

POLITICAL INTELLIGENCE

The 2020 U.S. Election

WEEK OF 01/15/20 – 01/19/20

About 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.

CLICK HERE TO SIGN UP



TABLE OF CONTENTS

Key Takeaways & Methodology	5
-----------------------------------	---

THE DEMOCRATIC PRIMARY

National	7
Trend Over Time	8
In Key Primary States	9
By Generation	10
By Race/Ethnicity	11
By Ideology	12
Second Choice	13
Candidate Favorability.....	14

THE GENERAL ELECTION

National	21
Among Democrats	22
Among Independents	23
Among Republicans	24





KEY TAKEAWAYS

(Week of 1/15/20 – 1/19/20)

- **Bloomberg Continues His Rise.** Former New York City Mayor Michael Bloomberg rises to 10% nationally, leading former Mayor Pete Buttigieg by 2 points and trailing Sen. Elizabeth Warren (D-Mass.) by 5 points. Although he was not on the January debate stage, his net favorability has risen to +31, an increase of 8 points, following the debate last week.
- **Sanders' Favorability Takes a Dive Amid Warren Clash.** Democratic primary voters' perception of Sen. Bernie Sanders (I-Vt.) took a dive amid his clash with Warren over whether he said a woman cannot win the presidency. His net favorability fell 6 points since before his clash with Warren, though there was no movement in his overall first-choice support.
- **Sanders Supporters Less Likely to View Other Candidates Favorably.** Overall, Sanders supporters have a less favorable view of the top 2020 Democratic candidates compared to Biden and Warren supporters.

Methodology: This week's report features 29,721 surveys with registered voters, including 12,402 surveys with Democratic primary voters, conducted from January 15, 2020 through January 19, 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

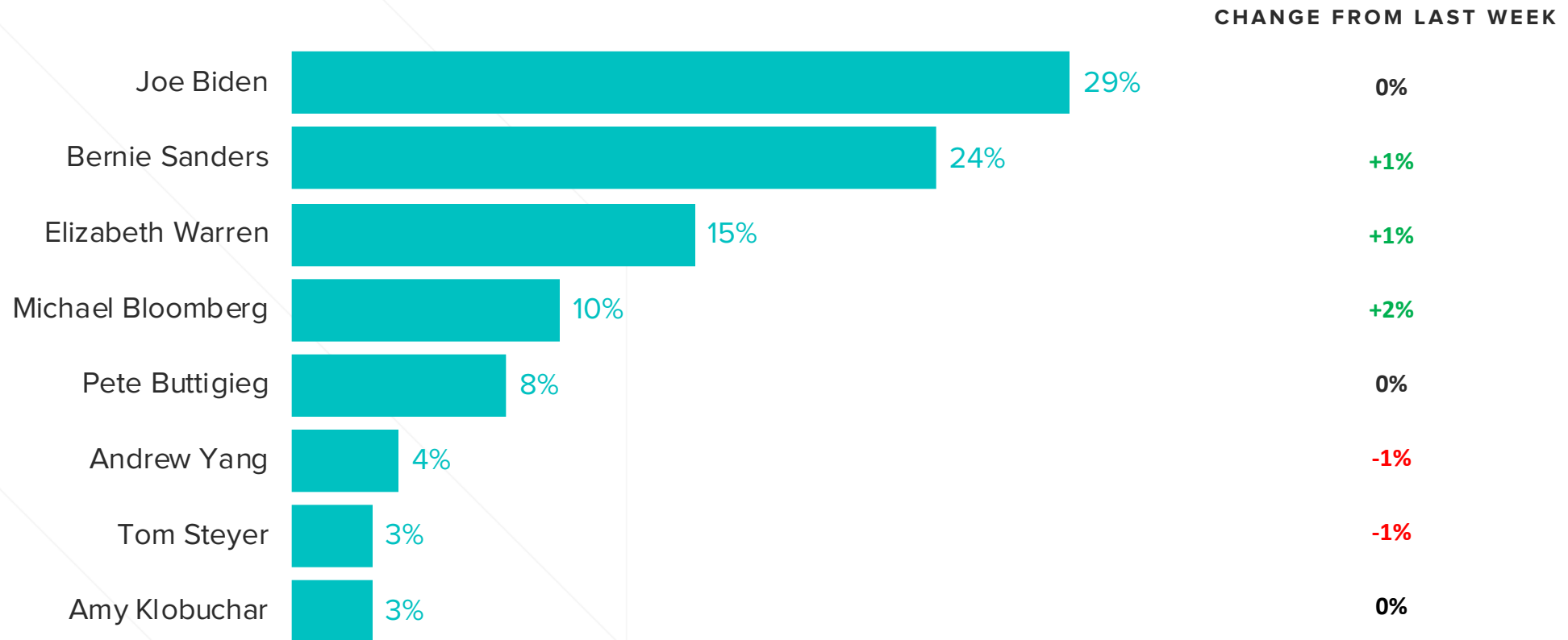
WHO'S LEADING AMONG DEMOCRATIC PRIMARY VOTERS





THE DEMOCRATIC PRIMARY

National

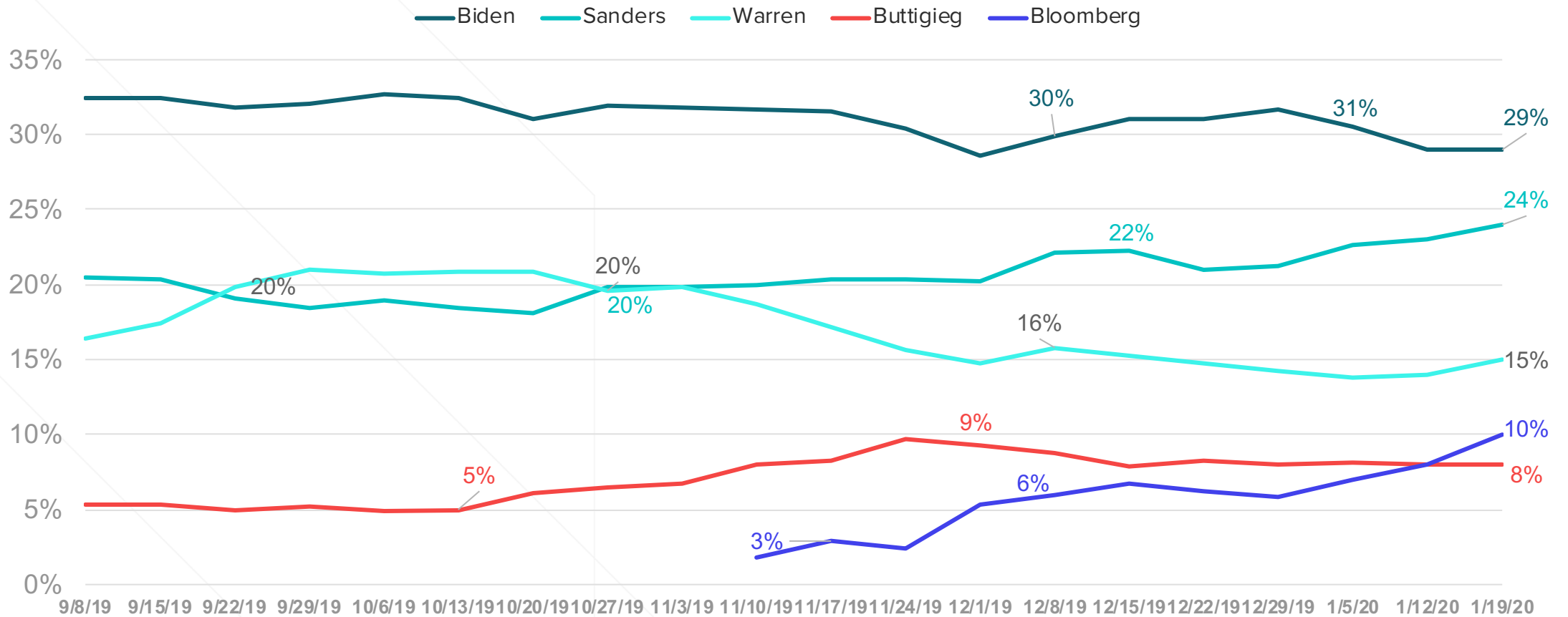


The following candidates received 2% or less of the vote: Tulsi Gabbard, John Delaney, Michael Bennet, and Deval Patrick. "Someone else" received 1%.



THE DEMOCRATIC PRIMARY

Trend Over Time





THE DEMOCRATIC PRIMARY

Key Primary States

EARLY STATES

(IA, NH, SC, NV)
(N=530, MOE +/-4%)

	Value
Joe Biden	26%
Bernie Sanders	23%
Tom Steyer	15%
Elizabeth Warren	12%
Pete Buttigieg	11%
Andrew Yang	4%
Michael Bloomberg	3%
Tulsi Gabbard	3%

SUPER TUESDAY STATES

(AL, AR, CA, CO, ME, MA, MN, NC, OK, TN, TX, UT, VT, VA)
(N=4,073, MOE +/-2%)

	Value
Joe Biden	27%
Bernie Sanders	25%
Elizabeth Warren	15%
Michael Bloomberg	11%
Pete Buttigieg	7%
Andrew Yang	5%
Tom Steyer	3%
Amy Klobuchar	3%



THE DEMOCRATIC PRIMARY

Generation

GEN Z, 18-21
(N=650, MOE +/-4%)

	Value
Bernie Sanders	45%
Joe Biden	14%
Andrew Yang	10%
Elizabeth Warren	10%
Michael Bloomberg	8%
Pete Buttigieg	5%

MILLENNIAL, 22-37
(N=3,336, MOE +/-2%)

	Value
Bernie Sanders	40%
Joe Biden	20%
Elizabeth Warren	15%
Andrew Yang	7%
Michael Bloomberg	6%
Pete Buttigieg	5%

GEN X, 38-53
(N=3,060, MOE +/-2%)

	Value
Joe Biden	31%
Bernie Sanders	22%
Elizabeth Warren	17%
Michael Bloomberg	10%
Pete Buttigieg	8%
Andrew Yang	4%
Tom Steyer	3%

BOOMER, 54-72
(N=4,557, MOE +/-1%)

	Value
Joe Biden	34%
Elizabeth Warren	14%
Bernie Sanders	14%
Michael Bloomberg	13%
Pete Buttigieg	10%
Tom Steyer	4%
Amy Klobuchar	4%



THE DEMOCRATIC PRIMARY

Race/Ethnicity

WHITE

(N=8,790, MOE +/-1%)

Value

Joe Biden	26%
Bernie Sanders	22%
Elizabeth Warren	16%
Michael Bloomberg	11%
Pete Buttigieg	10%
Andrew Yang	4%
Tom Steyer	3%
Amy Klobuchar	3%

BLACK

(N=2,682, MOE +/-2%)

Value

Joe Biden	41%
Bernie Sanders	25%
Elizabeth Warren	12%
Michael Bloomberg	8%
Andrew Yang	4%
Tom Steyer	3%

HISPANIC

(N=1,421, MOE +/-3%)

Value

Bernie Sanders	36%
Joe Biden	22%
Elizabeth Warren	13%
Michael Bloomberg	10%
Andrew Yang	7%
Pete Buttigieg	5%
Tom Steyer	3%

ASIAN AMERICAN

(N=311, MOE +/-6%)

Value

Joe Biden	26%
Bernie Sanders	22%
Elizabeth Warren	15%
Andrew Yang	11%
Michael Bloomberg	11%
Pete Buttigieg	5%

OTHER

(N=528, MOE +/-4%)

Value

Bernie Sanders	39%
Joe Biden	25%
Elizabeth Warren	12%
Michael Bloomberg	6%
Andrew Yang	6%
Pete Buttigieg	4%
Tom Steyer	3%



THE DEMOCRATIC PRIMARY

Political Ideology

LIBERAL
(N=6,951, MOE +/-1%)

	Value
Bernie Sanders	28%
Joe Biden	25%
Elizabeth Warren	19%
Pete Buttigieg	9%
Michael Bloomberg	8%
Andrew Yang	4%
Amy Klobuchar	3%
Tom Steyer	3%

MODERATE
(N=3,538, MOE +/-2%)

	Value
Joe Biden	34%
Bernie Sanders	18%
Michael Bloomberg	13%
Elizabeth Warren	10%
Pete Buttigieg	7%
Andrew Yang	5%
Tom Steyer	4%
Amy Klobuchar	3%

CONSERVATIVE
(N=1,329, MOE +/-3%)

	Value
Joe Biden	32%
Bernie Sanders	17%
Michael Bloomberg	13%
Elizabeth Warren	9%
Pete Buttigieg	6%
Tulsi Gabbard	5%
Tom Steyer	5%
Andrew Yang	4%
Amy Klobuchar	3%



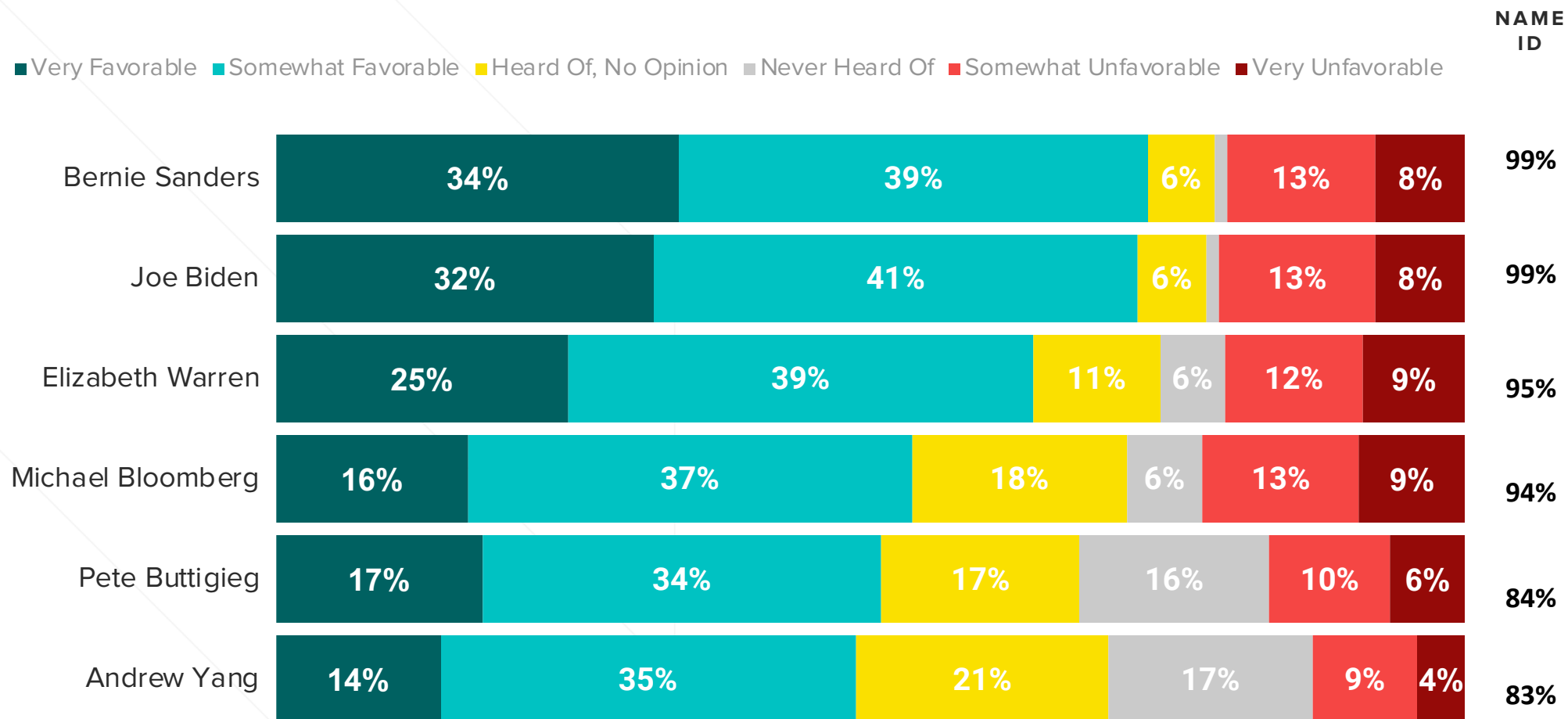
SECOND CHOICE

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.

	Joe Biden	Bernie Sanders	Elizabeth Warren	Michael Bloomberg	Pete Buttigieg
Current National Vote Share	29% ↓	24% ↓	15% ↓	10% ↓	8% ↓
Voters' Second Choice	28% Sanders 21% Warren 17% Bloomberg	30% Warren 27% Biden 10% Yang	37% Sanders 20% Biden 11% Buttigieg	35% Biden 15% Sanders 12% Warren 11% Buttigieg	20% Warren 19% Biden 13% Sanders 13% Bloomberg

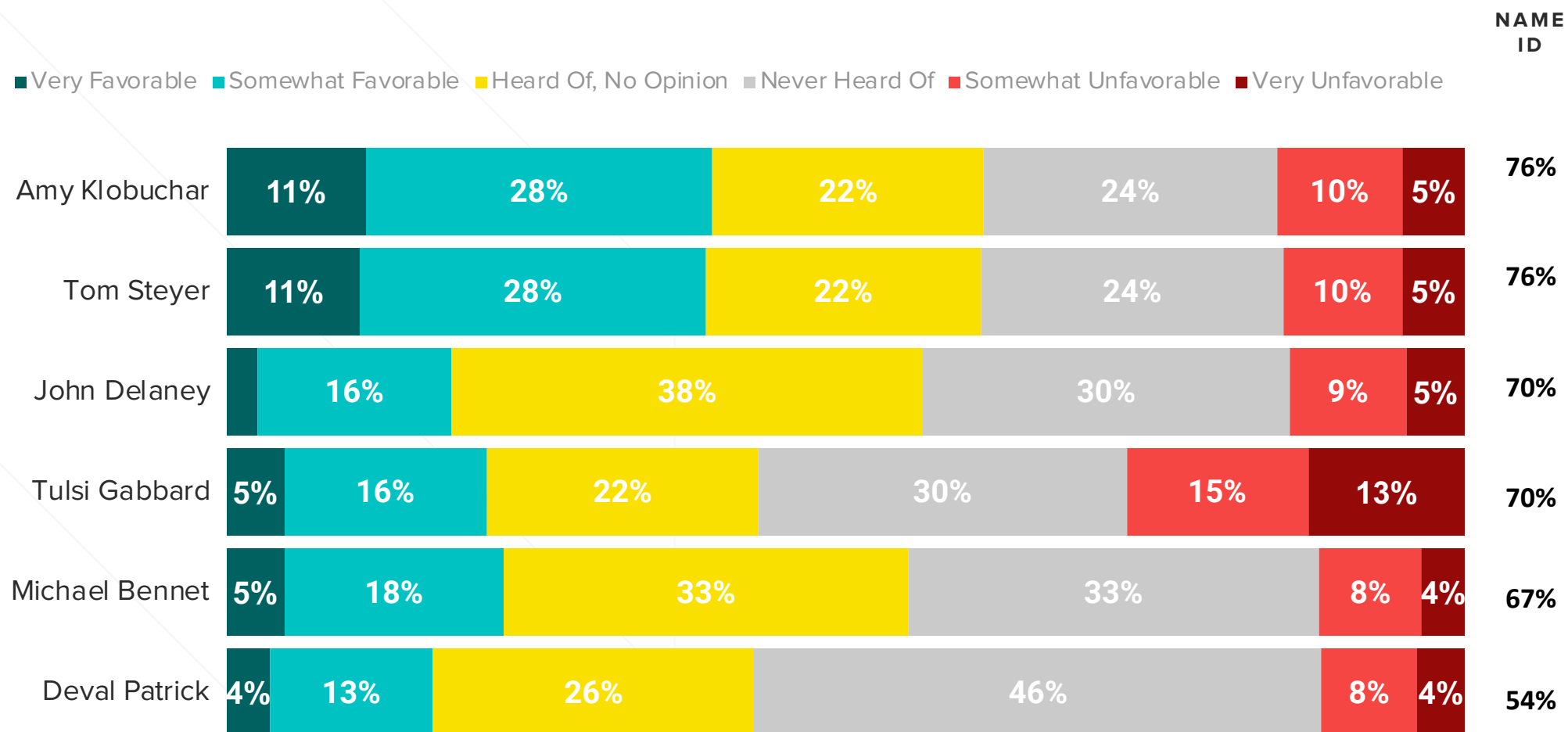


CANDIDATE FAVORABILITY



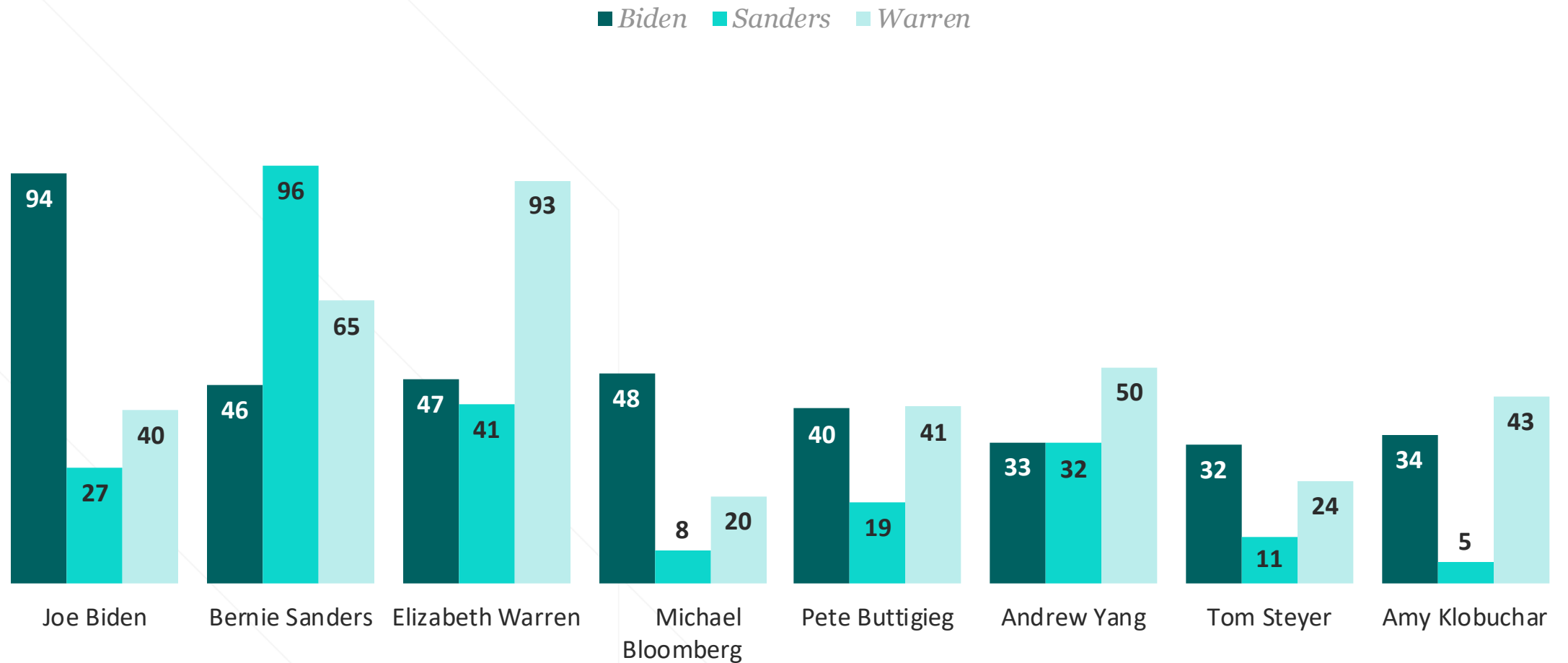


CANDIDATE FAVORABILITY



Sanders Supporters Are Less Favorable to Most Other Candidates in the Race

Showing net favorability (very favorable + somewhat favorable) – (somewhat unfavorable + very unfavorable)



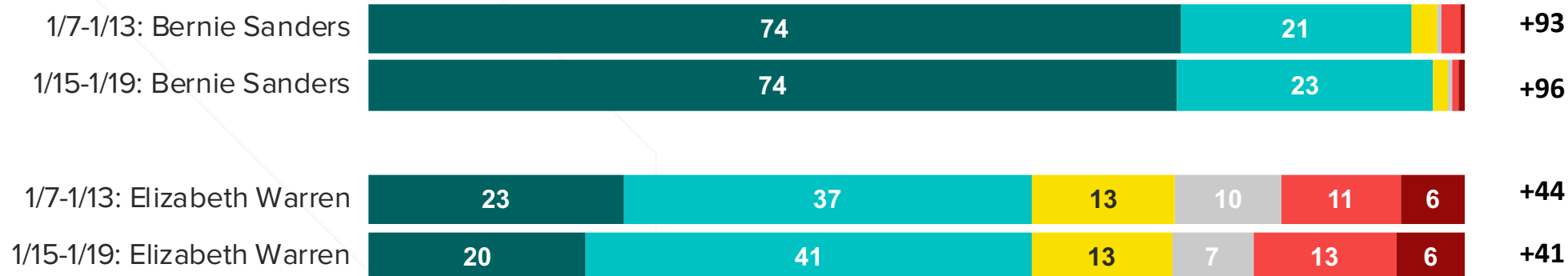


Warren Supporters Sour on Sanders After Stories that He Said a Female Candidate Could Not Win in 2020

Very Favorable Somewhat Favorable Heard Of, No Opinion Never Heard Of Somewhat Unfavorable Very Unfavorable

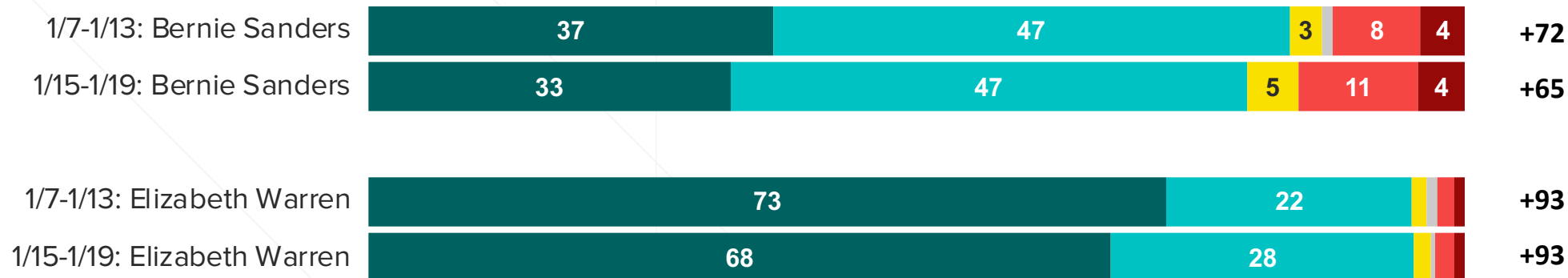
Net
Fav

AMONG SANDERS SUPPORTERS



-3

AMONG WARREN SUPPORTERS



-7

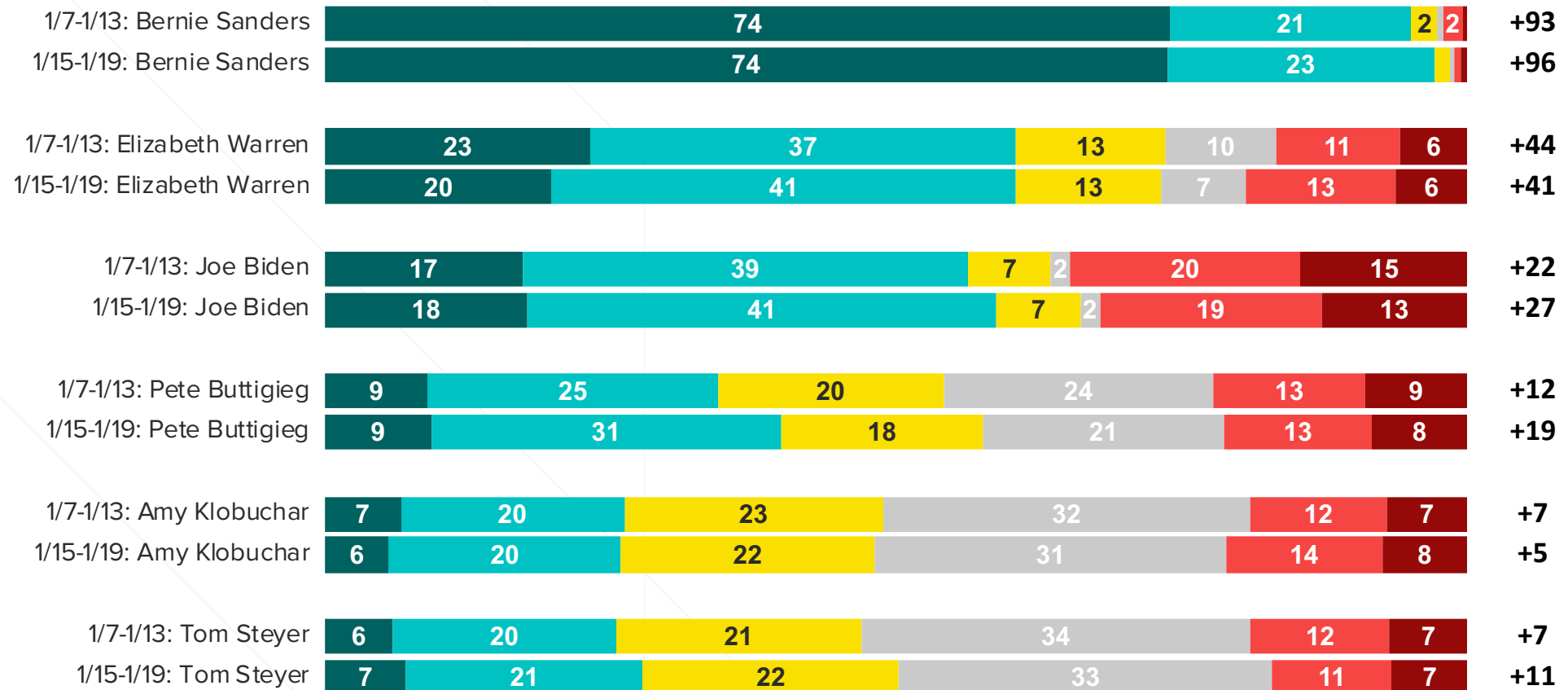


Sanders Supporters Remain Relatively Static Following the Debate

Very Favorable Somewhat Favorable Heard Of, No Opinion Never Heard Of Somewhat Unfavorable Very Unfavorable

**Net
Fav**

AMONG SANDERS SUPPORTERS



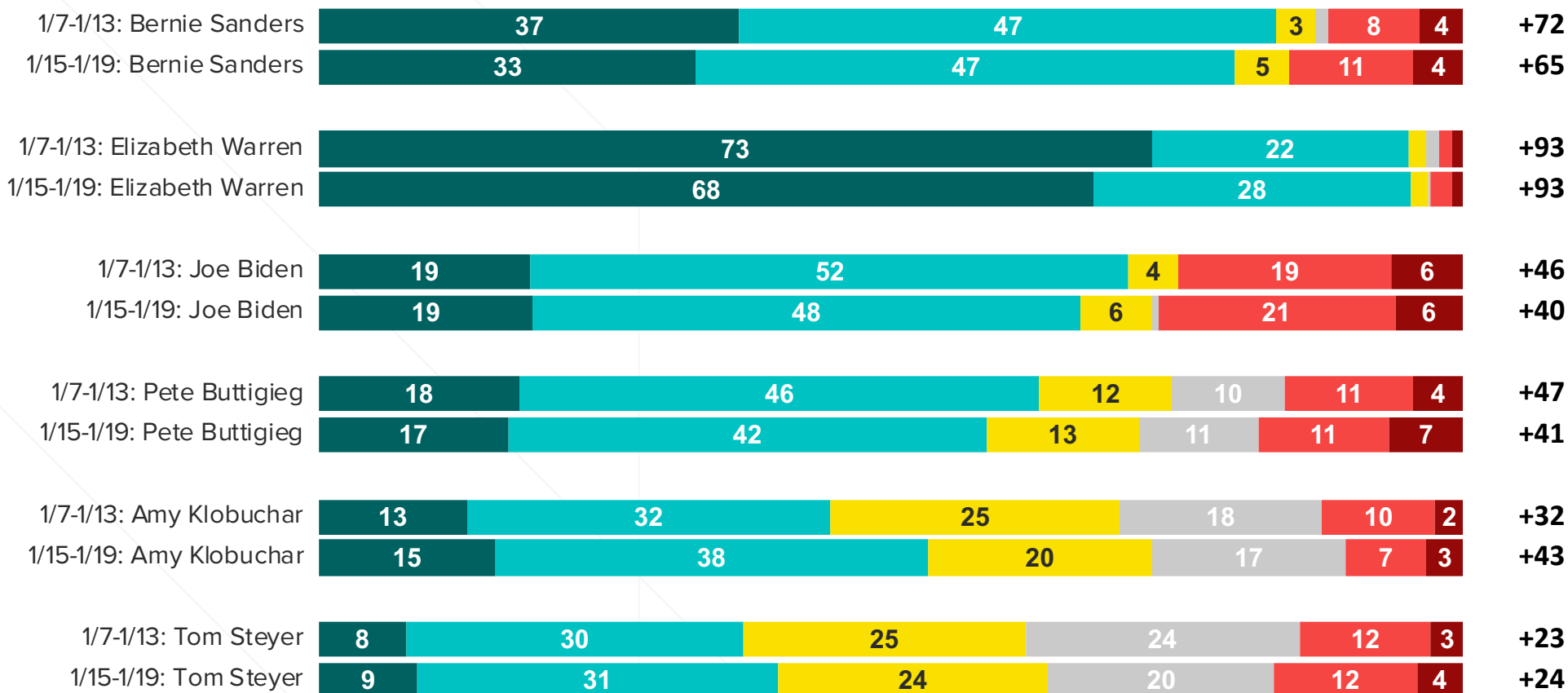


After the Debate, Warren Supporters Have a More Favorable View of Klobuchar but Grow Less Favorable Towards Biden and Buttigieg

Very Favorable Somewhat Favorable Heard Of, No Opinion Never Heard Of Somewhat Unfavorable Very Unfavorable

**Net
Fav**

AMONG WARREN SUPPORTERS



POLITICAL INTELLIGENCE: THE 2020 U.S. ELECTION

THE GENERAL ELECTION

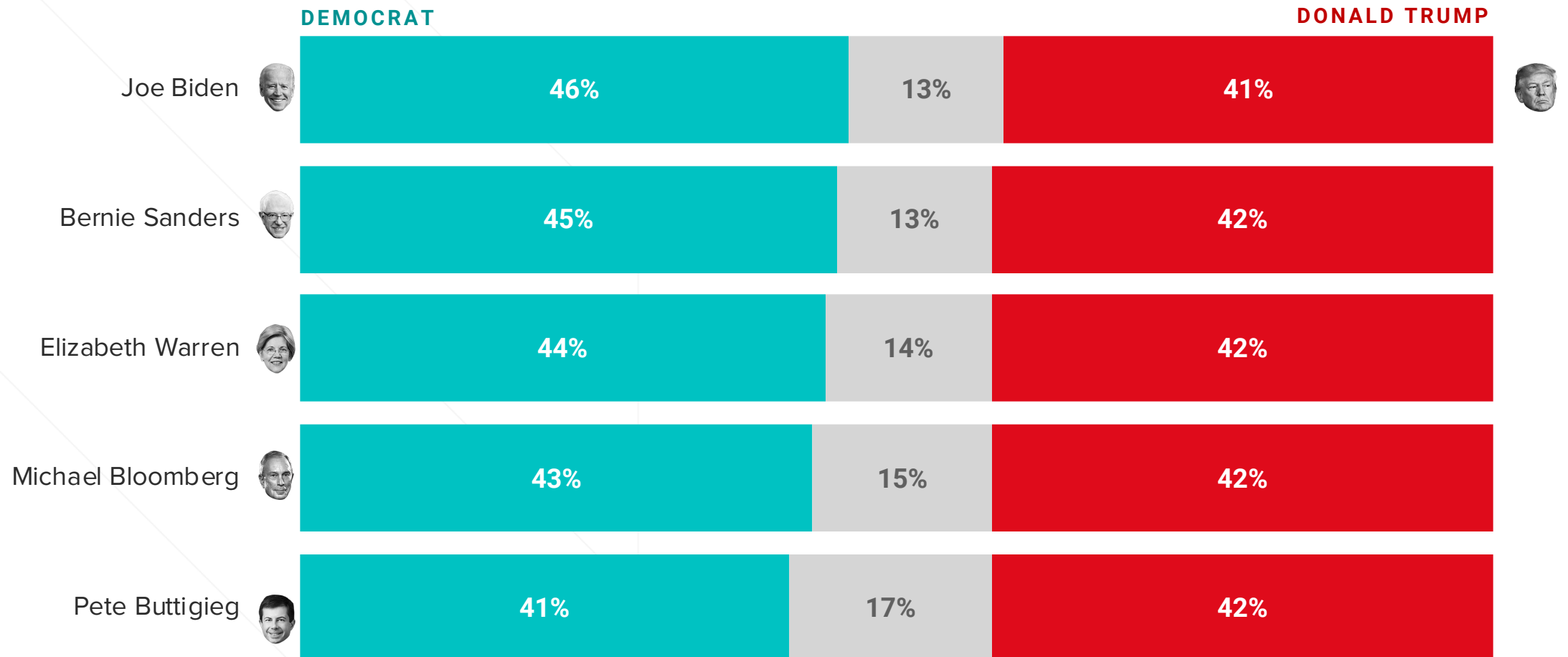
WHO'S LEADING AMONG REGISTERED VOTERS





THE GENERAL ELECTION

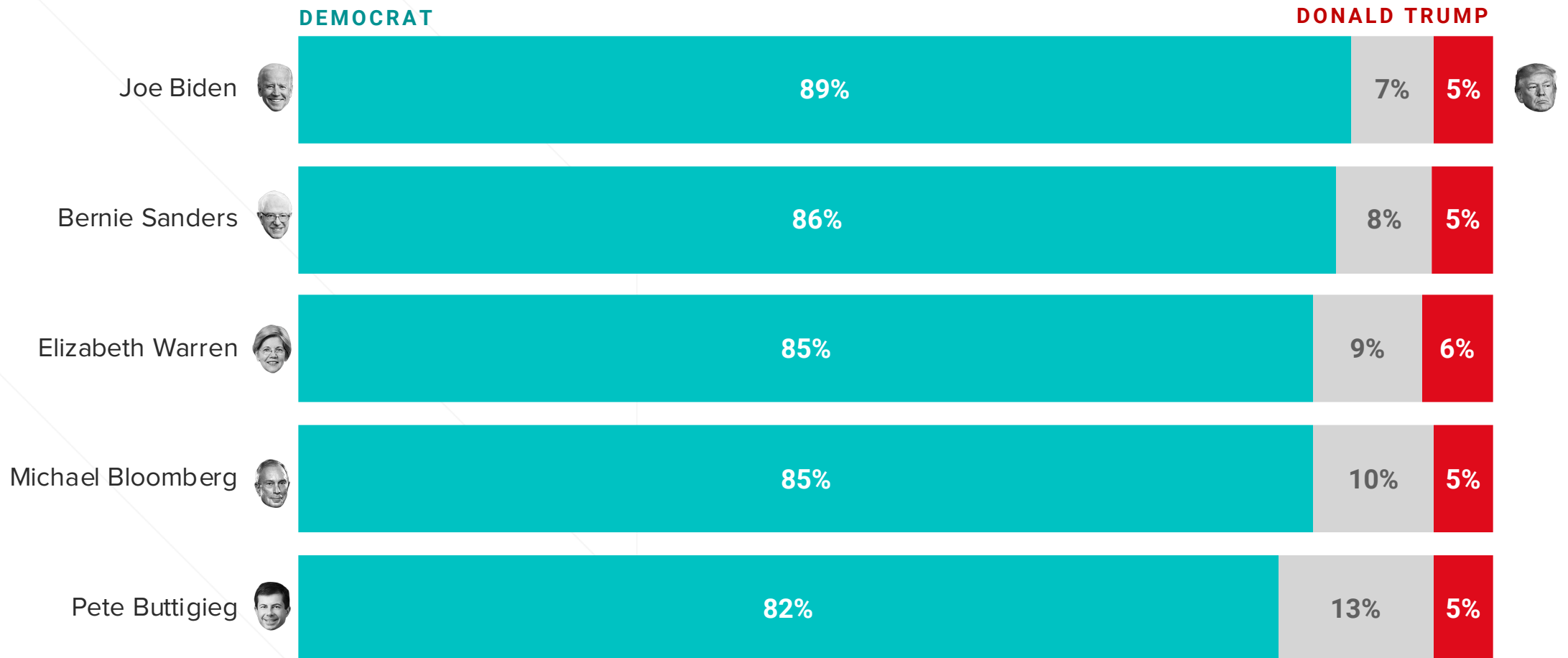
Among Registered Voters





THE GENERAL ELECTION

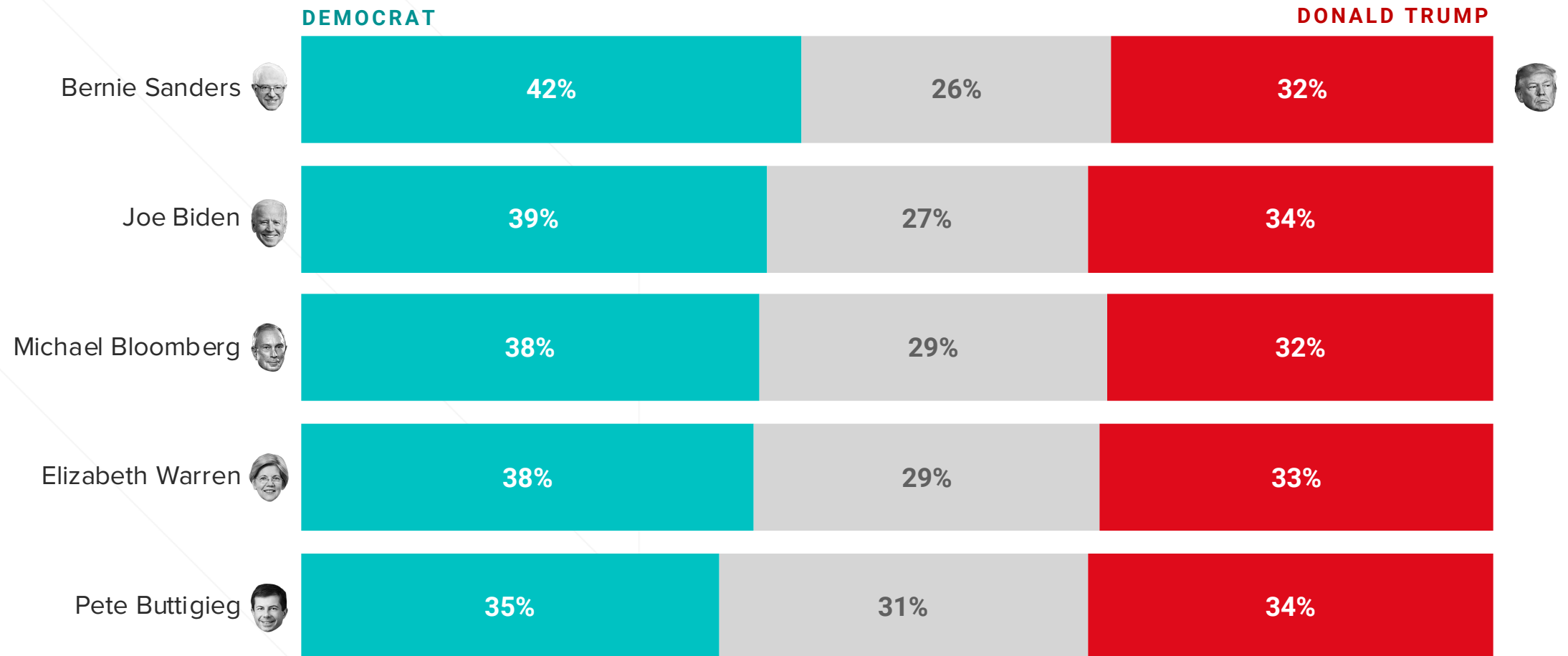
Among Democratic Voters





THE GENERAL ELECTION

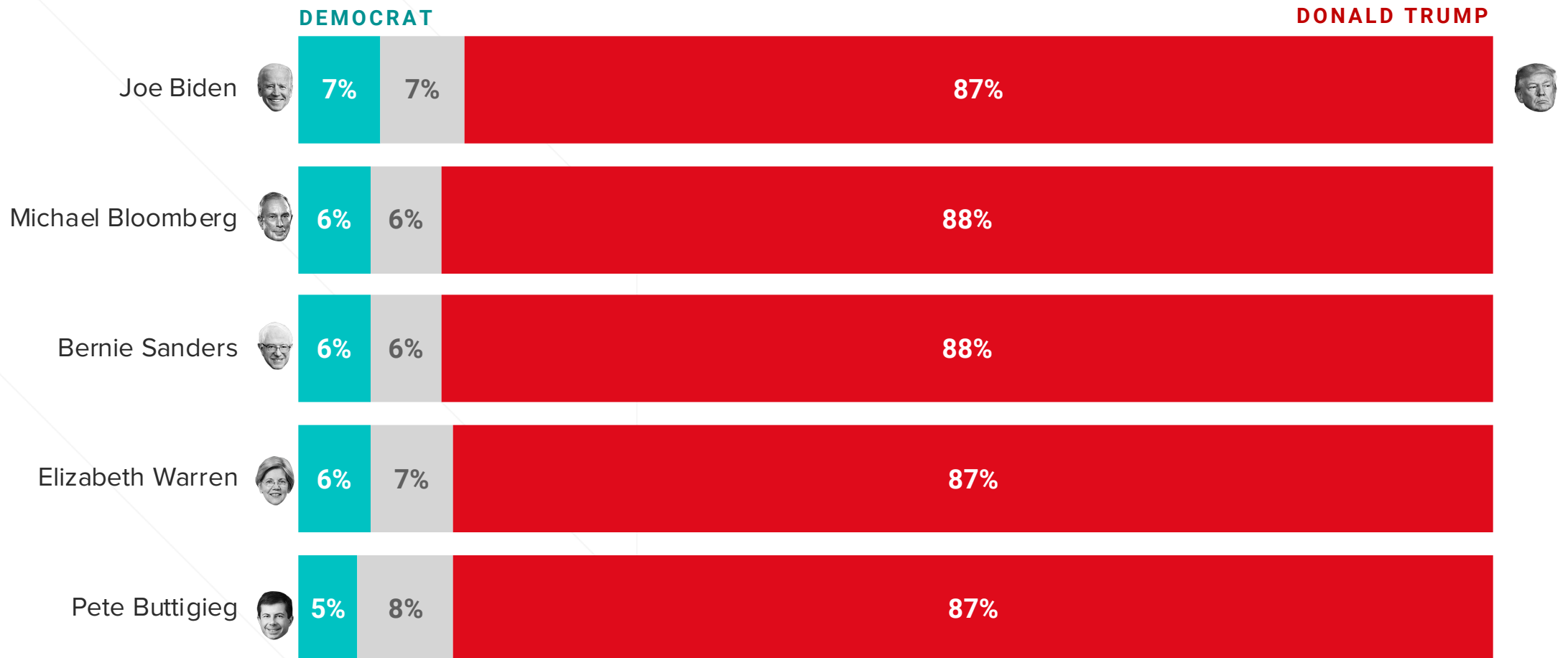
Among Independent Voters





THE GENERAL ELECTION

Among Republican Voters



POLITICAL INTELLIGENCE: THE 2020 U.S. ELECTION

CONTACT US

POLITICALINTEL@MORNINGCONSULT.COM

