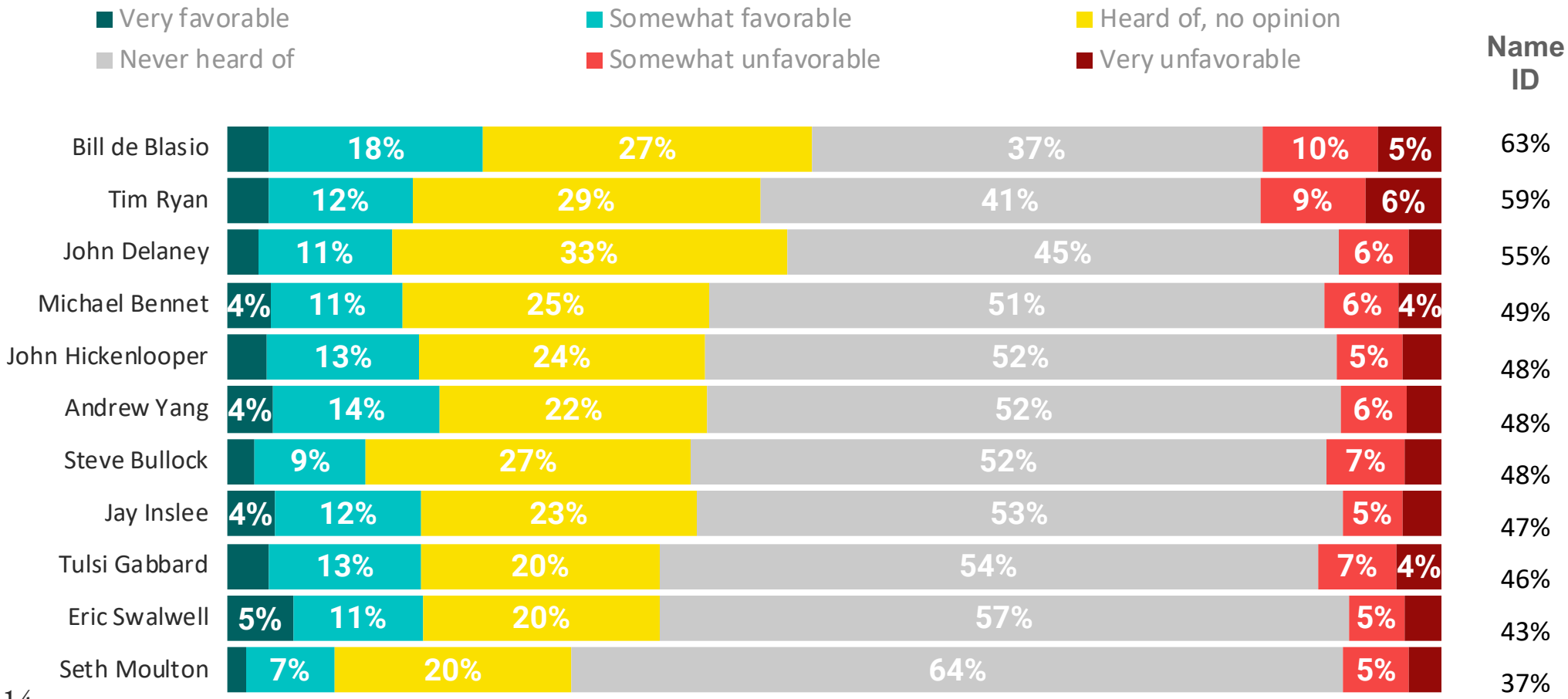

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METHODOLOGY /

This week's report features surveys with registered voters conducted from May 6, 2019 to May 12, 2019. The interviews were conducted online and the data were weighted to approximate a target sample of registered voters based on age, race/ethnicity, gender, educational attainment, and region.

Our Democratic Primary results are reported using 15,342 interviews with registered voters who indicate they may vote in the Democratic primary or caucus. For those who say don't know or no opinion, they are asked to pick a candidate they are learning towards, which are factored into the results. The margin of error for potential Democratic primary voters is +/- 1%.

Which Candidates Have Momentum in Early Primary States?

We have included an 'Early Primary States' demographic throughout this report to showcase who has momentum going into the primary elections. The numbers reflect voters who live in Iowa, New Hampshire, South Carolina, and Nevada.

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