

POLITICAL INTELLIGENCE

The 2020 U.S. Election

WEEK OF 12/30/19 – 01/05/20

A note on our new Political Intelligence...

To kick off this election year, Morning Consult is debuting a more comprehensive Political Intelligence than ever before, offering deeper insights into the 2020 race for the White House.

Political Intelligence: The 2020 U.S. Election now features more extensive data sets, including who's leading the Democratic primary among key demographics and how candidates hypothetically perform against President Trump.

Morning Consult delivers the most comprehensive data intelligence on the 2020 presidential election, interviewing more than 5,000 registered voters every day across the United States to offer data in unmatched scale and speed.

Make sure to sign up below to receive this report each week and follow [@MorningConsult](#) for the latest data and analysis on the race for the White House.

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THE GENERAL ELECTION

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KEY TAKEAWAYS

(Week of 12/30/19 – 1/5/20)

- **Biden Leads Other Contenders in Hypothetical Matchup With Trump:** With less than a month before the Democratic Party's first presidential nominating contest in Iowa, former Vice President Joe Biden appears best positioned to make the electability argument to voters. Biden leads President Donald Trump by 6 percentage points, 46 percent to 40 percent, in a hypothetical matchup, a wider margin than any of the other top contenders in the Democratic primary. (Slide 17) Biden also continues to lead in vote choice against his Democratic rivals among Democratic primary voters. (Slide 7)
- **Independents Break for Democrats in Head-to-Head Matchups:** Testing the Democratic front-runners against Trump, independents consistently back the Democrat in the race. Among independents, Sanders has the largest lead over Trump (+7), though over a quarter of independents are undecided. (Slide 19)
- **Black Voters Stick With Biden While Hispanics Prefer Sanders:** Roughly 2 in 5 black voters (42%) choose Biden as their top pick in the Democratic primary. A plurality (36%) of Hispanics choose Sanders over Biden (24%). (Slide 11)

Methodology: This week's report features 42,179 surveys with registered voters, including 17,213 surveys with Democratic primary voters, conducted from December 30, 2019 through January 5, 2020. 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.

POLITICAL INTELLIGENCE: THE 2020 U.S. ELECTION

THE DEMOCRATIC PRIMARY

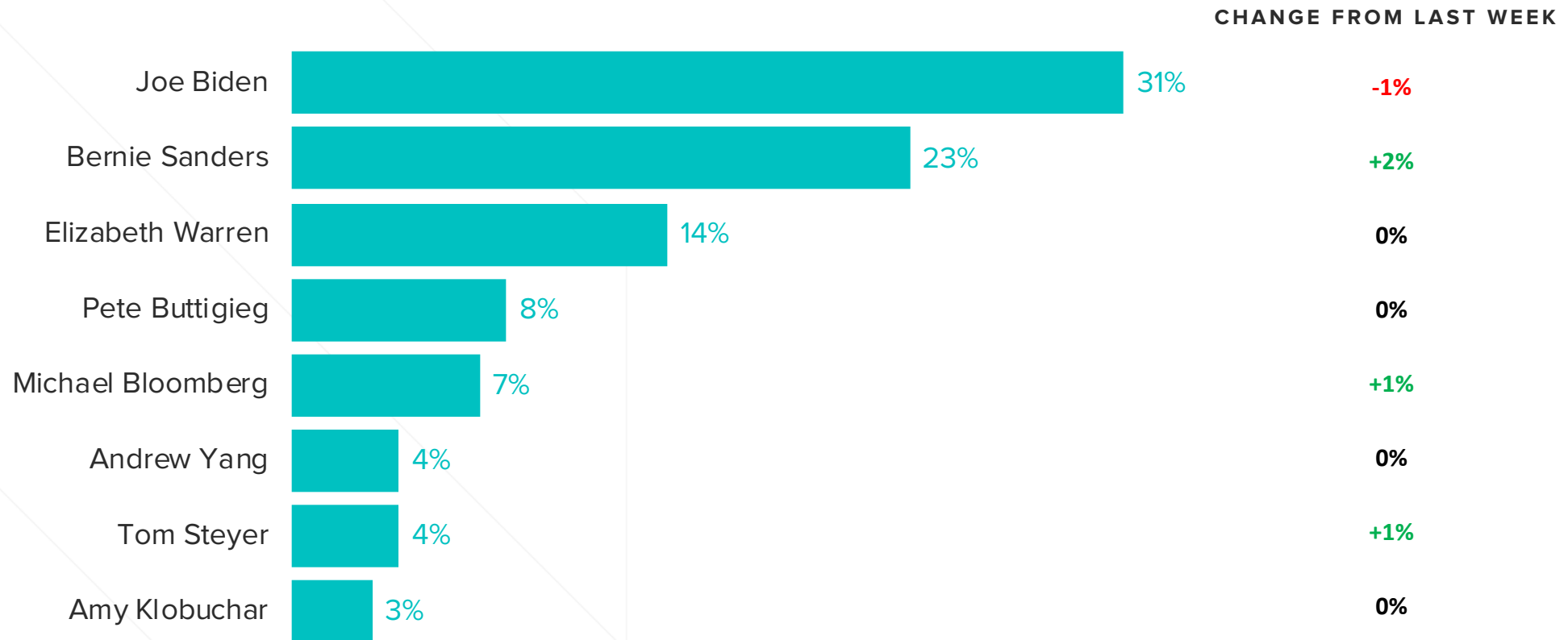
WHO'S LEADING AMONG DEMOCRATIC PRIMARY VOTERS





THE DEMOCRATIC PRIMARY

National

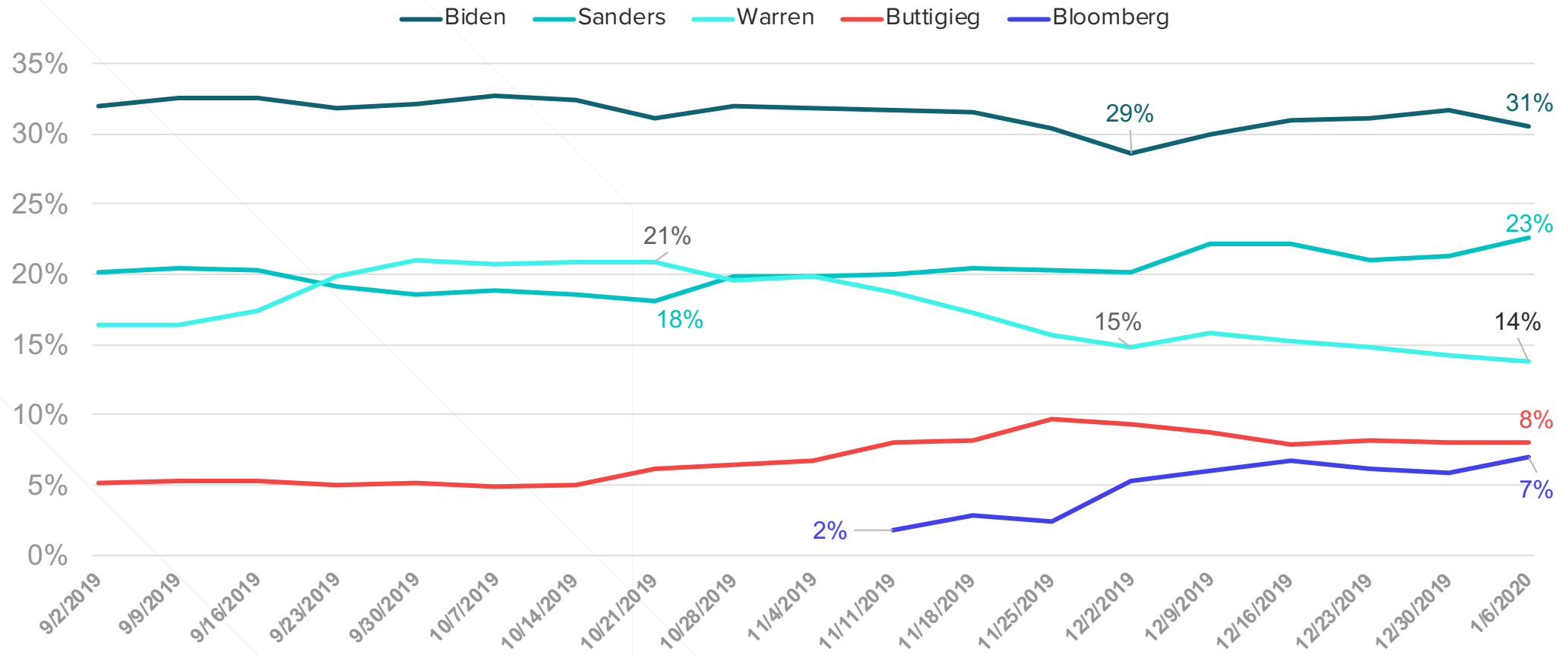


The following candidates received 2% or less of the vote: Cory Booker, Tulsi Gabbard, John Delaney, Michael Bennet, Marianne Williamson, and Deval Patrick. "Someone else" received 1%.



THE DEMOCRATIC PRIMARY

Trend Over Time





THE DEMOCRATIC PRIMARY

Key Primary States

EARLY STATES

(IA, NH, SC, NV)
(N=742)

	Value	% Change (W-o-W)
Joe Biden	29%	-4% ↓
Bernie Sanders	19%	2% ↑
Elizabeth Warren	13%	0
Pete Buttigieg	11%	0
Tom Steyer	10%	0
Andrew Yang	5%	2% ↑
Michael Bloomberg	3%	1% ↑
Amy Klobuchar	3%	0
Tulsi Gabbard	3%	0

SUPER TUESDAY STATES

(AL, AR, CA, CO, ME, MA, MN, NC, OK, TN, TX, UT, VT, VA)
(N=5,746)

	Value	% Change (W-o-W)
Joe Biden	29%	-2% ↓
Bernie Sanders	25%	2% ↑
Elizabeth Warren	14%	0
Pete Buttigieg	7%	0
Michael Bloomberg	6%	1% ↑
Andrew Yang	4%	0
Tom Steyer	4%	1% ↑
Amy Klobuchar	3%	0



THE DEMOCRATIC PRIMARY

Generation

GEN Z, 18-21
(N=909)

	Value	% Change (W-o-W)
Bernie Sanders	43%	2% ↑
Joe Biden	16%	-1% ↓
Elizabeth Warren	11%	1% ↑
Andrew Yang	10%	-2% ↓
Pete Buttigieg	4%	1% ↑
Michael Bloomberg	3%	0

MILLENNIAL, 22-37
(N=4,632)

	Value	% Change (W-o-W)
Bernie Sanders	39%	3% ↑
Joe Biden	20%	-1% ↓
Elizabeth Warren	14%	-1% ↓
Andrew Yang	7%	-1% ↓
Pete Buttigieg	5%	0
Michael Bloomberg	4%	0
Cory Booker	3%	0

GEN X, 38-53
(N=4,240)

	Value	% Change (W-o-W)
Joe Biden	31%	-2% ↓
Bernie Sanders	21%	0
Elizabeth Warren	16%	1% ↑
Pete Buttigieg	8%	1% ↑
Michael Bloomberg	6%	1% ↑
Andrew Yang	4%	0
Tom Steyer	3%	1% ↑
Cory Booker	3%	-1% ↓

BOOMER, 54-72
(N=6,394)

	Value	% Change (W-o-W)
Joe Biden	38%	-2% ↓
Elizabeth Warren	13%	-1% ↓
Bernie Sanders	11%	1% ↑
Pete Buttigieg	11%	0
Michael Bloomberg	9%	1% ↑
Tom Steyer	5%	1% ↑
Amy Klobuchar	4%	-1% ↓



THE DEMOCRATIC PRIMARY

Race/Ethnicity

WHITE
(N=12,304)BLACK
(N=3,647)HISPANIC
(N=2,015)ASIAN AMERICAN
(N=434)OTHER
(N=662)

	Value	% Change (W-o-W)		Value	% Change (W-o-W)		Value	% Change (W-o-W)		Value	% Change (W-o-W)		Value	% Change (W-o-W)
Joe Biden	28%	-1% ↓	Joe Biden	42%	-2% ↓	Bernie Sanders	36%	7% ↑	Joe Biden	26%	-2% ↓	Bernie Sanders	39%	4% ↑
Bernie Sanders	22%	2% ↑	Bernie Sanders	23%	0	Joe Biden	24%	0	Bernie Sanders	22%	1% ↑	Joe Biden	22%	-4% ↓
Elizabeth Warren	15%	-1% ↓	Elizabeth Warren	11%	1% ↑	Elizabeth Warren	11%	-1% ↓	Andrew Yang	18%	2% ↑	Elizabeth Warren	12%	2% ↑
Pete Buttigieg	10%	0	Michael Bloomberg	6%	2% ↑	Andrew Yang	6%	0	Elizabeth Warren	10%	-5% ↓	Michael Bloomberg	6%	1% ↑
Michael Bloomberg	7%	1% ↑	Cory Booker	4%	-1% ↓	Michael Bloomberg	5%	-1% ↓	Michael Bloomberg	10%	3% ↑	Tom Steyer	4%	2% ↑
Andrew Yang	4%	0	Andrew Yang	4%	0	Tom Steyer	4%	1% ↑	Pete Buttigieg	5%	2% ↑	Andrew Yang	4%	0
Tom Steyer	4%	0	Tom Steyer	3%	1% ↑	Pete Buttigieg	4%	-2% ↓				Pete Buttigieg	3%	-1% ↓
Amy Klobuchar	3%	0												



THE DEMOCRATIC PRIMARY

Political Ideology

LIBERAL (N=9,788)

	Value	% Change (W-o-W)
Joe Biden	27%	-1% ↓
Bernie Sanders	26%	1% ↑
Elizabeth Warren	18%	-1% ↓
Pete Buttigieg	9%	0
Michael Bloomberg	5%	0
Andrew Yang	4%	0
Amy Klobuchar	3%	0
Tom Steyer	3%	1% ↑

MODERATE (N=4,712)

	Value	% Change (W-o-W)
Joe Biden	36%	-2% ↓
Bernie Sanders	18%	2% ↑
Michael Bloomberg	10%	2% ↑
Elizabeth Warren	9%	-1% ↓
Pete Buttigieg	8%	0
Andrew Yang	5%	0
Tom Steyer	5%	0
Amy Klobuchar	3%	0

CONSERVATIVE (N=1,824)

	Value	% Change (W-o-W)
Joe Biden	34%	-2% ↓
Bernie Sanders	16%	-1% ↓
Michael Bloomberg	11%	2% ↑
Elizabeth Warren	7%	0
Tulsi Gabbard	6%	2% ↑
Pete Buttigieg	5%	-1% ↓
Tom Steyer	5%	0
Andrew Yang	4%	0
Amy Klobuchar	3%	0

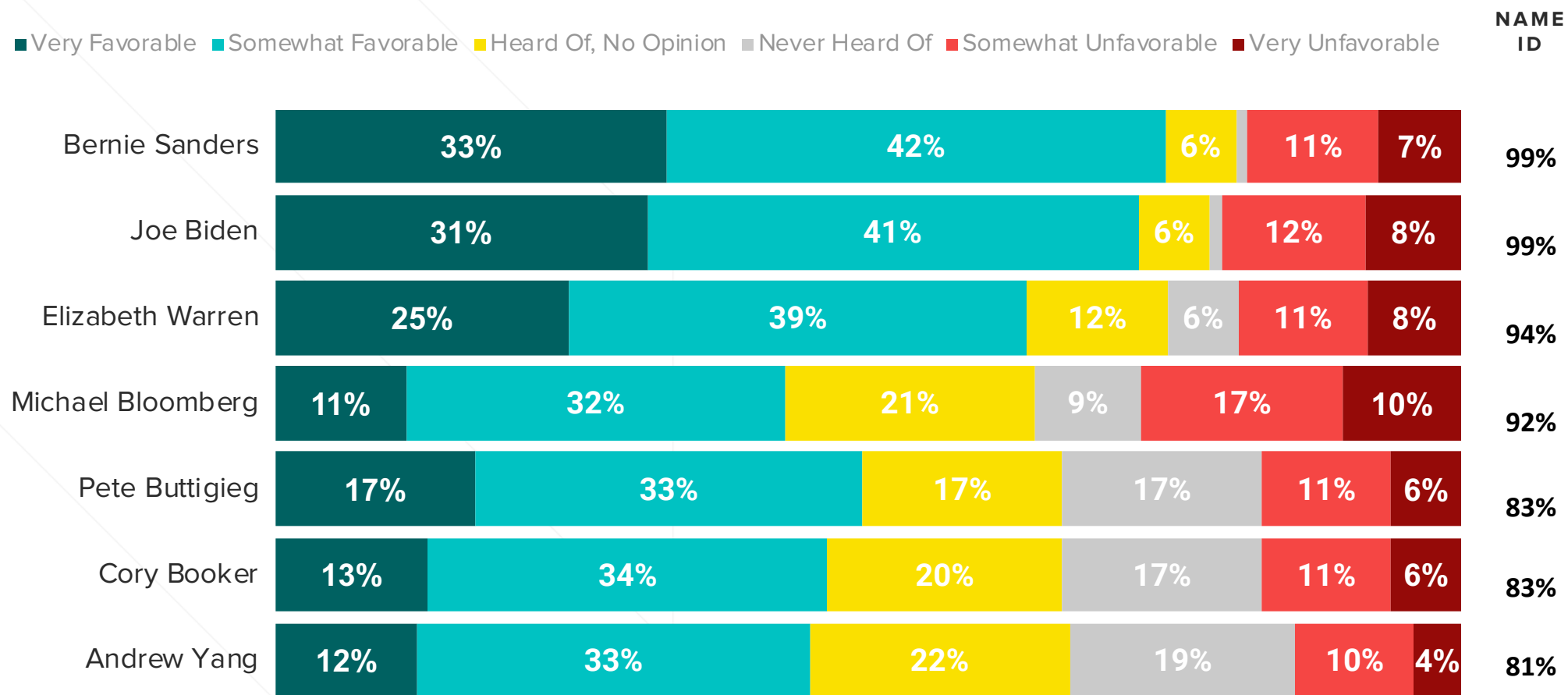


SECOND CHOICE

	Joe Biden	Bernie Sanders	Elizabeth Warren	Pete Buttigieg	Michael Bloomberg
Current National Vote Share	31% ↓	23% ↓	14% ↓	8% ↓	7% ↓
Voters' Second Choice	29% Sanders 19% Warren 12% Buttigieg 11% Bloomberg	32% Warren 28% Biden 9% Yang	33% Sanders 24% Biden 12% Buttigieg	27% Biden 20% Warren 12% Sanders	33% Biden 14% Buttigieg 11% Sanders 10% Warren

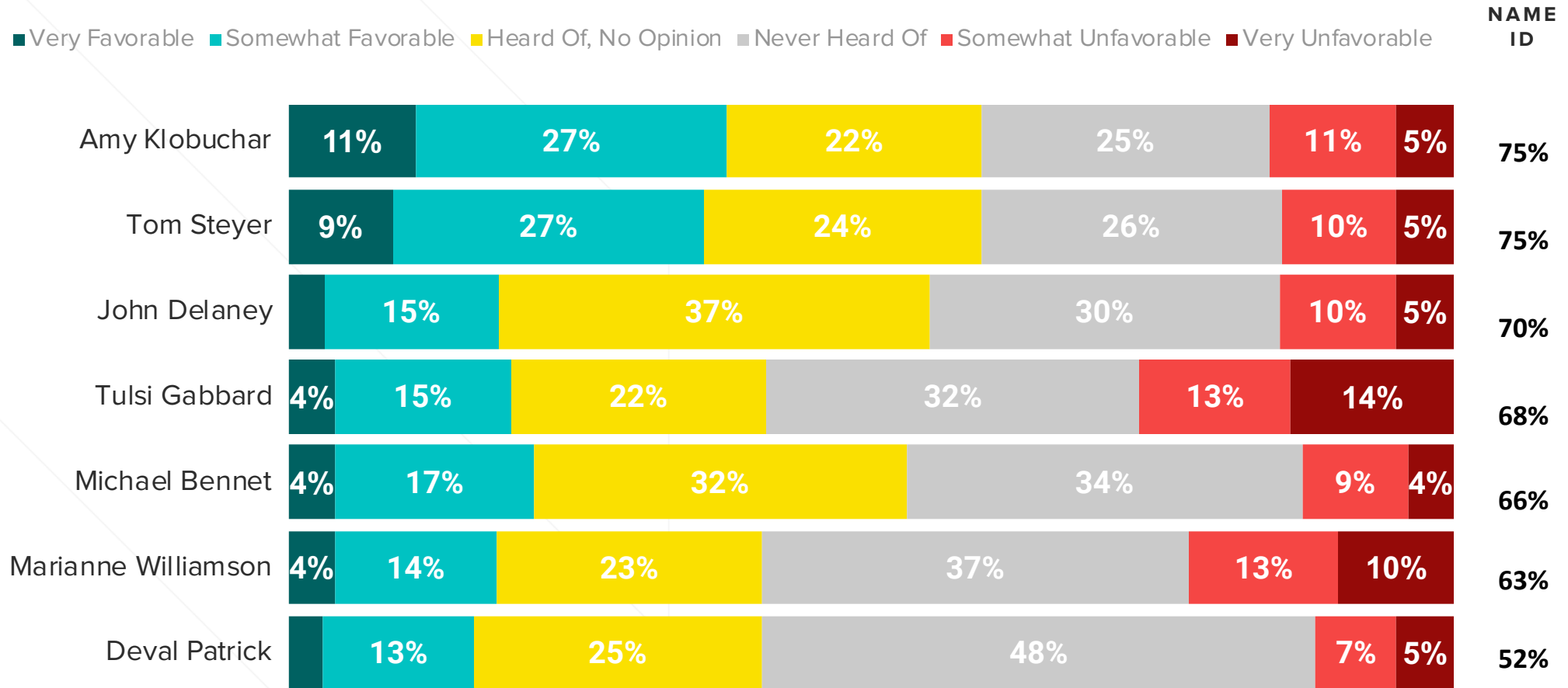


CANDIDATE FAVORABILITY





CANDIDATE FAVORABILITY



POLITICAL INTELLIGENCE: THE 2020 U.S. ELECTION

THE GENERAL ELECTION

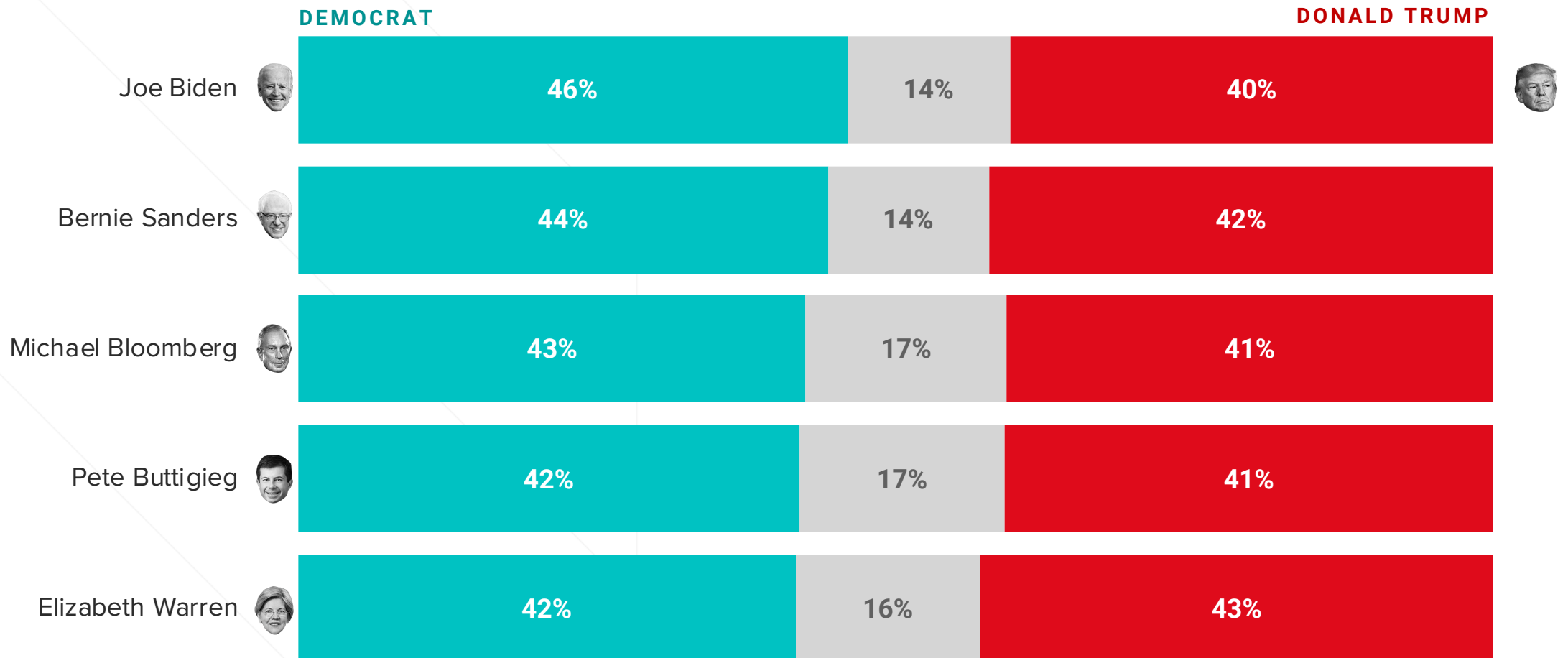
WHO'S LEADING AMONG REGISTERED VOTERS





THE GENERAL ELECTION

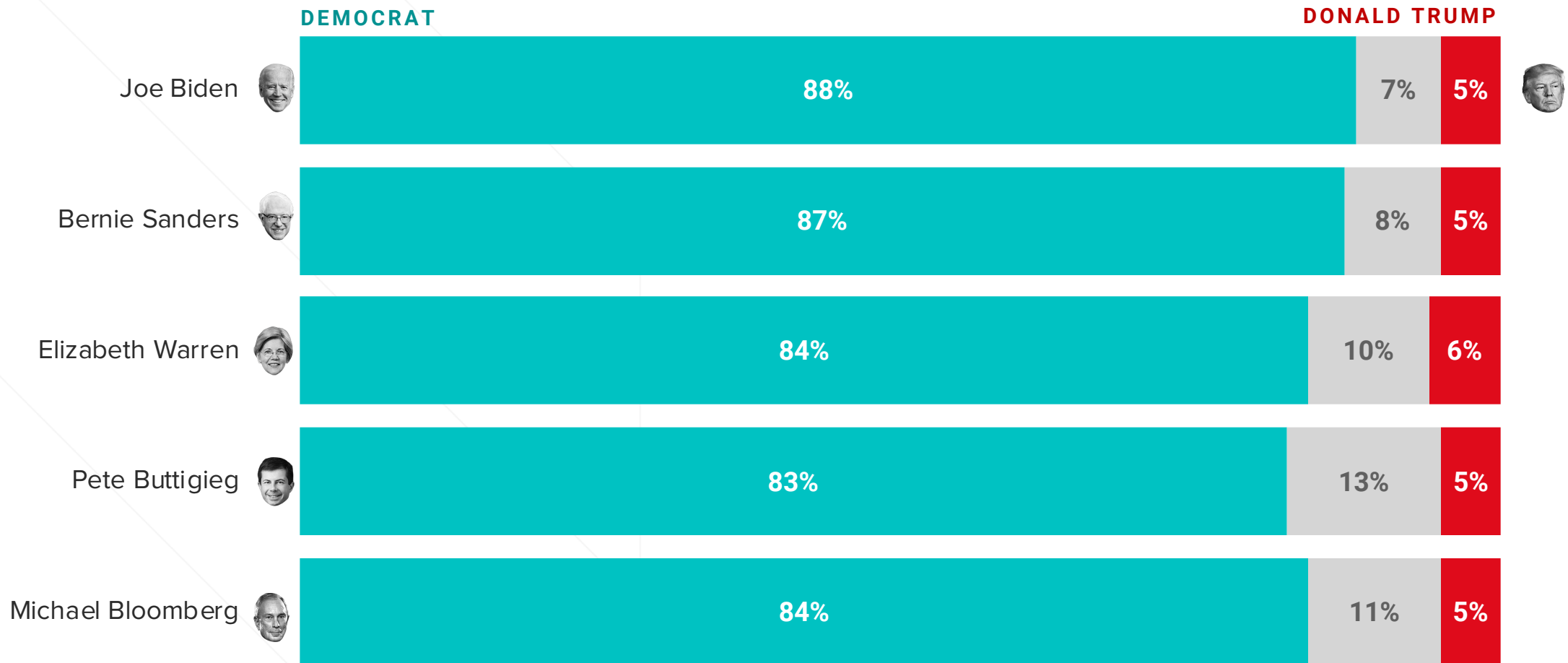
Among Registered Voters





THE GENERAL ELECTION

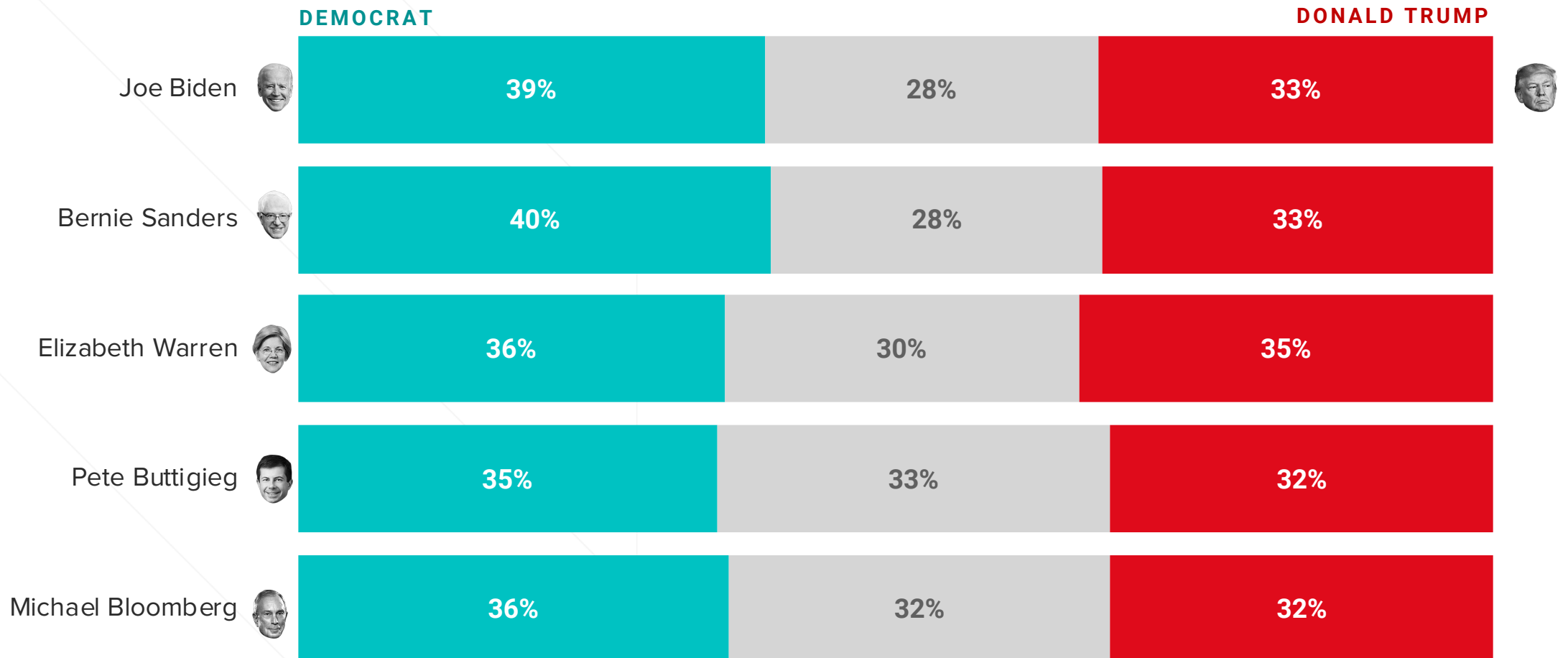
Among Democratic Voters





THE GENERAL ELECTION

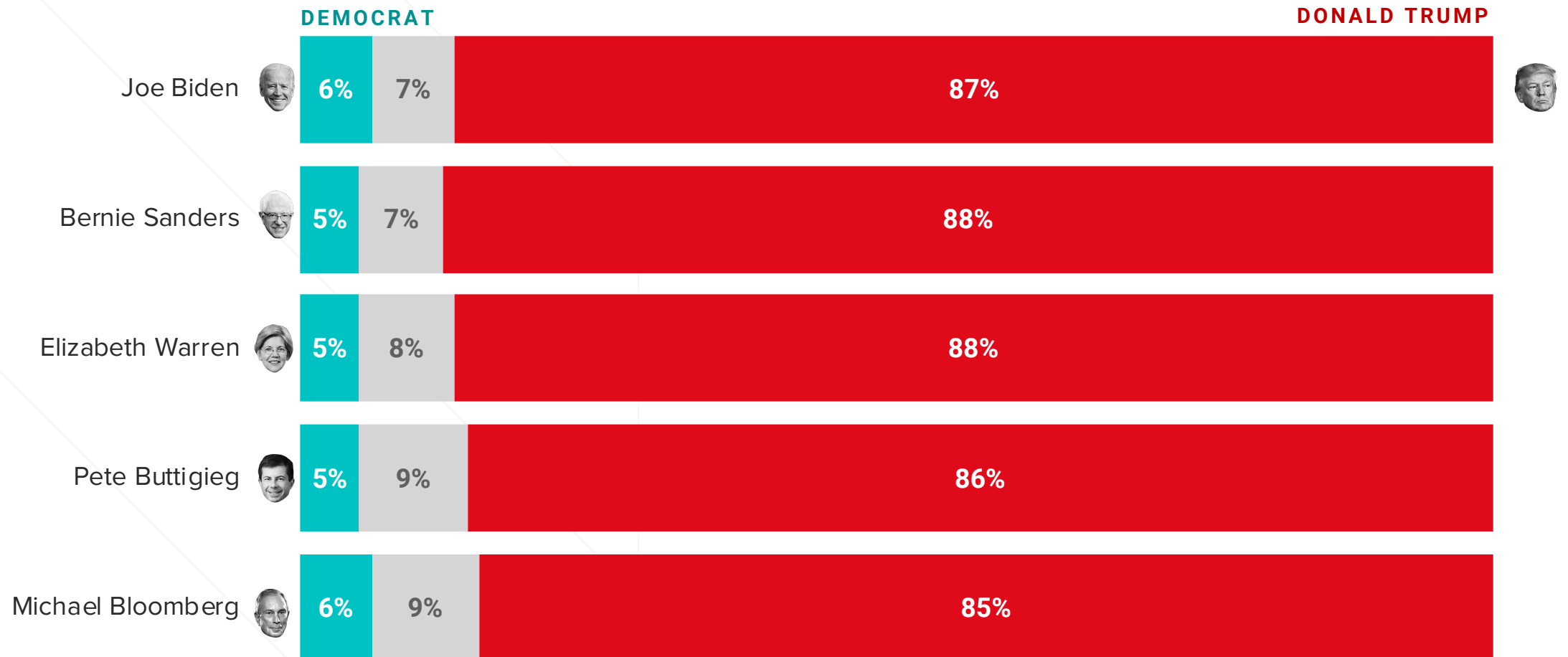
Among Independent Voters





THE GENERAL ELECTION

Among Republican Voters



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