

# UNIVISION & MEDIA PREDICT

2020 DEMOCRATIC  
PRESIDENTIAL  
PRIMARY TRACKER

**National**

February 2020



MP

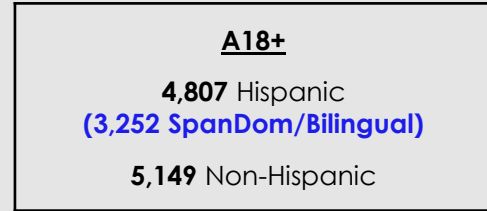


# OBJECTIVES

- Assess general sentiment toward current 2020 presidential candidates
- Measure current landscape of the Democratic nominee for president, including likelihood to vote
- Understand key issues and their degree of importance as motivators to vote

# METHODOLOGY

- Online survey of **9,956 registered Democratic voters** ages **18+**



- In field 2/4/2020 – 2/6/2020
- Weighted to the registered voter universe by age, gender, education, and census division.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

## INTENT TO VOTE: PRIMARY ELECTIONS

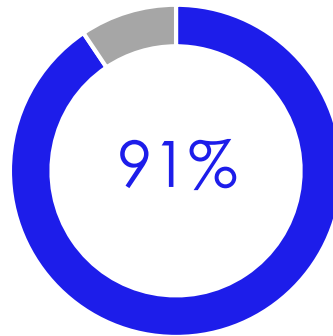
*On a scale of 1 to 10, how likely or unlikely are you to vote in your state's Democratic Party presidential primary that will be held in 2020?*

# OVER 90% ALL RESPONDENTS INTEND TO VOTE IN DEM PRIMARY

## Intent to Vote: Democratic Primary

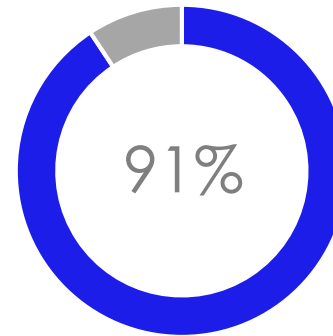
Registered Voters – 7+ Likelihood

*On a scale of 1 to 10, how likely or unlikely are you to vote in your state's Democratic Party presidential primary that will be held in 2020?*



**Hispanics**

...intend to vote



**Non-Hispanics**

...intend to vote

# DEMOCRATIC CANDIDATE CHOICE

*Below is a list of candidates who are running or likely to run for the Democratic Party's nomination. **Based on what you know today, for whom do you intend to vote in the primary election?***

# SANDERS LEADS AMONG HISPANICS, BIDEN NON-HISPANICS

-BLOOMBERG +13 PTS HISPANICS/NON-HISPANICS  
-11% ALL RESPONDENTS UNDECIDED

Below is a list of candidates who are running for the Democratic Party's nomination. **Based on what you know today, for whom do you intend to vote in the primary election?**

## Registered Voters

	Hispanic		Non-Hispanic	
	Feb. 2020	Δ v Nov. 2019	Feb. 2020	Δ v Nov. 2019
<b>Bernie Sanders</b>	<b>30%</b>	6%	21%	6%
<b>Joe Biden</b>	<b>19%</b>	-4%	<b>24%</b>	-5%
<b>Michael Bloomberg</b>	<b>16%</b>	13%	15%	12%
<b>Elizabeth Warren</b>	<b>9%</b>	-2%	11%	-1%
<b>Pete Buttigieg</b>	<b>4%</b>	1%	8%	-1%
<b>Andrew Yang</b>	<b>4%</b>	0%	4%	1%

	Hispanic		Non-Hispanic	
	Feb. 2020	Δ v Nov. 2019	Feb. 2020	Δ v Nov. 2019
<b>Tom Steyer</b>	<b>2%</b>	0%	2%	0%
<b>Tulsi Gabbard</b>	<b>1%</b>	0%	1%	0%
<b>Amy Klobuchar</b>	<b>1%</b>	1%	2%	0%
<b>Michael Bennet</b>	<b>1%</b>	0%	1%	0%
<b>Deval Patrick</b>	<b>0%</b>	0%	0%	0%
<b>Undecided/Don't know</b>	<b>11%</b>	0%	11%	-1%

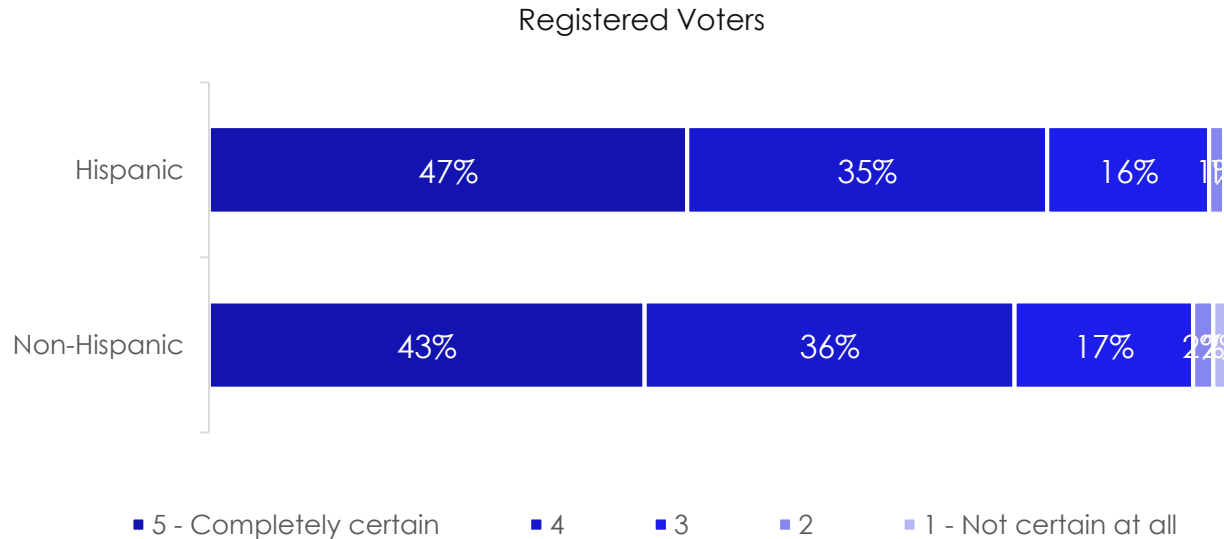
\*In November, 15% of Hispanics and 10% of Non-Hispanics cast votes for candidates who have since ended their campaigns

# DEMOCRATIC CHOICE CERTAINTY

*How certain are you that this is the right choice of candidate for you?*

# OVER 50% OF ALL RESPONDENTS ARE NOT COMPLETELY CERTAIN OF THEIR CANDIDATE CHOICE

*How certain are you that this is the right choice of candidate for you?*



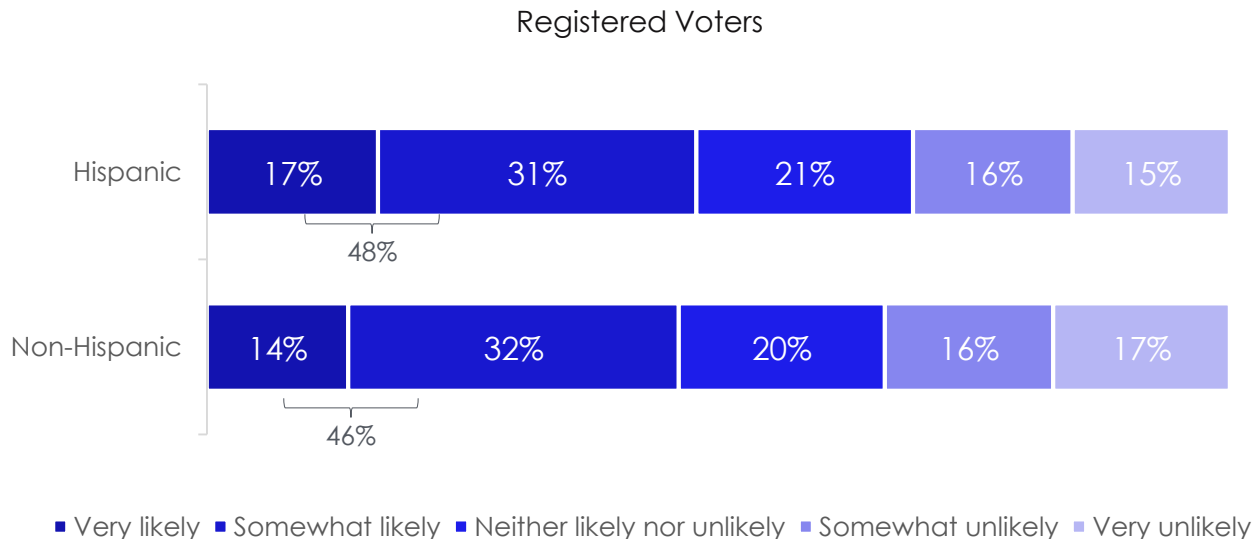


## LIKELIHOOD TO CHANGE MIND – PRIMARY

*Thinking again about the Democratic Presidential primary election, how likely is it that you could change your mind about who you will vote for?*

# ABOUT HALF OF ALL VOTERS ARE VERY/SOMEWHAT LIKELY TO CHANGE THEIR MIND ABOUT WHO THEY WILL VOTE FOR

Thinking again about the Democratic Presidential primary election, how likely is it that you could change your mind about who you will vote for?



# CHANGED CANDIDATE CHOICE IN PAST 6 MONTHS

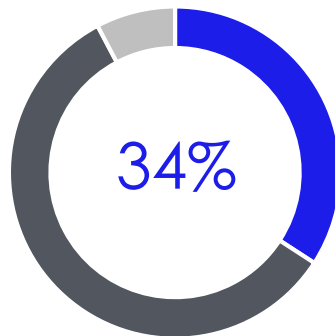
*Have you changed your mind in the last six months about who you were planning to vote for in the Democratic Presidential primary?*

# OVER ONE-THIRD HAVE CHANGED THEIR CANDIDATE CHOICE IN THE PAST SIX MONTHS

## Changed Candidate Choice in Past 6 Months

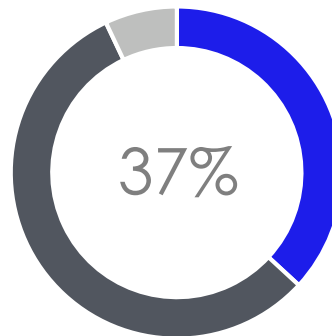
Registered Voters

*Have you changed your mind in the last six months about who you were planning to vote for in the Democratic Presidential primary?*



### Hispanics

...have changed their minds



### Non-Hispanics

...have changed their minds

- Yes
- No
- I don't know

# TOP2BOX WILLINGNESS TO VOTE FOR EACH CANDIDATE

*For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the Democratic Primary.*

# WILLING TO VOTE FOR: SANDERS LEADS AMONG HISPANICS, TIES WITH BIDEN AMONG NON-HISPANICS

## -BLOOMBERG +28 PTS AMONG HISPANICS/+24 PTS NON-HISPANICS

For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the Democratic Primary.

### Among Aware Registered Voters

	Hispanic		Non-Hispanic	
	Feb. 2020	Δ v Nov. 2019	Feb. 2020	Δ v Nov. 2019
<b>Bernie Sanders</b>	<b>74%</b>	5%	67%	4%
<b>Joe Biden</b>	<b>65%</b>	1%	67%	-3%
<b>Michael Bloomberg</b>	<b>61%</b>	28%	59%	24%
<b>Elizabeth Warren</b>	<b>59%</b>	1%	61%	-3%
<b>Pete Buttigieg</b>	<b>47%</b>	4%	55%	-3%
<b>Andrew Yang</b>	<b>47%</b>	5%	46%	4%

	Hispanic		Non-Hispanic	
	Feb. 2020	Δ v Nov. 2019	Feb. 2020	Δ v Nov. 2019
<b>Amy Klobuchar</b>	<b>39%</b>	3%	43%	1%
<b>Tom Steyer</b>	<b>38%</b>	3%	40%	6%
<b>Michael Bennet</b>	<b>31%</b>	1%	29%	0%
<b>Deval Patrick</b>	<b>30%</b>	-1%	27%	-2%
<b>Tulsi Gabbard</b>	<b>30%</b>	1%	26%	-3%

# ISSUE IMPORTANCE

*Thinking about the issues, how important are the following issues to you? (5 – Very important, 4, 3, 2, 1– Not important at all)*

# AMONG ALL VOTERS, HEALTHCARE, COST OF LIVING, ECONOMY/JOB, SOCIAL SECURITY/MEDICARE, EDUCATION AND ENVIRONMENT TOP ISSUES

## -IMMIGRATION REFORM OF GREATER CONCERN TO HISPANICS

Thinking about the issues, how important are the following issues to you? (5 – Very important, 4, 3, 2, 1– Not important at all)

### Registered Voters

	Hispanic (Top 2 Box)		Non-Hispanic (Top 2 Box)	
	Feb. 2020	Δ v Nov. 2019	Feb. 2020	Δ v Nov. 2019
Healthcare	91%	1%	93%	1%
Cost of Living	89%	1%	89%	2%
Economy/Jobs	88%	1%	87%	3%
Social Security/Medicare	87%	1%	88%	-1%
Education	87%	0%	84%	0%
Environment	85%	2%	85%	0%
Taxes	82%	1%	80%	2%
Entitlements/social services reform (Medicare, Welfare, etc.)	82%	-1%	82%	0%
Crime and public safety	82%	-2%	79%	0%
Gun control	81%	-2%	79%	-2%

	Hispanic (Top 2 Box)		Non-Hispanic (Top 2 Box)	
	Feb. 2020	Δ v Nov. 2019	Feb. 2020	Δ v Nov. 2019
National security / Terrorism	78%	0%	73%	-2%
Immigration reform	74%	-1%	62%	-5%
Military/Veterans	70%	-5%	71%	-3%
The National Debt	70%	-1%	69%	-2%
Foreign Policy	68%	0%	69%	-1%
Social issues like abortion or LGBTQ rights	66%	0%	66%	-2%
Infrastructure investment	65%	0%	67%	-1%
International Trade	63%	-3%	61%	-3%
Opioid Crisis	62%	-3%	62%	-3%
Border security	57%	-2%	49%	-3%

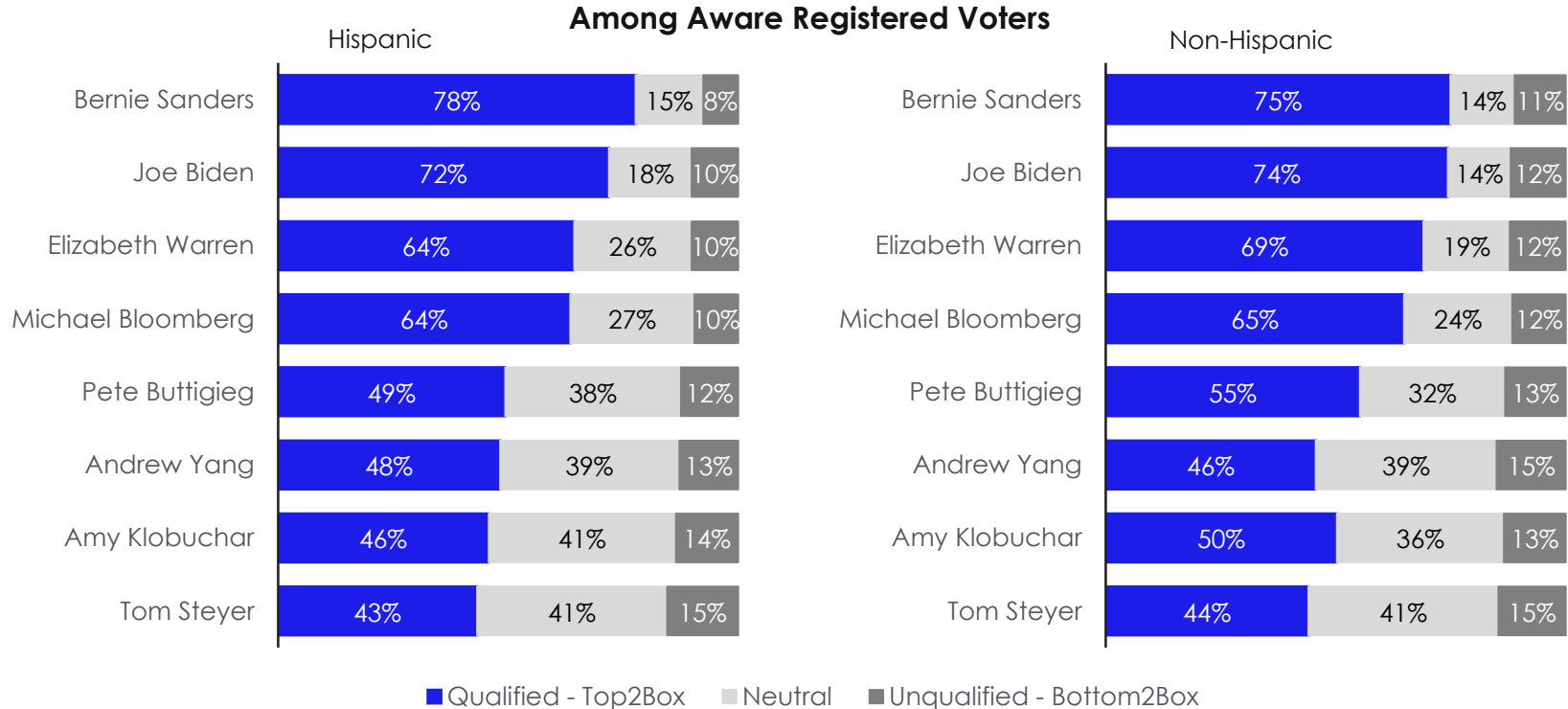


# CANDIDATE QUALIFICATION ON ISSUES

*Which of the following best describes how qualified {Candidate Name} is to address the following issues? (5 – Very qualified, 4 – Somewhat qualified, 3 – Neither qualified nor unqualified, 2 – Somewhat unqualified, 1– Very unqualified)*

# AMONG ALL VOTERS, SANDERS BEST QUALIFIED TO ADDRESS HEALTHCARE; BIDEN CLOSE SECOND AMONG NON-HISPANICS

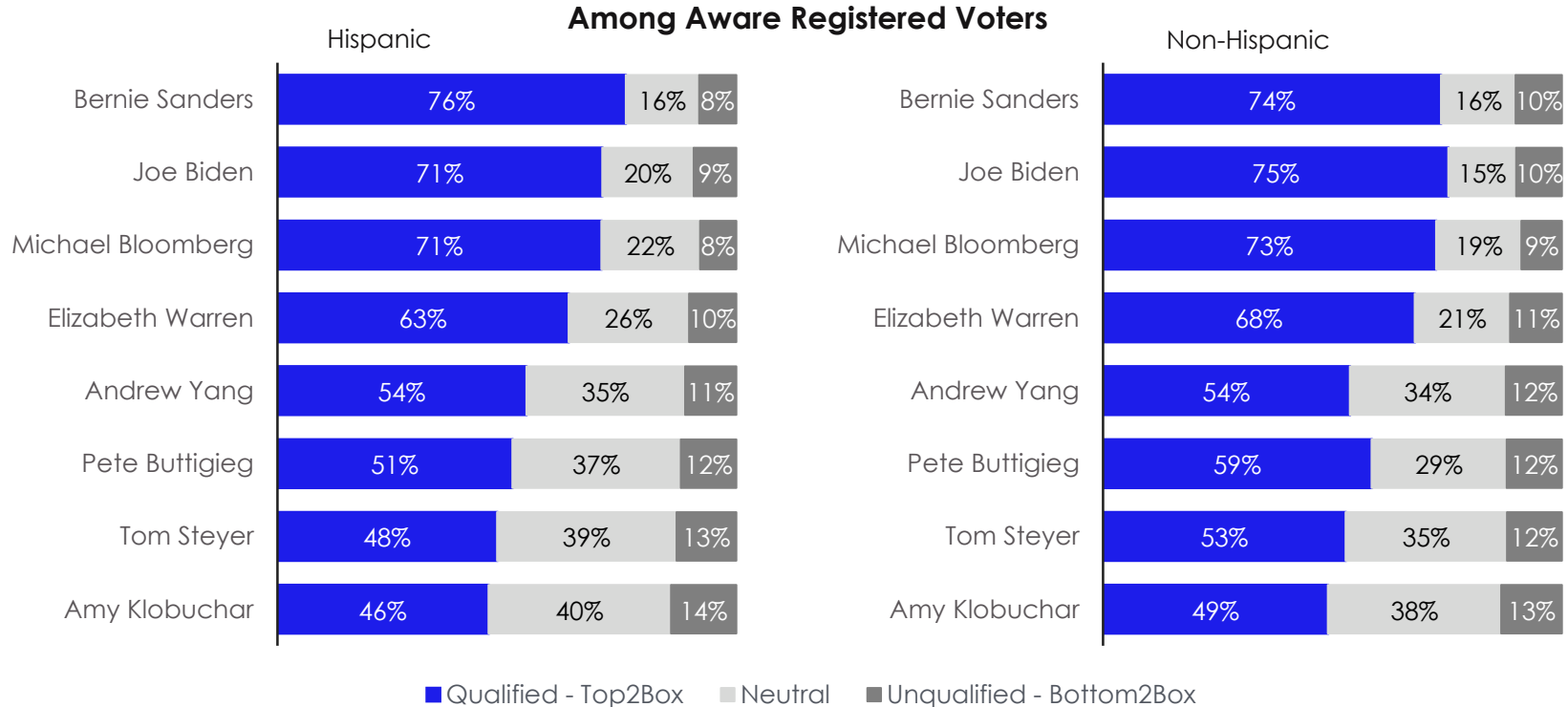
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Healthcare]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG HISPANICS, SANDERS BEST QUALIFIED TO ADDRESS ECONOMY/JOB; AMONG NON-HISPANICS BIDEN WITH SANDERS CLOSE SECOND

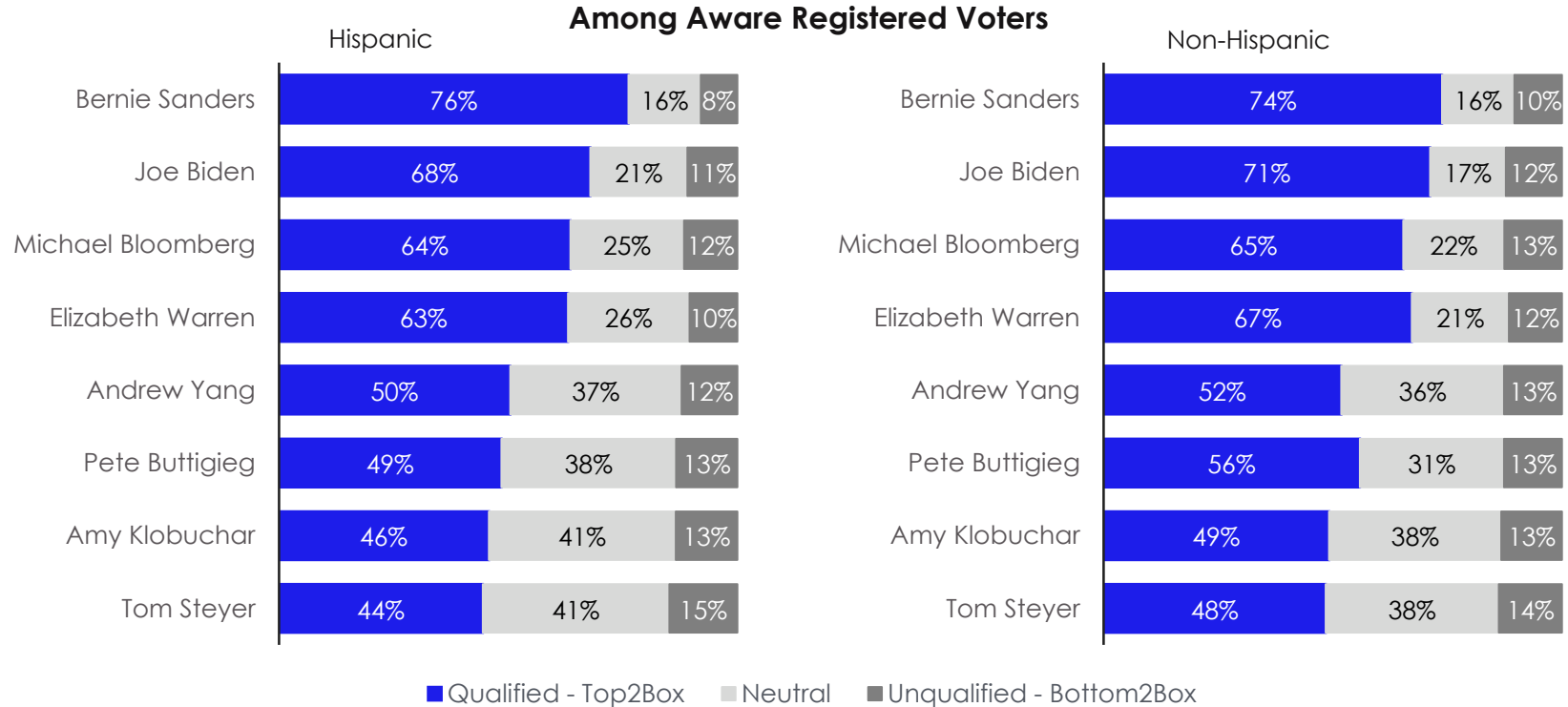
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Economy/Jobs]**



Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG ALL VOTERS, SANDERS BEST QUALIFIED TO ADDRESS COST OF LIVING; BIDEN CLOSE SECOND AMONG NON-HISPANICS

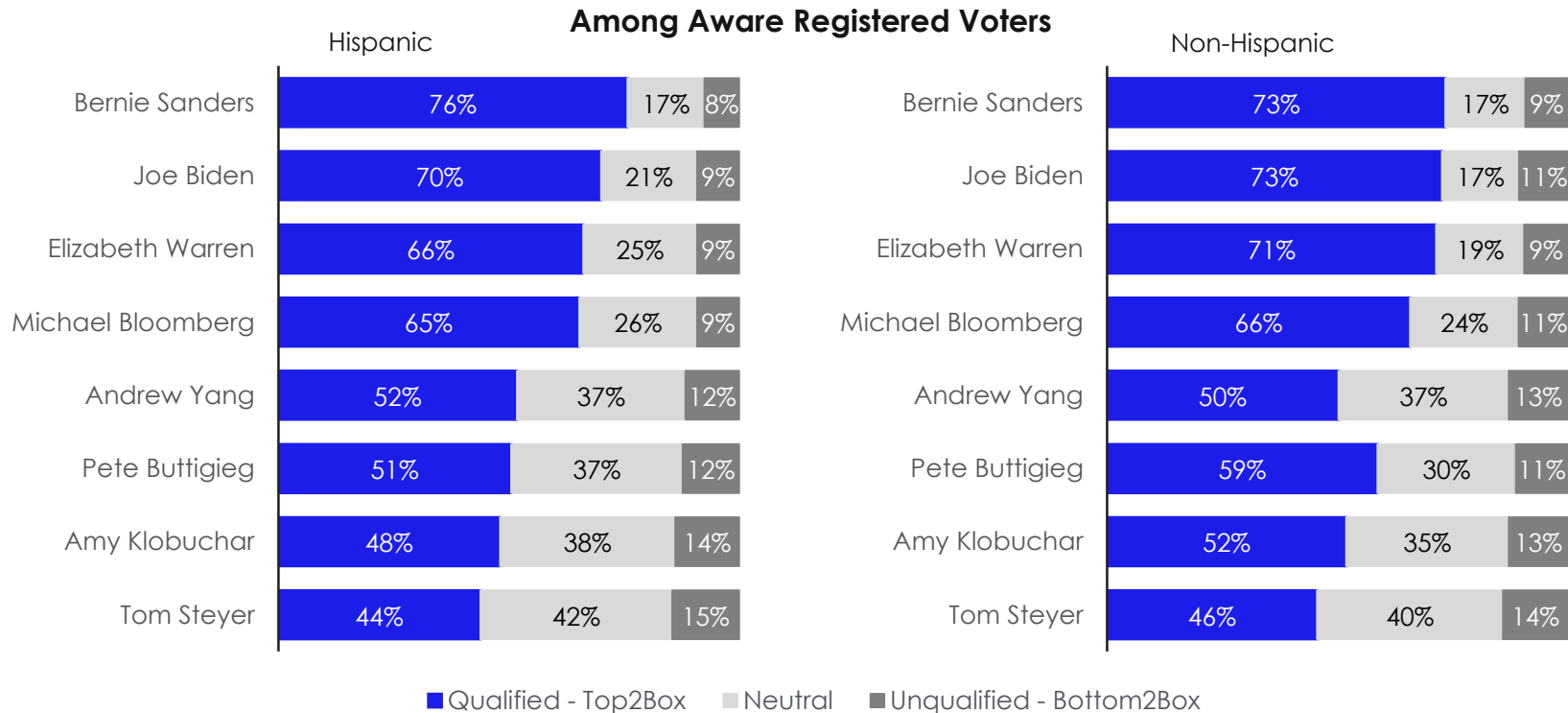
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Cost of Living]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG HISPANICS, SANDERS BEST QUALIFIED TO ADDRESS EDUCATION; AMONG NON-HISPANICS, TIES WITH BIDEN

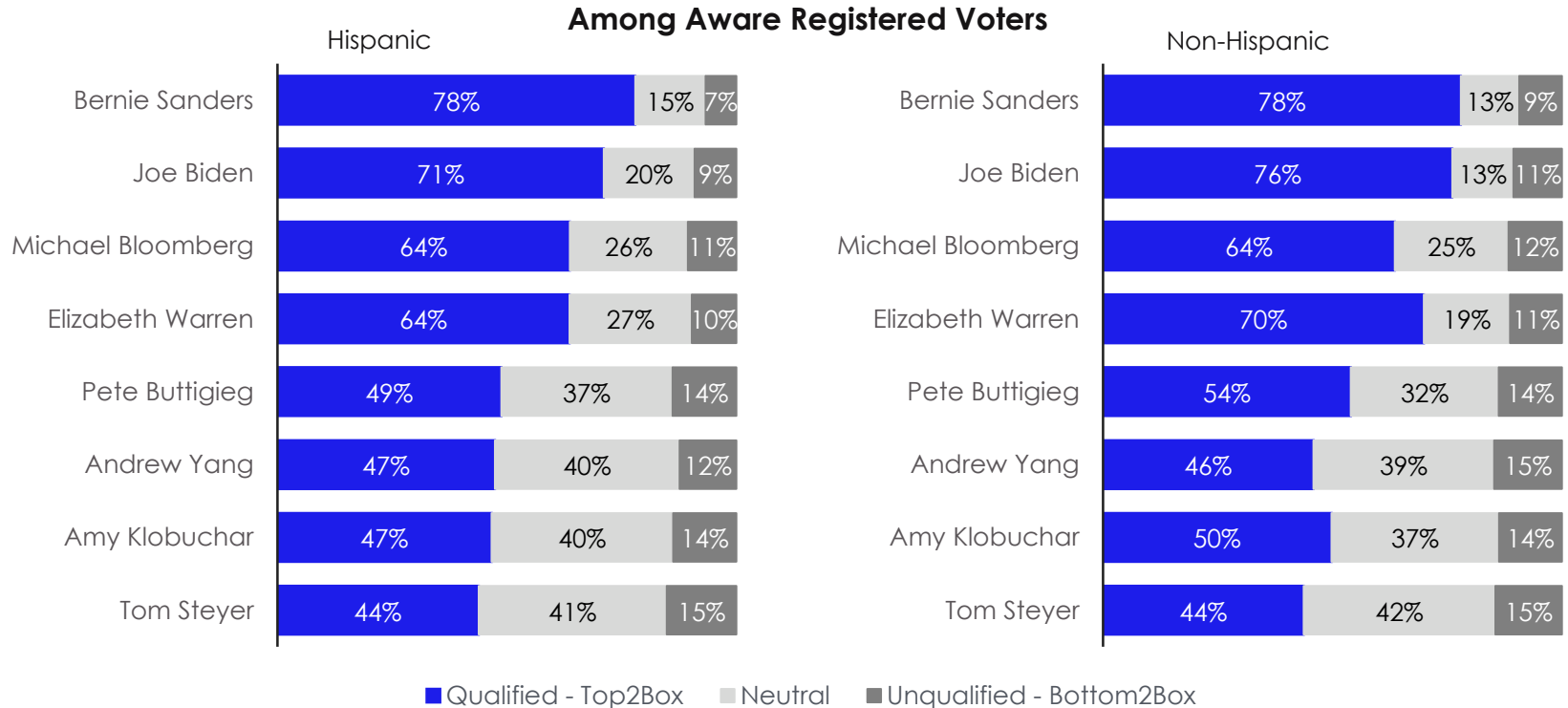
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Education]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG ALL VOTERS, SANDERS BEST QUALIFIED TO ADDRESS SOCIAL SECURITY/MEDICARE; BIDEN CLOSE SECOND AMONG NON-HISPANICS

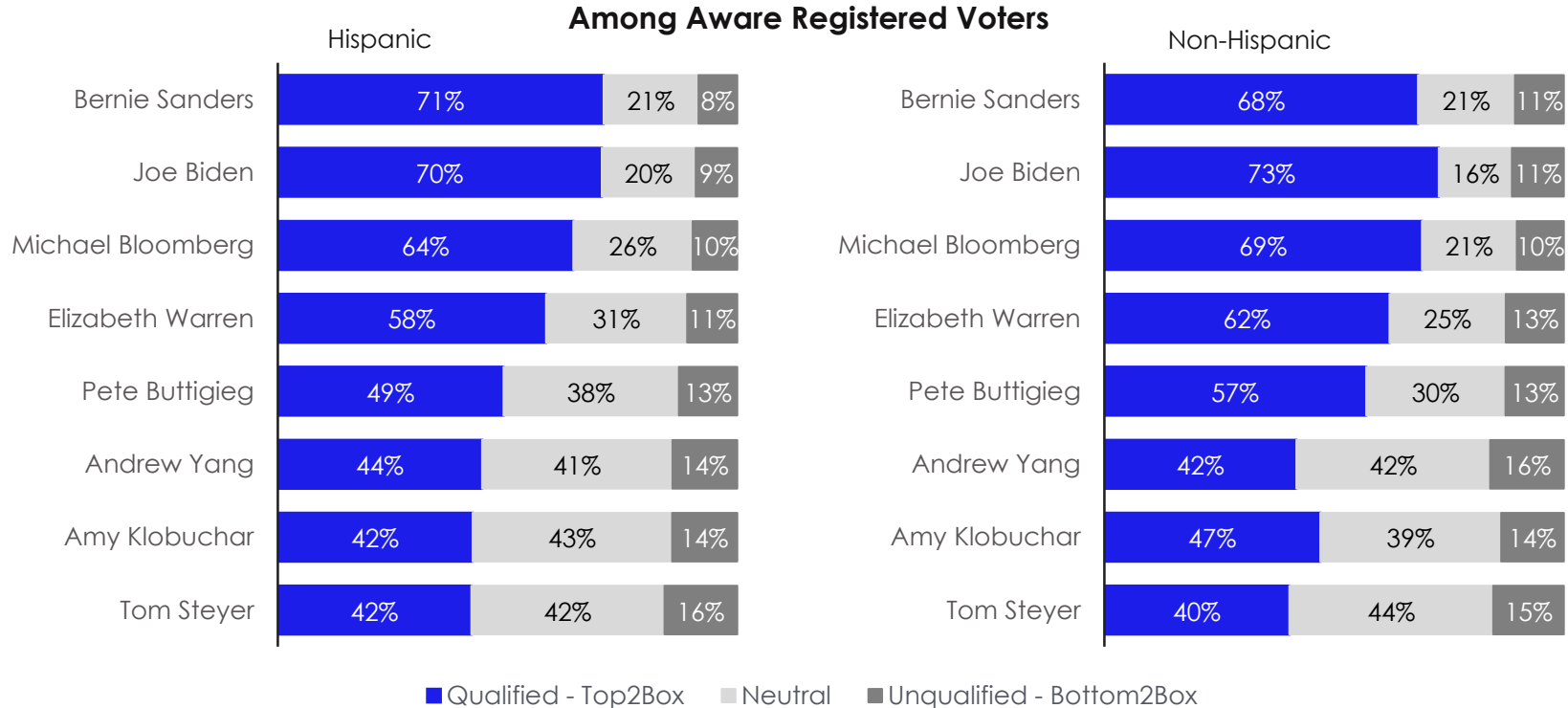
Which of the following best describes how qualified {Candidate Name} is to address the following issues? [Social Security/ Medicare]



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG HISPANICS, SANDERS BEST QUALIFIED TO ADDRESS CRIME/PUBLIC SAFETY WITH BIDEN CLOSE SECOND; BIDEN AMONG NON-HISPANICS

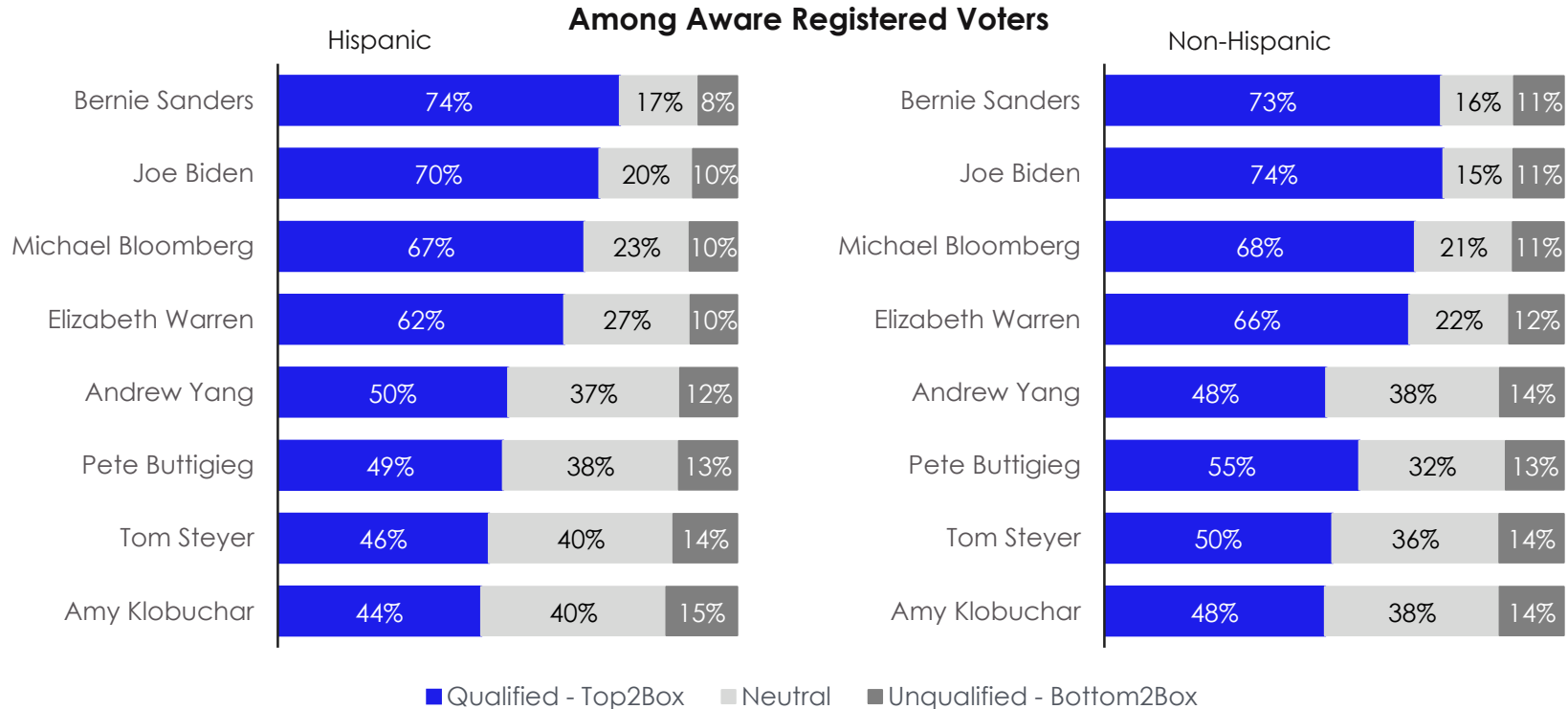
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Crime/Public Safety]**



Among registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG HISPANICS, SANDERS BEST QUALIFIED TO ADDRESS TAXES; AMONG NON-HISPANICS BIDEN WITH SANDERS CLOSE SECOND

Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Taxes]**

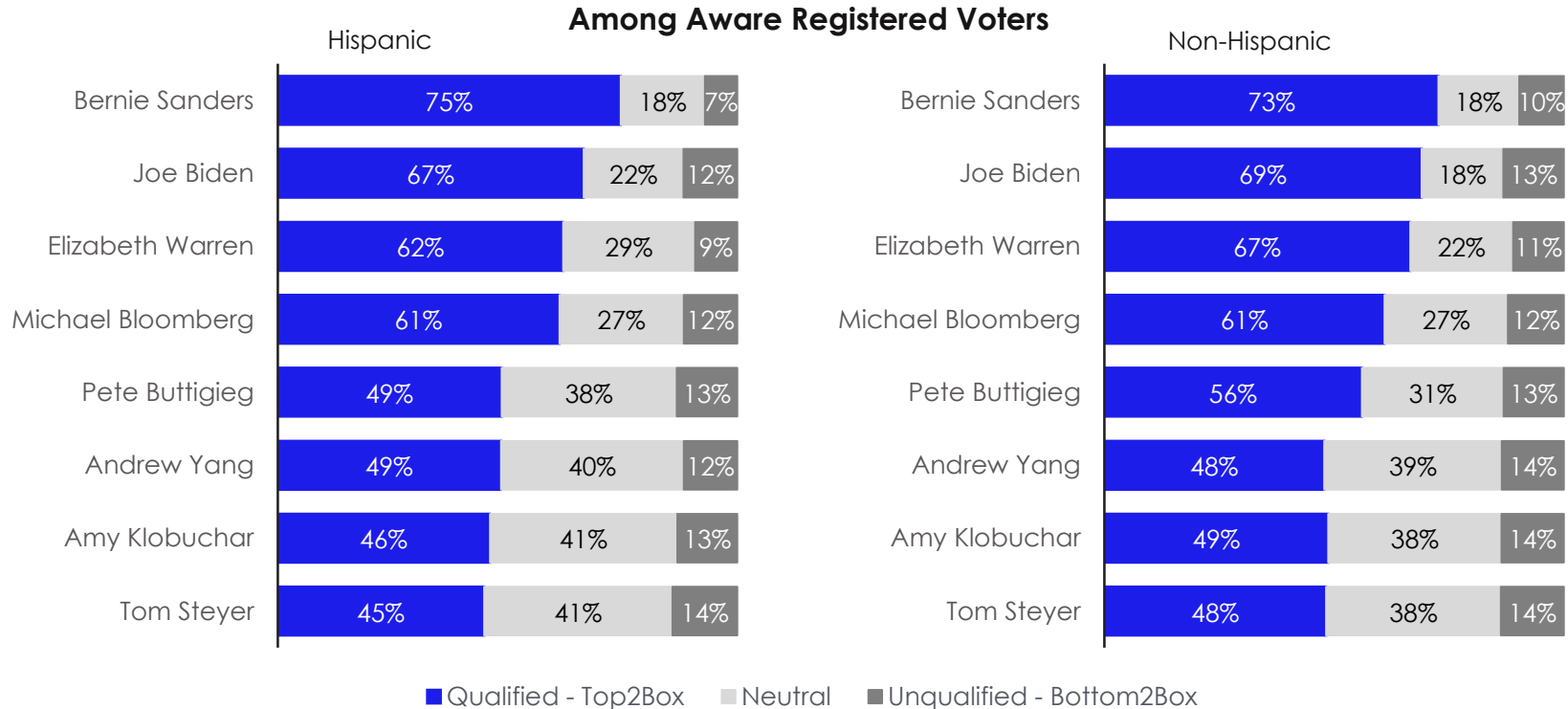


Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019



# AMONG ALL VOTERS, SANDERS BEST QUALIFIED TO ADDRESS ENVIRONMENT

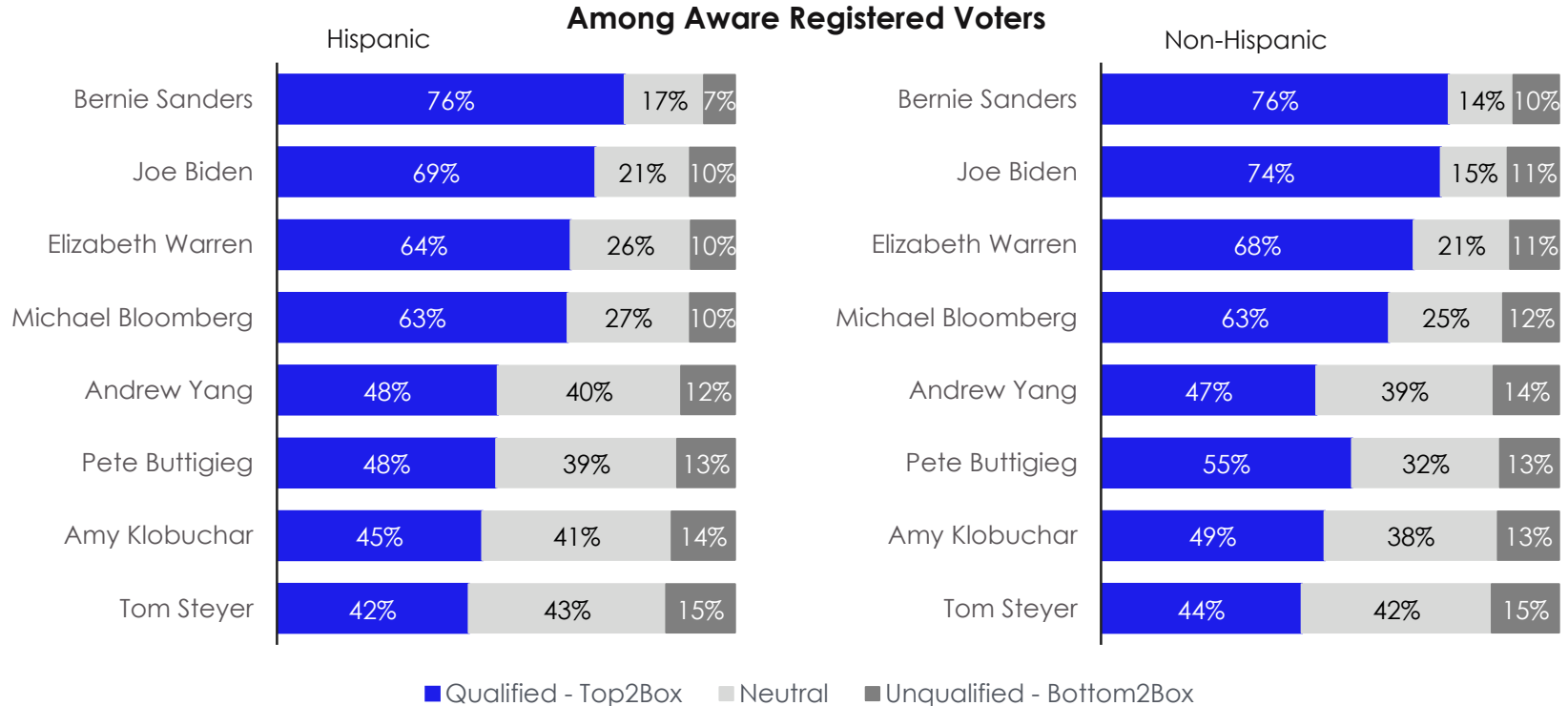
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Environment]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG ALL VOTERS, SANDERS BEST QUALIFIED TO ADDRESS ENTITLEMENT REFORM; BIDEN CLOSE SECOND AMONG NON-HISPANICS

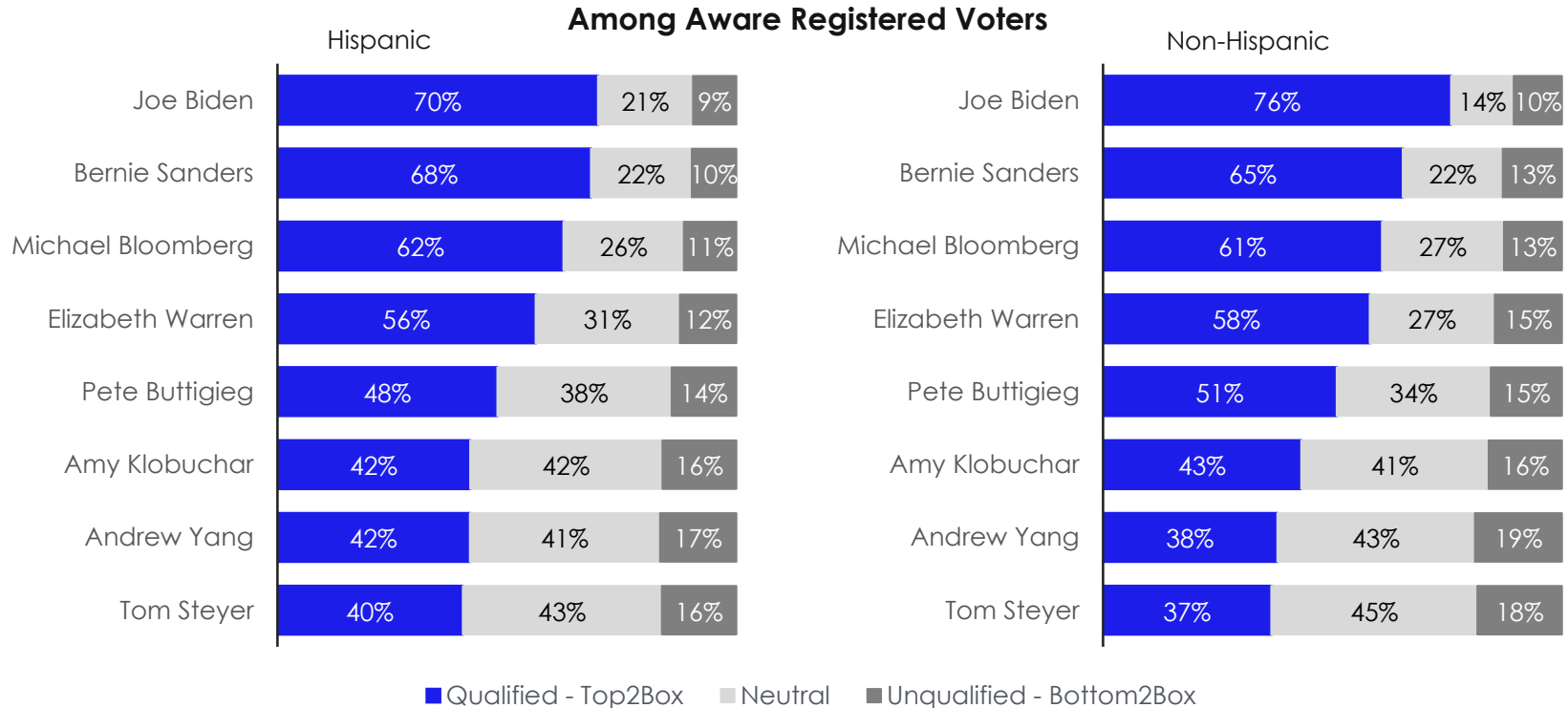
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Entitlement Reform]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG ALL VOTERS, BIDEN BEST QUALIFIED TO ADDRESS NATIONAL SECURITY/TERRORISM; SANDERS CLOSE SECOND AMONG HISPANICS

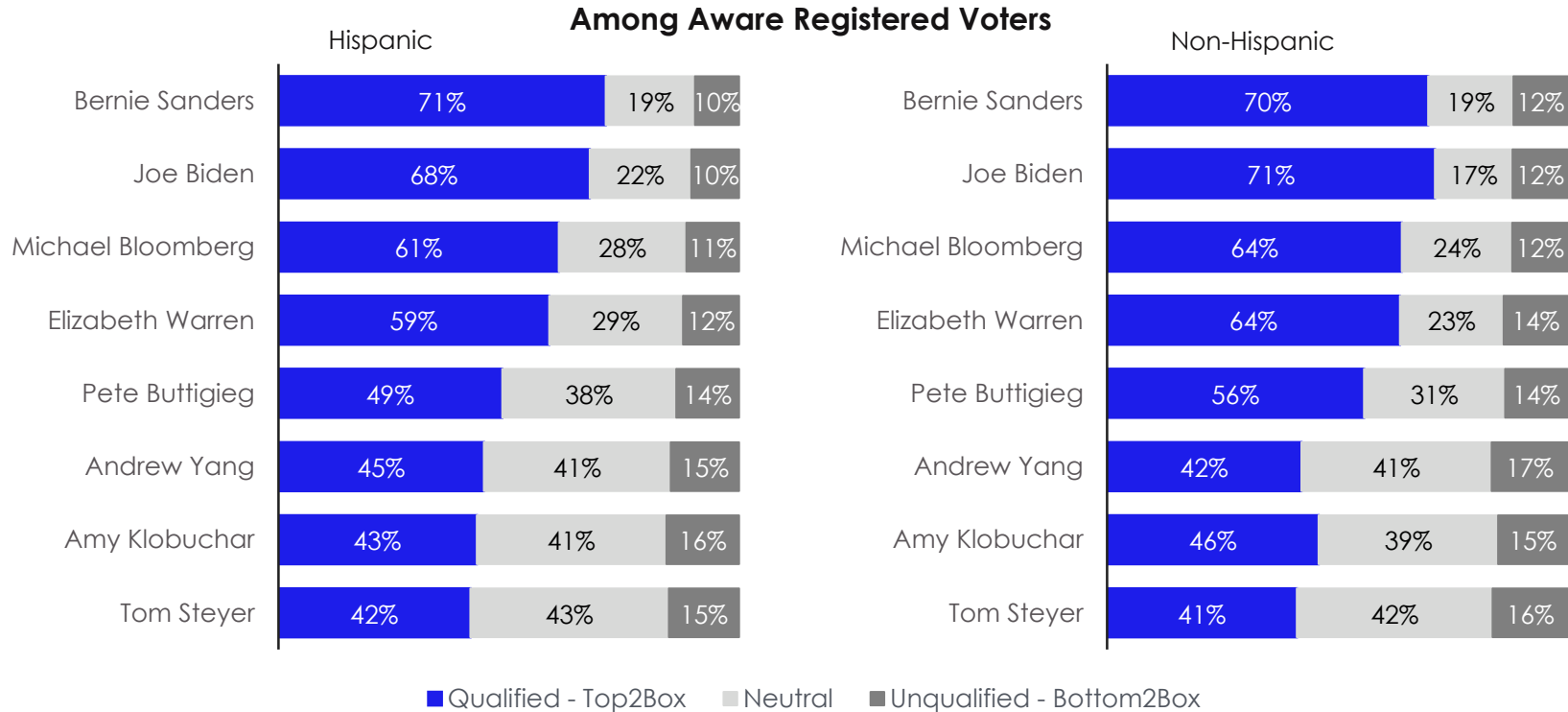
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[National Security/ Terrorism]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG HISPANICS, SANDERS BEST QUALIFIED TO ADDRESS GUN CONTROL WITH BIDEN CLOSE SECOND; AMONG NON-HISPANICS BIDEN WITH SANDERS CLOSE SECOND

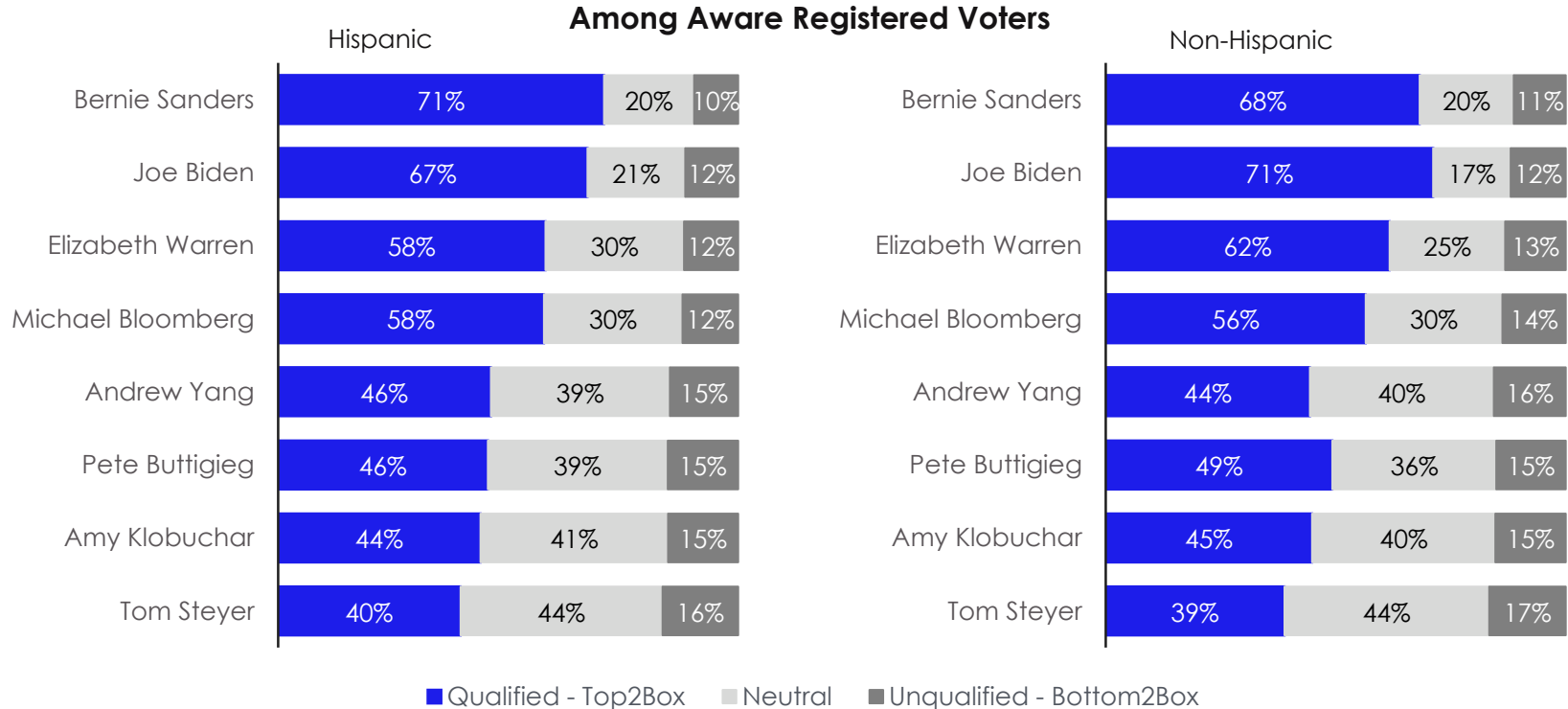
Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Gun Control]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019

# AMONG HISPANICS, SANDERS BEST QUALIFIED TO ADDRESS IMMIGRATION REFORM; AMONG NON-HISPANICS BIDEN

Which of the following best describes how qualified {Candidate Name} is to address the following issues? **[Immigration Reform]**



Among re-registered voters 18+  
 Source: Univision political tracker in collaboration with Media Predict as of September 2019



**THANK YOU**