

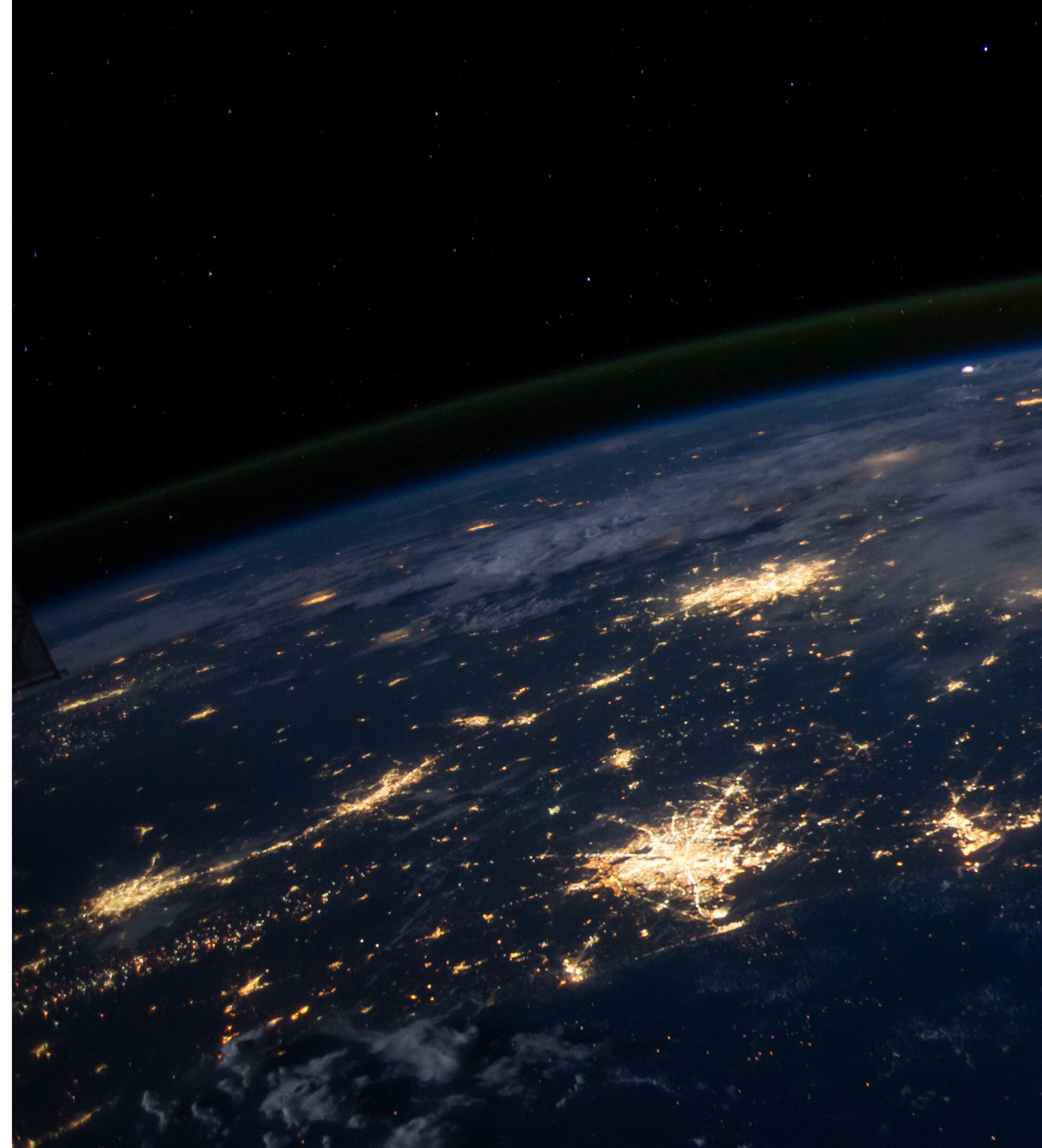


# Democratic Primary Update

Verified Voter Omnibus Survey

N=474 Democratic or Democratic Leaning Likely  
Primary Voters

January 20 - January 23, 2020



# Key Findings

- Joe Biden and Bernie Sanders are leading the field with a 3 point margin between the two candidates: **Biden fell 11 points since December to 26% of the likely Democratic vote** and **Sanders gained 9 points to 23% of the likely Democratic vote.**
- **Among likely Democratic voters with a verified history of voting in primary elections, Biden received 26% of the vote to Sanders' 22%.**
- Mike Bloomberg also showed strong momentum since December, with **Bloomberg gaining 7 points to 13% of the likely Democratic vote. Elizabeth Warren earned 10% and Pete Buttigieg earned 7% of the likely Democratic vote.**
- Biden's lead against top candidates in direct match ups narrowed across the board since December, and **narrowed most significantly against Warren, where Biden led 48-43**, from 59-29 in December.
  - **Biden led Sanders 54-38 in a direct match up** this month and **led Buttigieg 56-32.**

# Methodology

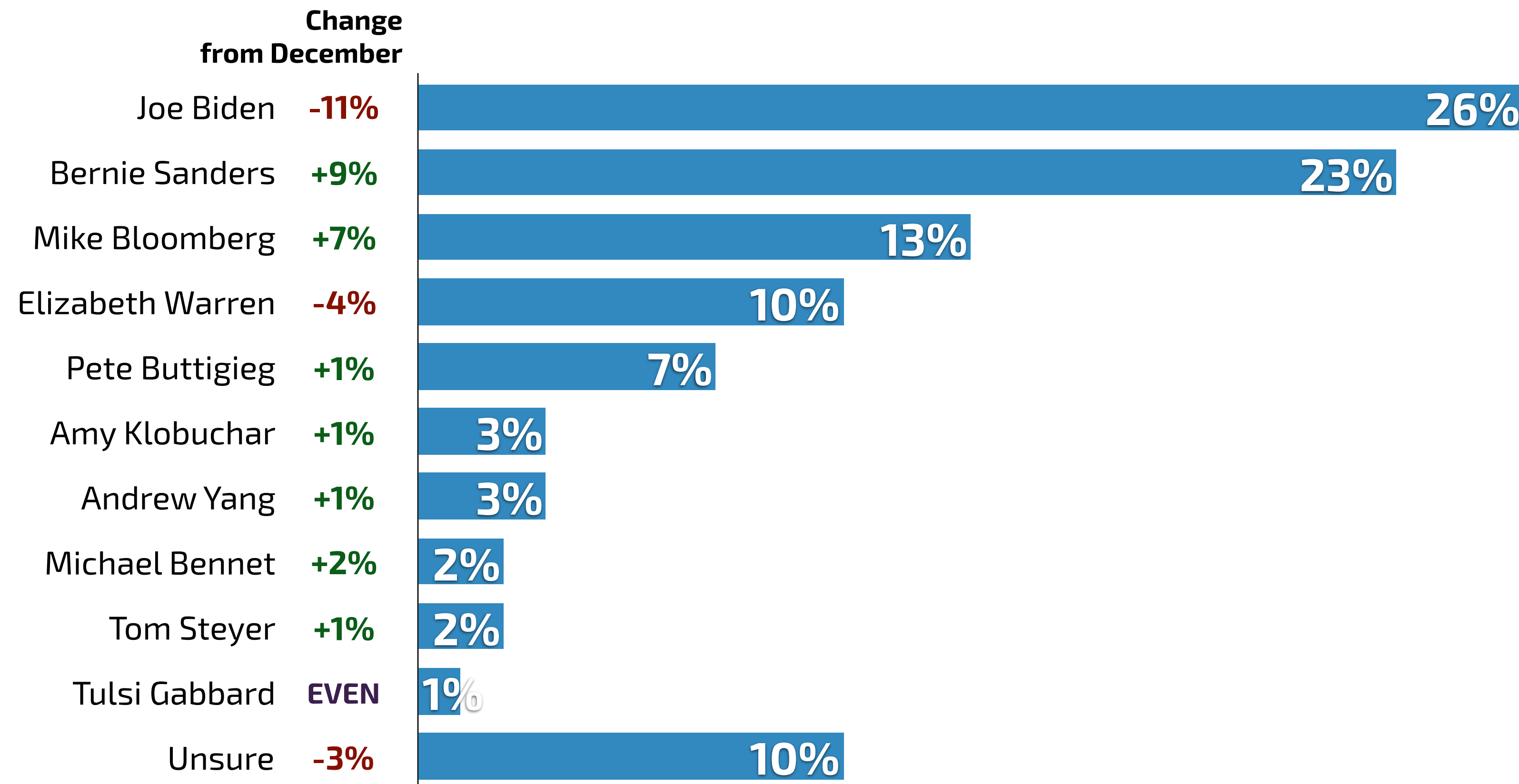
- Using a voter file-matched online panel, we surveyed n=1,000 registered voters across the country from January 20 - January 23, 2019, with a sample of 474 Democratic or Democratic-leaning Independent Likely Voters.
- With our eight monthly tracking survey on the 2020 political landscape, we were able to track changes in the attitudes and behaviors of key voters since our last survey of verified Democratic or Democratic-leaning Independent Likely Voters from December 9 - December 14, 2019

# The Democratic Primary



# Biden, Sanders Neck & Neck, Bloomberg at 13%

Q. If the election were being held today, which candidate would you support for the Democratic nomination for President in 2020? (asked of Democrats & Democratic leaners)

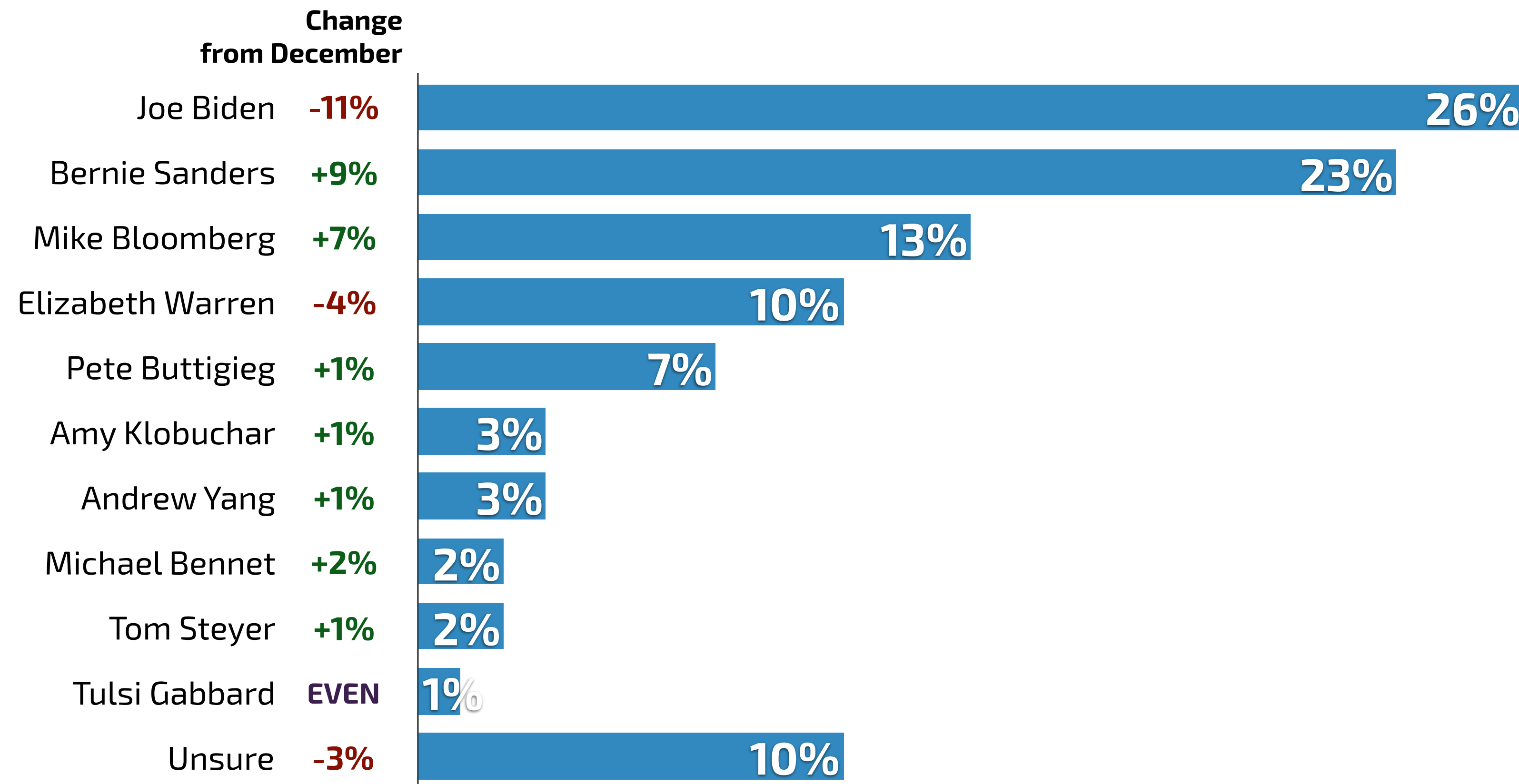


The following candidates were tested but received under 0.5% vote share:

Deval Patrick  
John Delaney

# Biden, Sanders Neck & Neck, Bloomberg at 13%

Q. If the election were being held today, which candidate would you support for the Democratic nomination for President in 2020? (asked of Democrats & Democratic leaners)

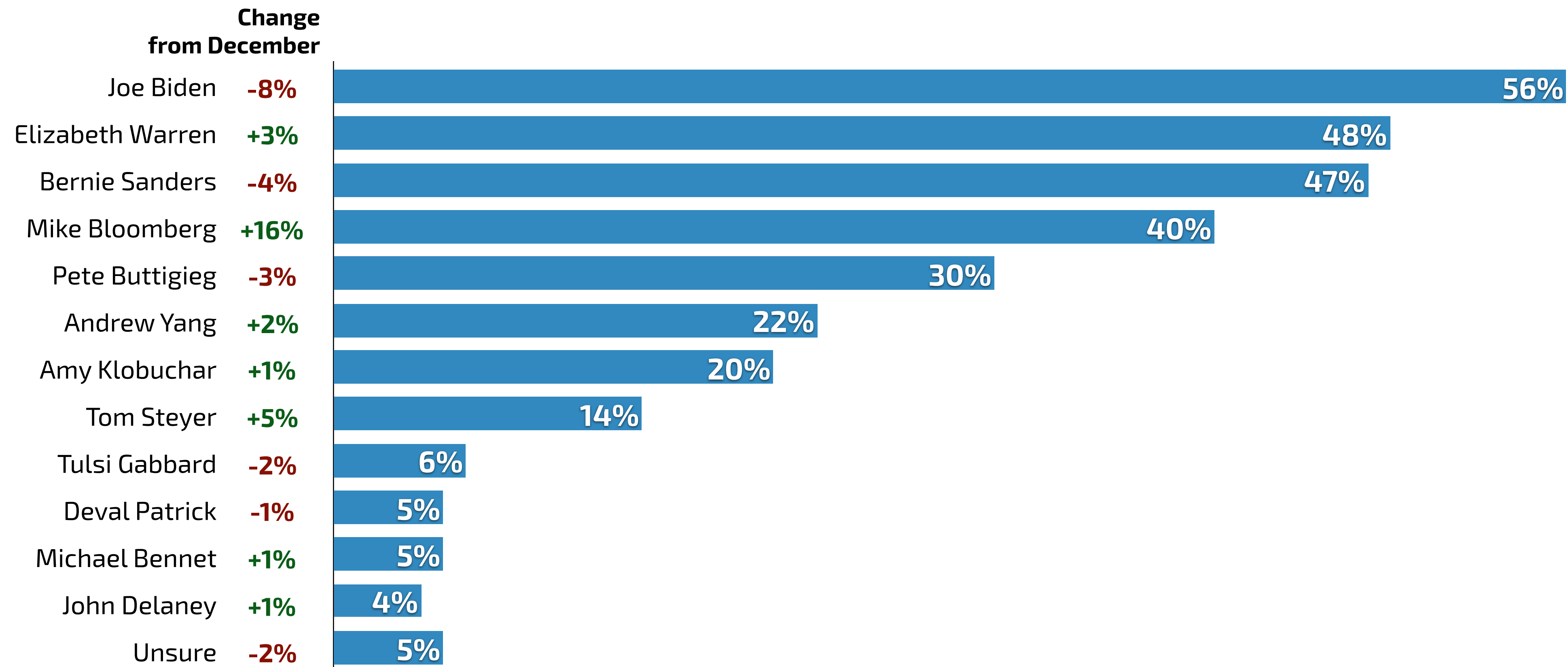


## Driven by...

Whites w/o Bachelor's Degrees (32%)  
Millennials (32%)  
Boomers (19%)  
Whites with Bachelor's Degrees (14%)  
Suburban Voters (11%)  
Voters in the Midwest (8%)  
Male Voters (4%)  
Urban Voters (5%)  
Voters in their 30s (3%)  
Voters in the West (2%)

# Biden, Warren, Sanders Have Top Consideration Scores

**Q. Which of these candidates would you consider supporting for the Democratic nomination for President in 2020?  
Choose as many as you like. (asked of Democrats & Democratic leaners)**



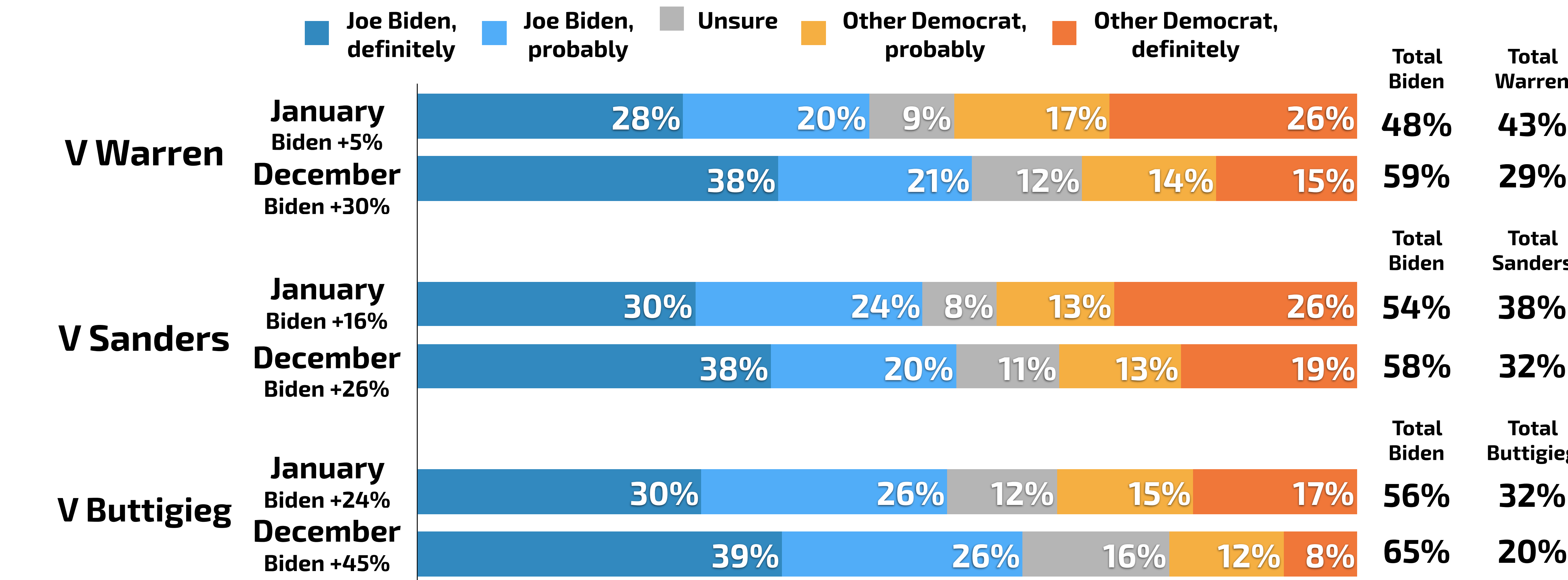
# Biden and Sanders Lead Across Demographics

**Q. If the election were being held today, which candidate would you support for the Democratic nomination for President in 2020? (asked of Democrats & Democratic leaners)**

All Democrats & Democratic-Leaners  (N=474) 100% of sample		White Democrats without a Bachelor's Degree  (n=132) 28% of sample		White Democrats with a Bachelor's Degree  (n=158) 33% of sample		Black Democrats  (n=100) 21% of sample	
1.	Biden (26%)	1.	Biden (32%)	1.	Sanders (21%)	1.	Sanders (32%)
2.	Sanders (23%)	2.	Sanders (21%)	2.	Biden (18%)	2.	Biden (28%)
3.	Bloomberg (13%)	3.	Bloomberg (16%)	3.	Bloomberg (15%)	3.	Bloomberg (11%)
4.	Warren (10%)	4.	Buttigieg (10%)	4.	Warren (14%)	4.	Bennet (8%)
5.	Buttigieg (7%)	5.	Warren (7%)	5.	Buttigieg (10%)	5.	Warren (5%)

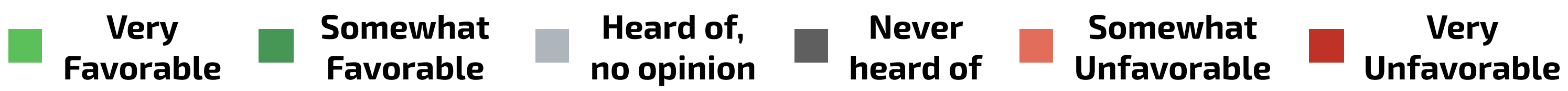
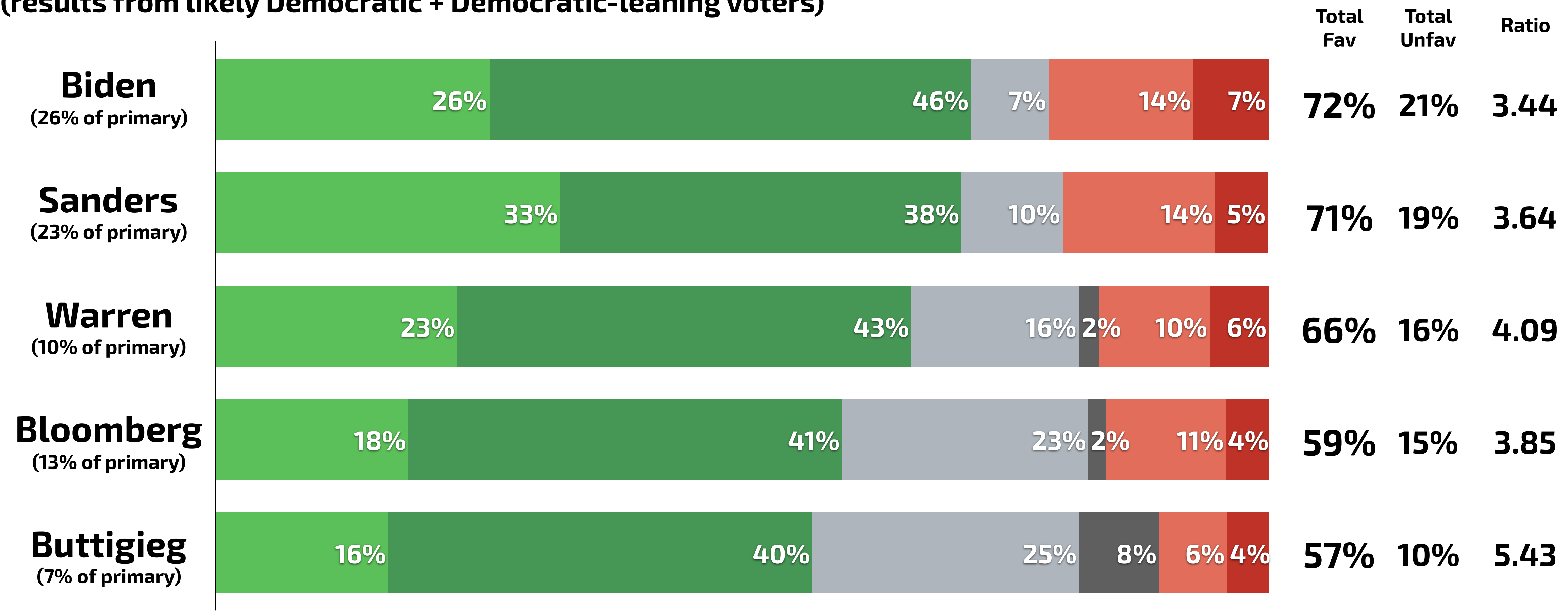
# Biden's Lead in Direct Match Ups Narrows Across the Board

Q. If the 2020 Democratic presidential primaries were being held today and you had to make a choice between these two candidates, for whom would you vote? (asked of Democrats & Democratic leaners)

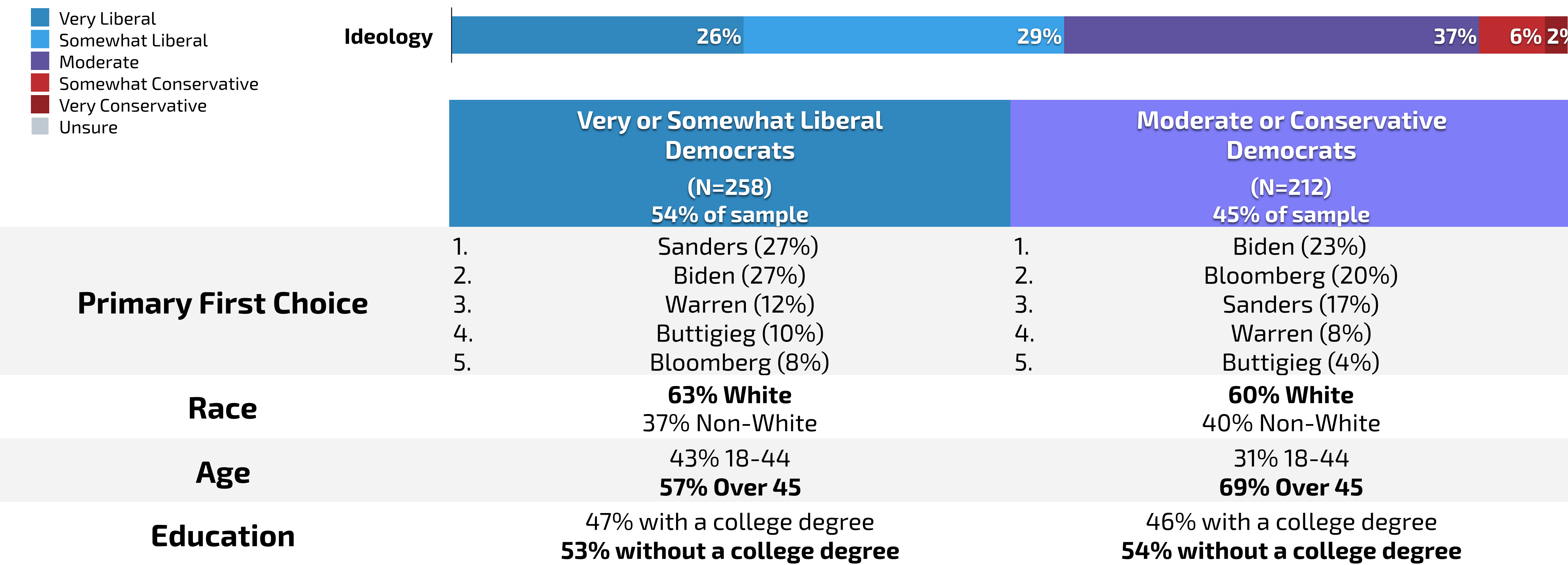


# Top Candidates Have Net Positive Favorability Among Democrats

Q. Do you have a favorable or unfavorable view of the following individuals who have been in the news lately?  
(results from likely Democratic + Democratic-leaning voters)



# Likely Democratic Primary Voters Break Down as 54% Liberal, 45% Moderate or Conservative



# Overall Vote Choice

**Q. If the election were being held today, which candidate would you support for the Democratic nomination for President in 2020? (asked of Democrats & Democratic leaners)**

	All Democrats & Democratic-Leaners (N=474) 100% of sample	With '16/'18 Primary Vote History (N=333) 70% of sample	Without '16/'18 Primary Vote History (N=141) 30% of sample	Liberals (N=258) 54% of sample	Moderates & Conservatives (N=212) 45% of sample	18-44 Years Old (N=178) 38% of sample	45 and Older (N=296) 62% of sample
<b>Biden</b>	26%	26%	25%	27%	23%	22%	28%
<b>Sanders</b>	23%	22%	26%	27%	17%	36%	15%
<b>Bloomberg</b>	13%	13%	14%	8%	20%	8%	16%
<b>Warren</b>	10%	12%	6%	12%	8%	11%	10%
<b>Buttigieg</b>	7%	7%	7%	10%	4%	7%	8%



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