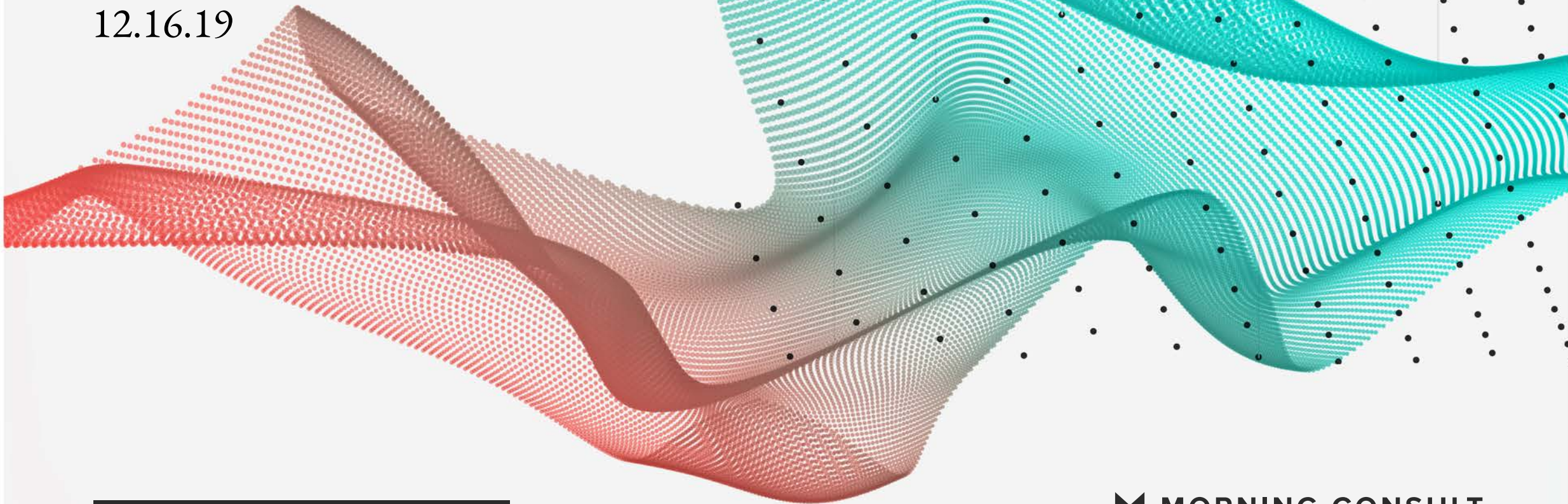


POLITICAL INTELLIGENCE

12.16.19



2020 PRIMARIES /

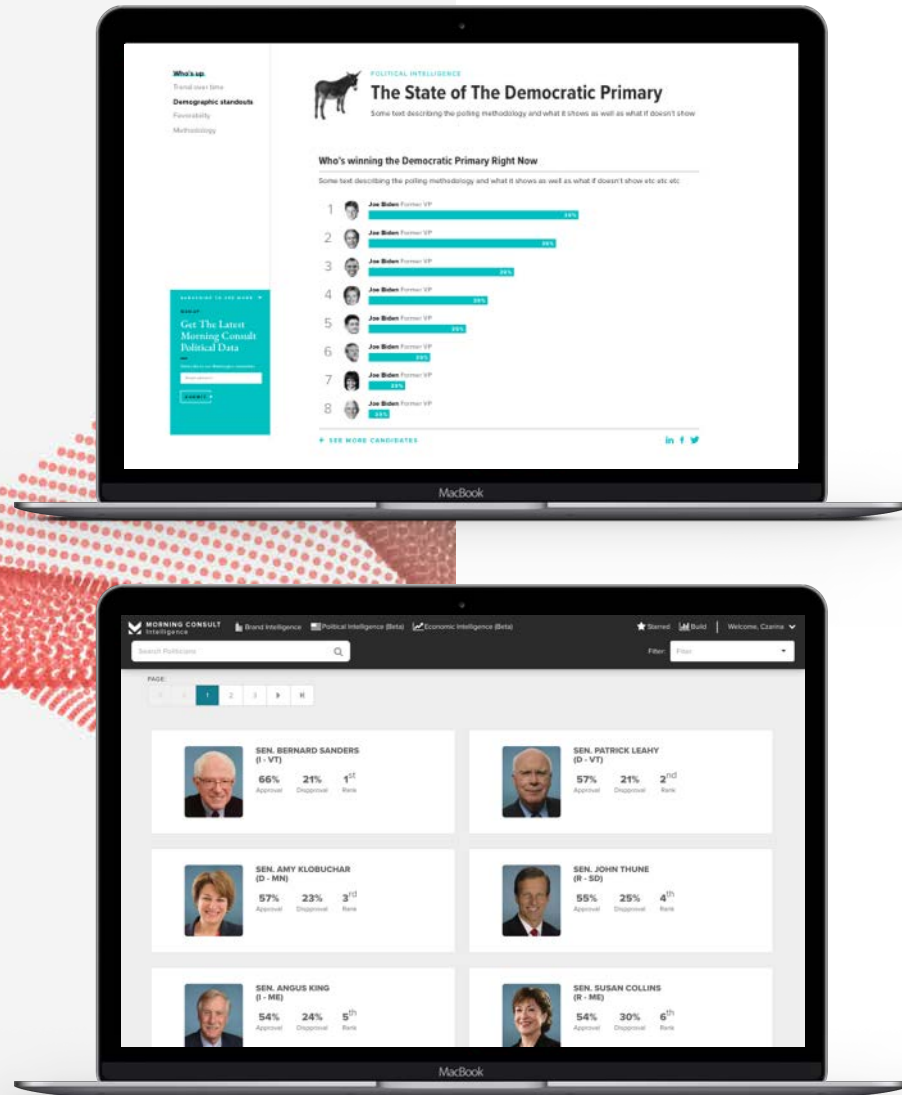
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ABOUT POLITICAL INTELLIGENCE

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.



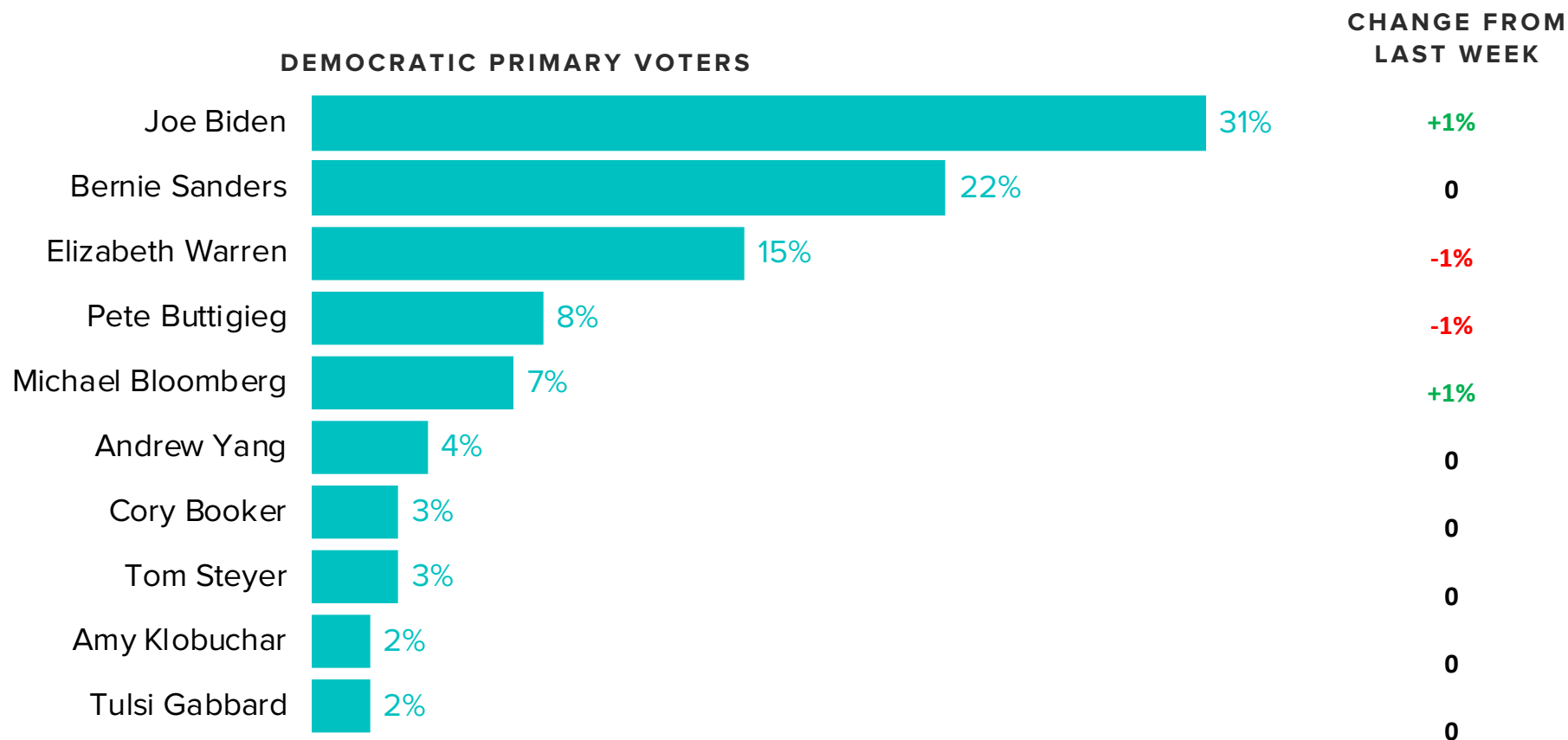
KEY TAKEAWAYS/ 12.16.2019

1. **Bloomberg rises nationally, but not in early states.** Michael Bloomberg sits at 7% nationally but has not broken past 2% in combined early primary states.
 - Tom Steyer has taken the opposite approach, investing in early states where he polls at 10% but has reached only 3% national support.
2. **Steyer, Klobuchar, Yang & Buttigieg have greatest opportunity to grow name ID at debate.** Heading into this week's debate, Tom Steyer, Amy Klobuchar, Andrew Yang & Pete Buttigieg have the most opportunity to increase name recognition. Each candidate currently is still unknown to at least 20% of Democratic primary voters.



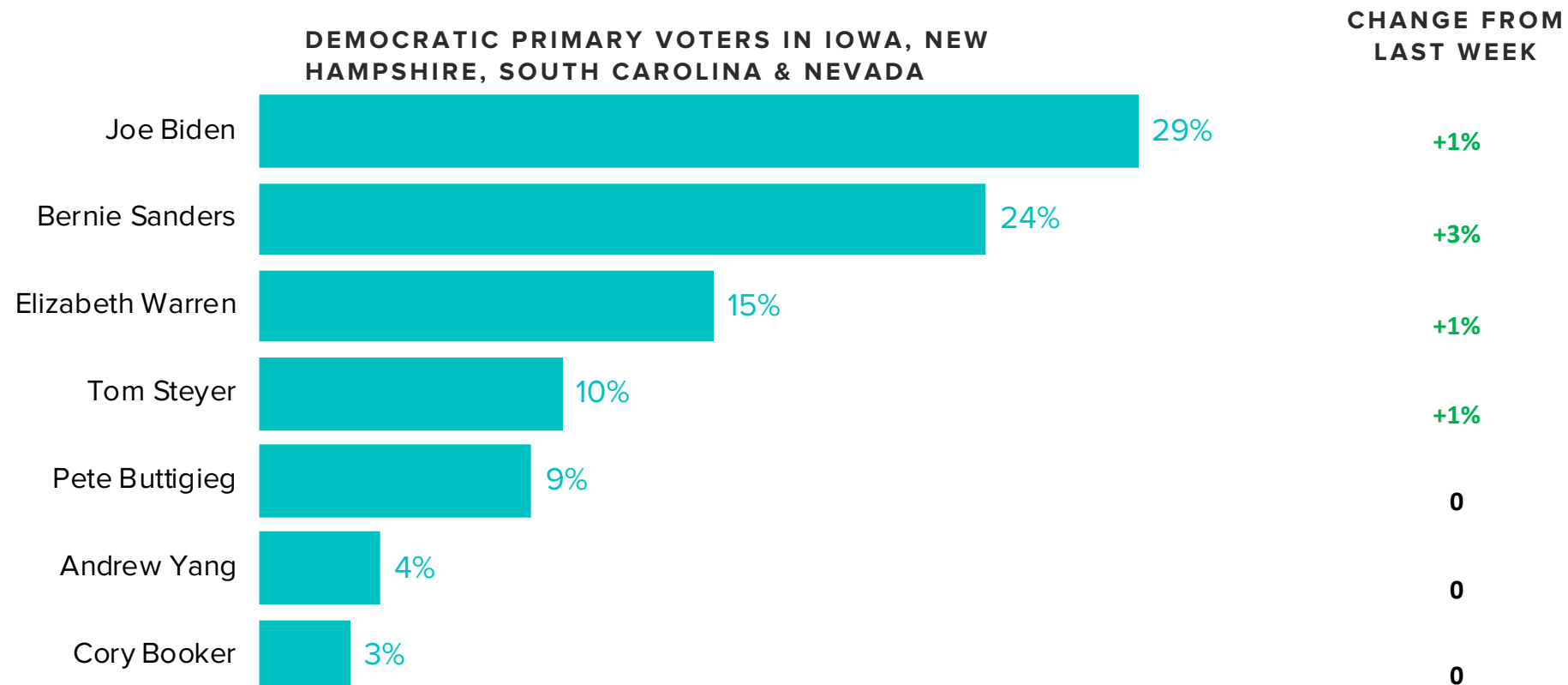
WHO'S LEADING THE DEMOCRATIC PRIMARY/

ALL DEMOCRATIC PRIMARY VOTERS



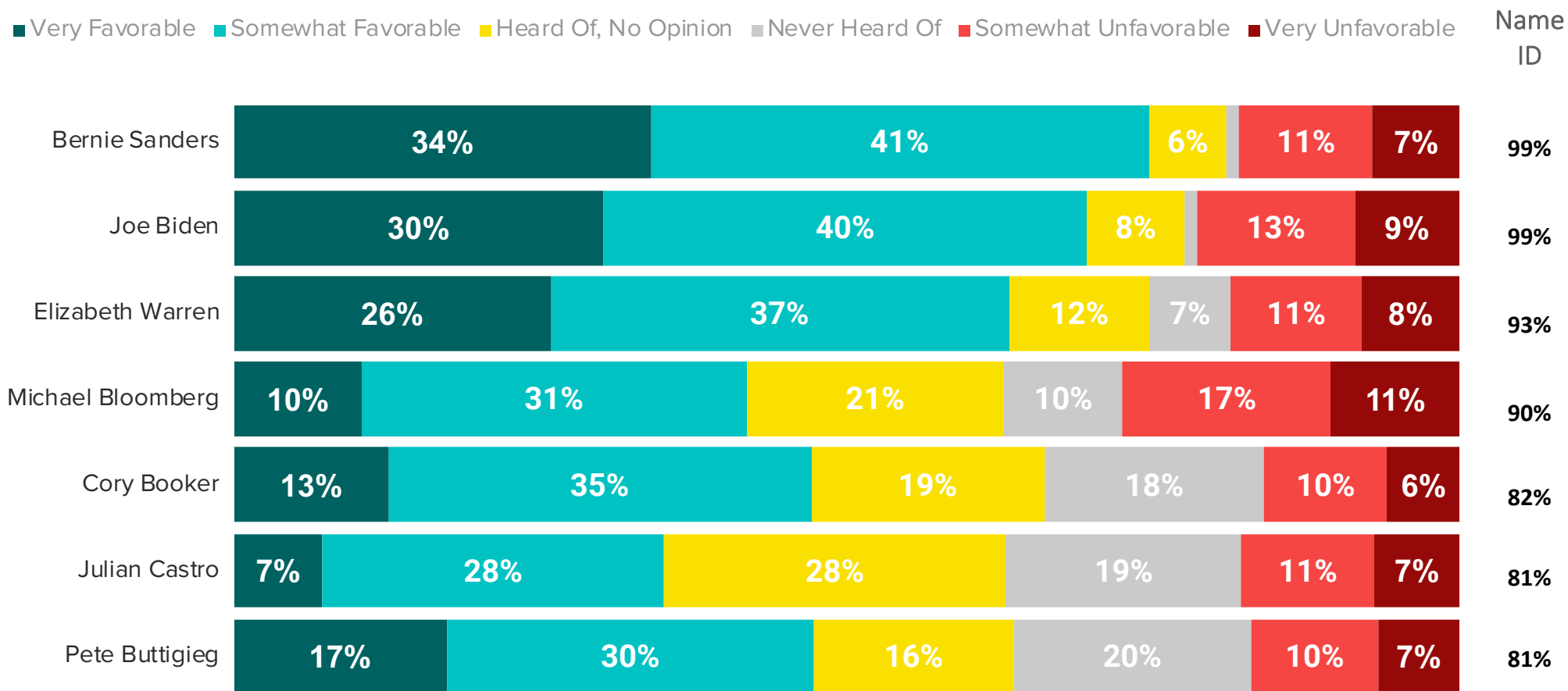
WHO'S LEADING THE DEMOCRATIC PRIMARY/

EARLY PRIMARY STATES



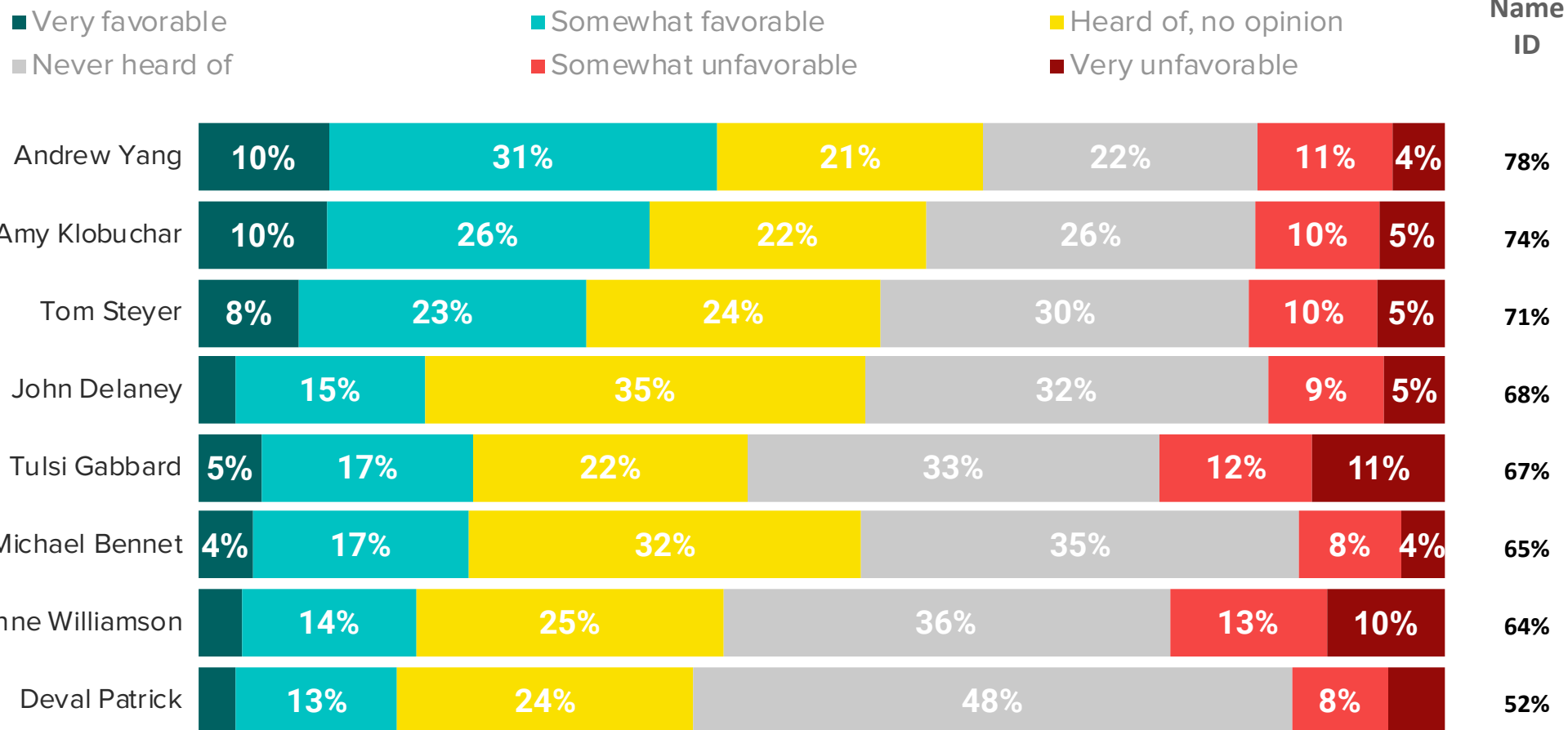
TRACKING FAVORABILITY AND NAME RECOGNITION

Ordered by name ID



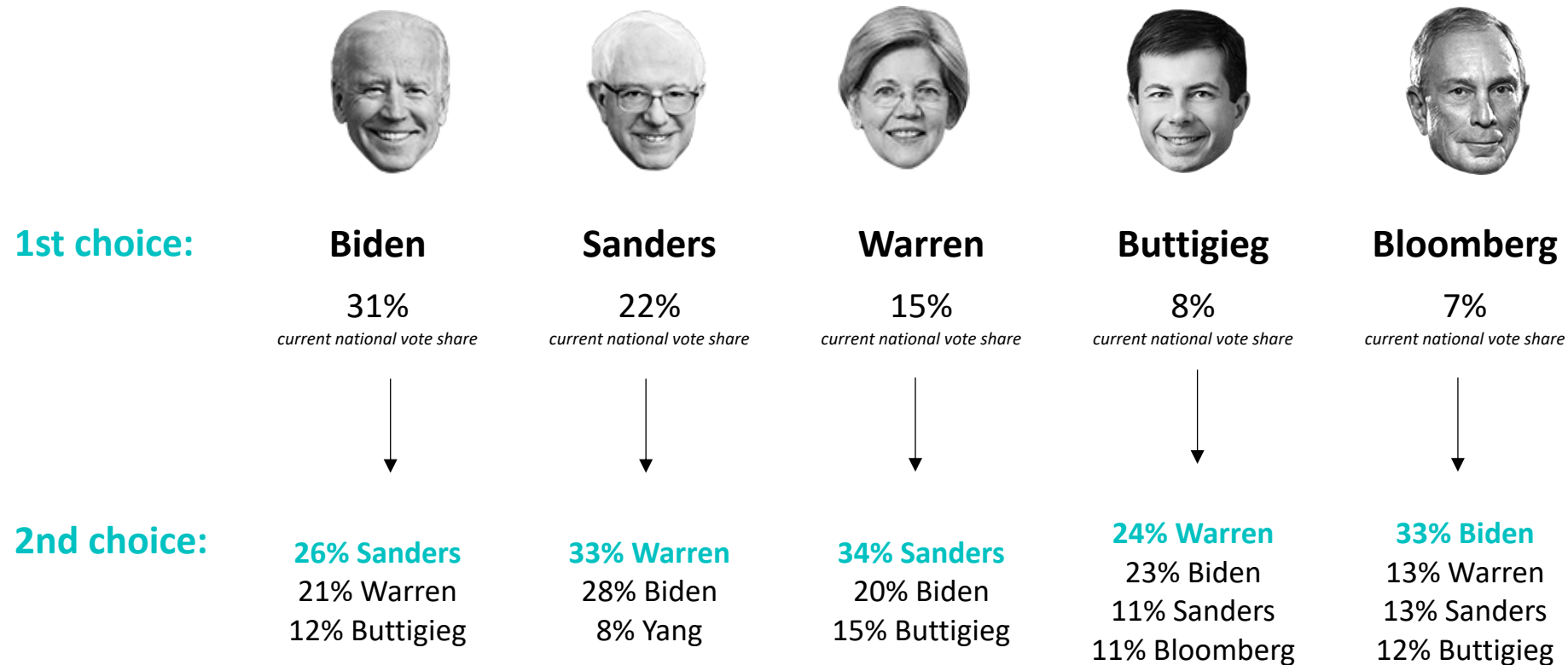
TRACKING FAVORABILITY AND NAME RECOGNITION

Ordered by name ID



SECOND CHOICE SUPPORT BY CANDIDATE

After voters registered their first choice, they were asked a follow-up about who they would choose as a second option. The results below show where the supporters for a selection of leading candidates could go next.



METHODOLOGY /

This week's report features surveys with registered voters conducted from December 9, 2019, through December 15, 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 13,384 interviews with registered voters who indicated 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 leaning toward, 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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