




Election 2016 – 1st Democratic Debate Preview

OCTOBER 2015

The letters "GPG" in white, bold, sans-serif font, set against a red rectangular background in the bottom right corner.



MOOD OF THE COUNTRY

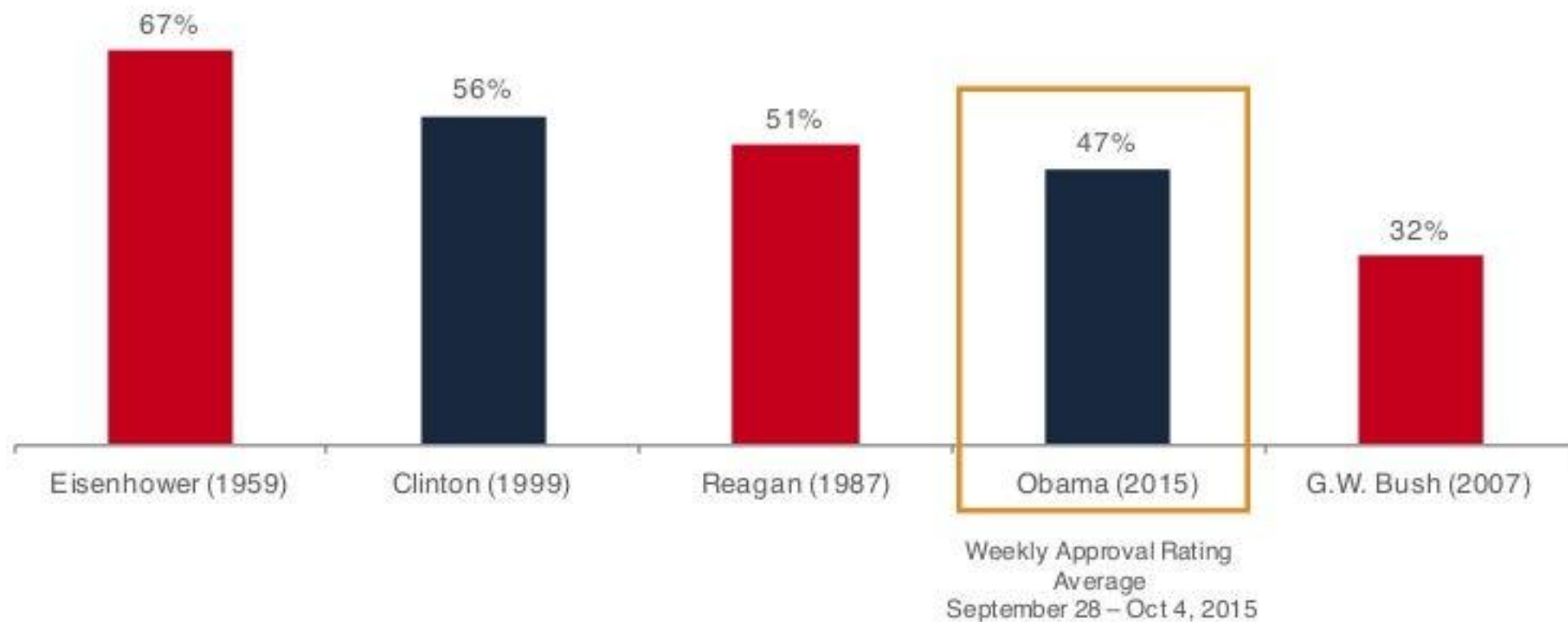
MAJORITY OF AMERICANS CONTINUE TO FEEL THE NATION IS ON THE WRONG TRACK



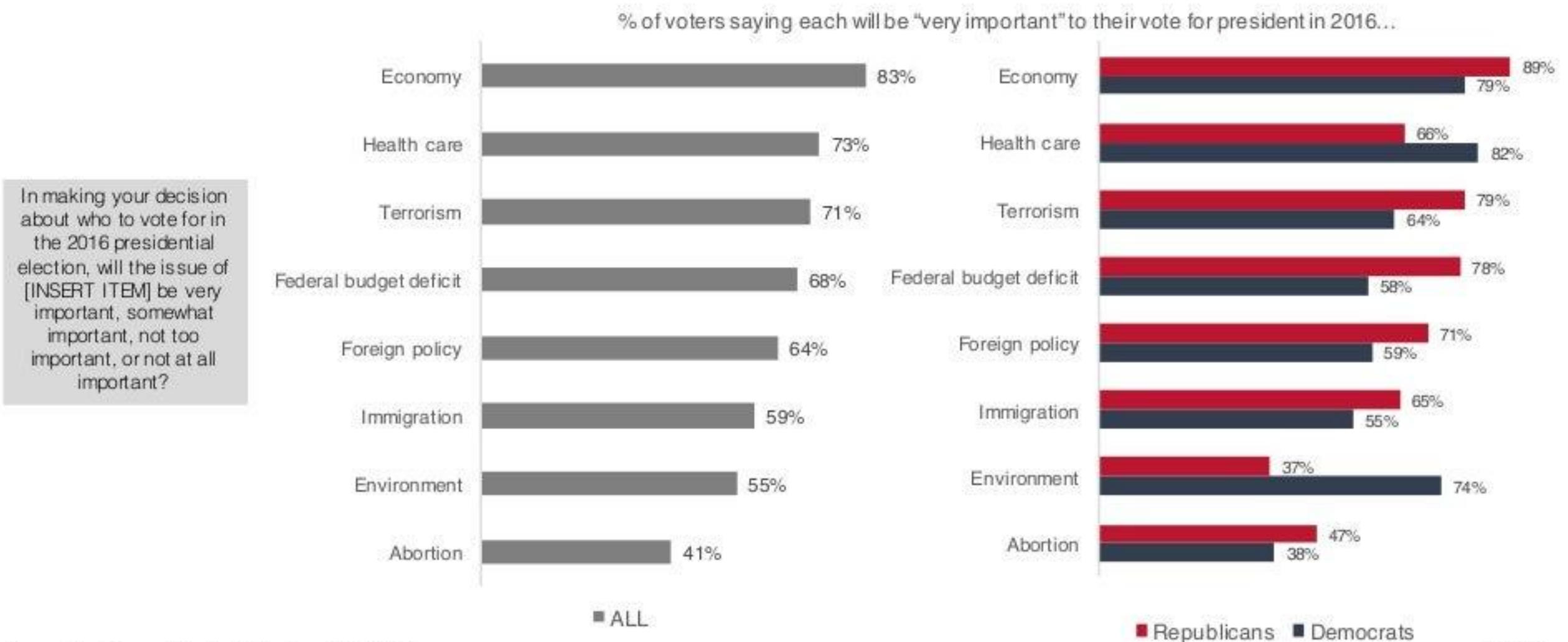
The percentage of Americans saying the nation is heading in the right direction hasn't topped 50% in about a decade.

OVERALL OBAMA'S APPROVAL HIGHER THAN HIS PREDECESSOR AT THIS POINT IN 7TH YEAR

Job Approval Ratings for Prior Presidents in October of
Third Year of 2nd Term



ECONOMY REMAINS TOP CAMPAIGN ISSUE; WIDE PARTISAN GAP OVER IMPORTANCE OF ENVIRONMENT, DEFICIT, HEALTH CARE

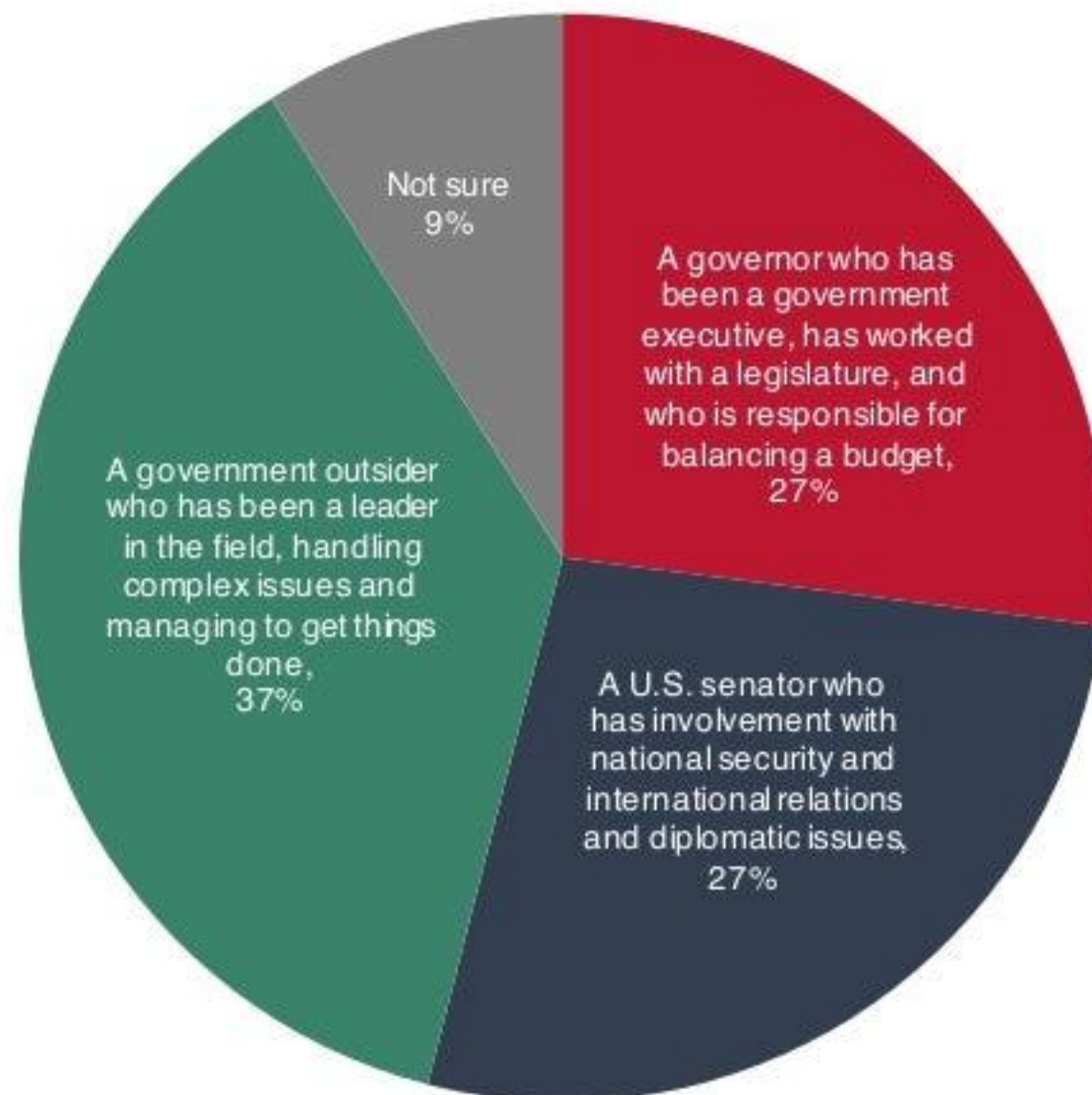


Source: Pew Research Center, September 22-27, 2015

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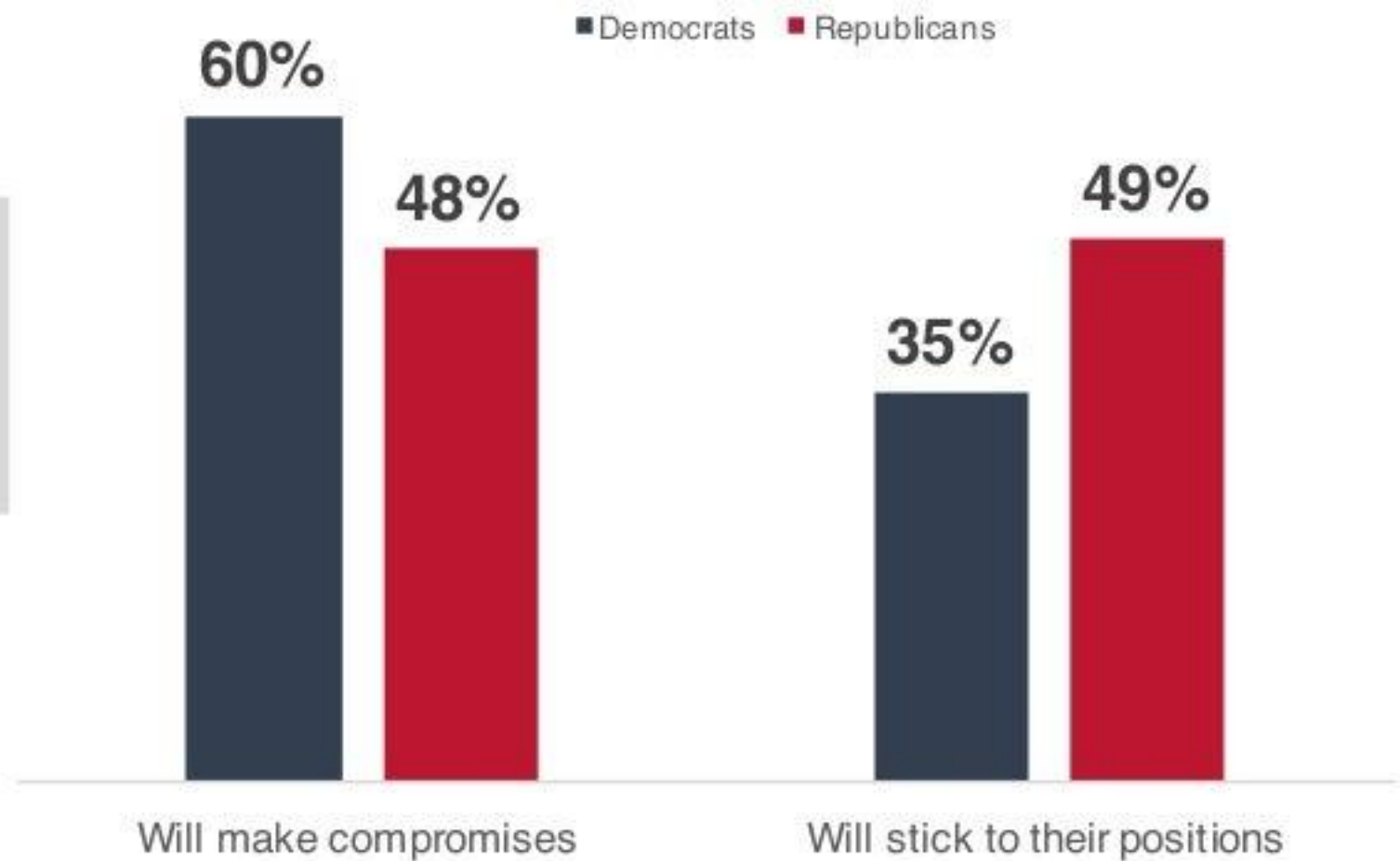
PLURALITY OF AMERICANS WANT A GOVERNMENT OUTSIDER AS PRESIDENTIAL CANDIDATE

All other things being equal, which of the following is a more attractive candidate for president at this time?

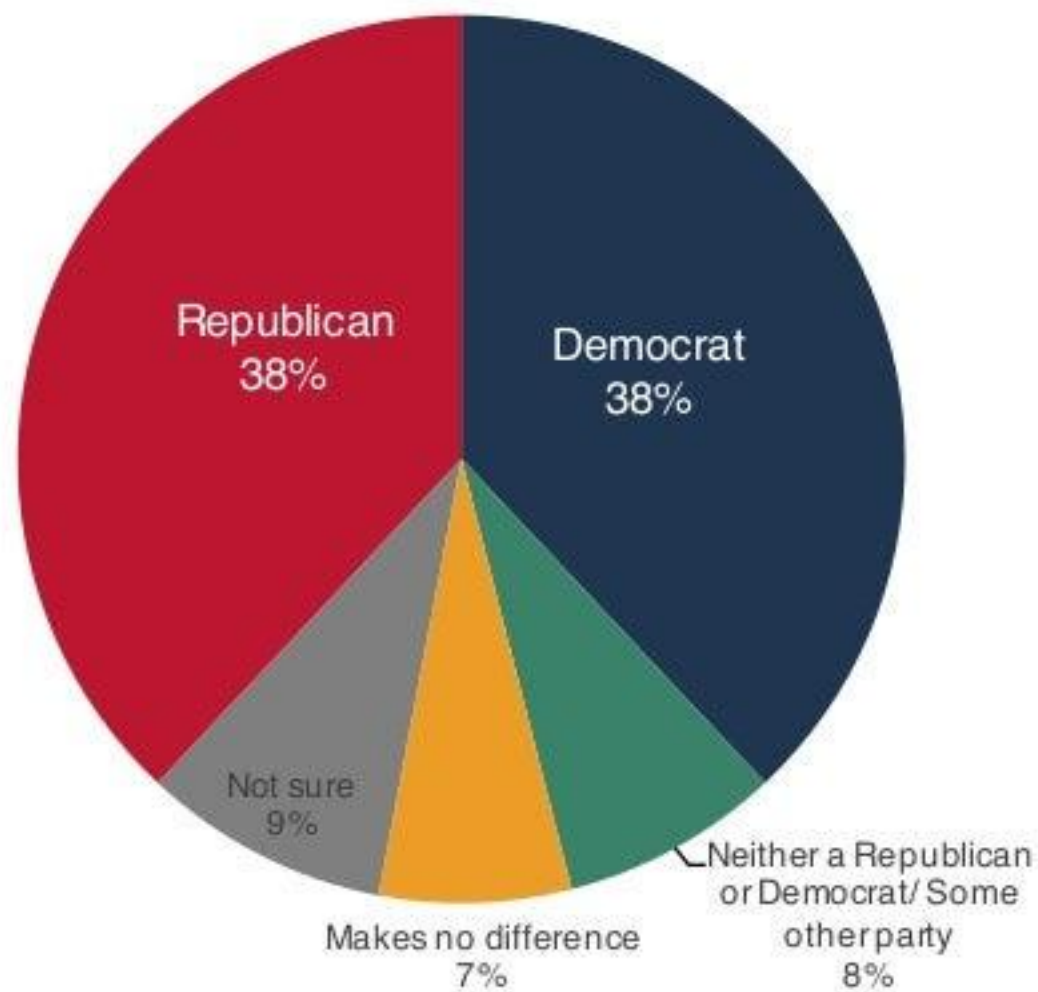


DEMOCRATS MORE LIKELY TO WANT A CANDIDATE WHO IS WILLING TO COMPROMISE

Now, if your choice in the Democratic/Republican primary came down to a candidate who will make compromises to gain consensus on legislation to get things done, or a candidate who will stick to their positions even if this means not being able to gain consensus on legislation, which candidate would you be more likely to support?



AMERICANS ARE SPLIT ON WHAT PARTY CONTROLLING THE NEXT PRESIDENCY WOULD BE BETTER FOR THE COUNTRY



Do you think it would be better for the country to have a Democrat or a Republican as the next president?



2016 – ELECTION PREVIEW – THE PRESIDENCY:
DEMOCRATIC NOMINATION

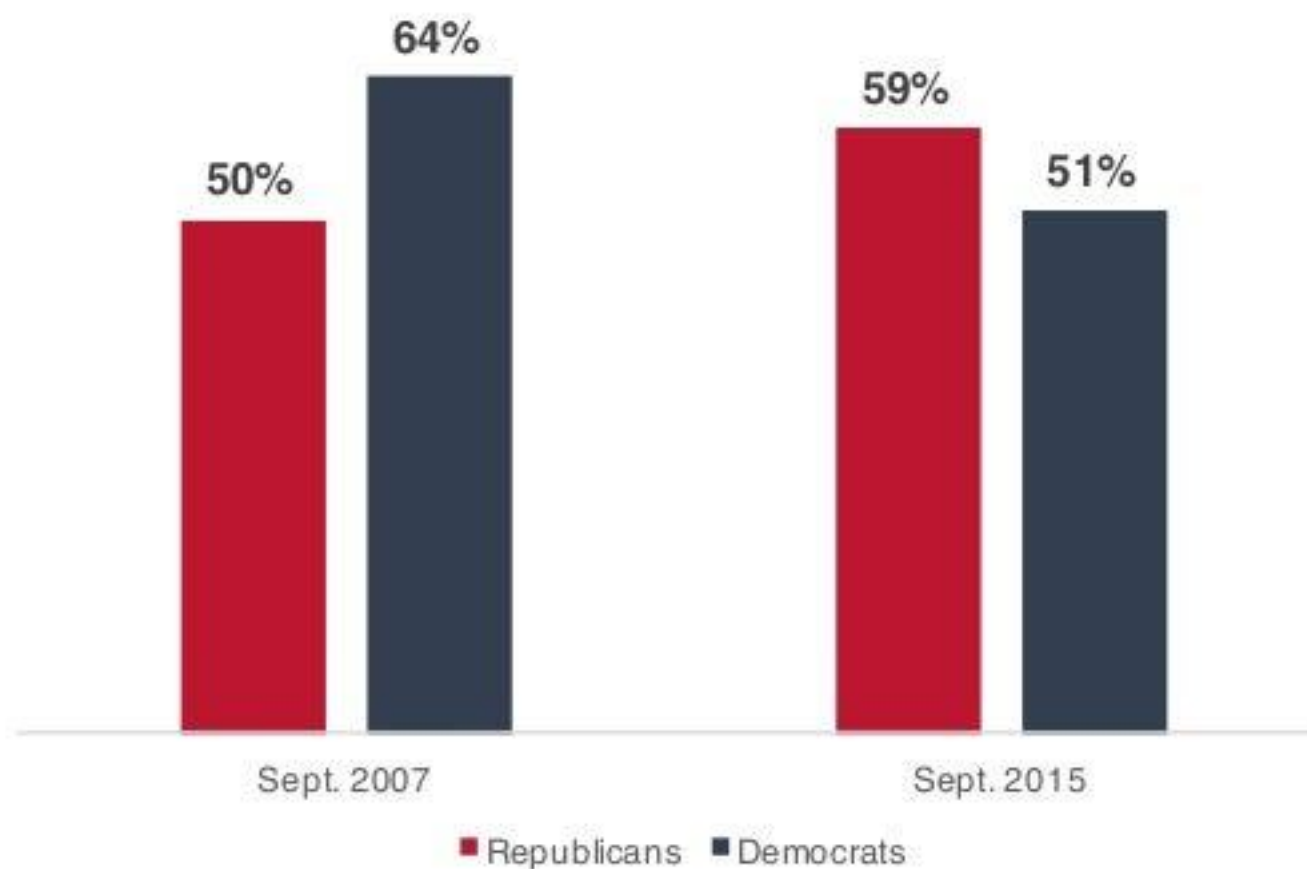
GPG

SIX CANDIDATES VYING FOR DEMOCRATIC NOMINATION; ONE STILL UNDECIDED



DEMOCRATS ARE GENERALLY LESS SATISFIED WITH THEIR FIELD THAN IN 2007

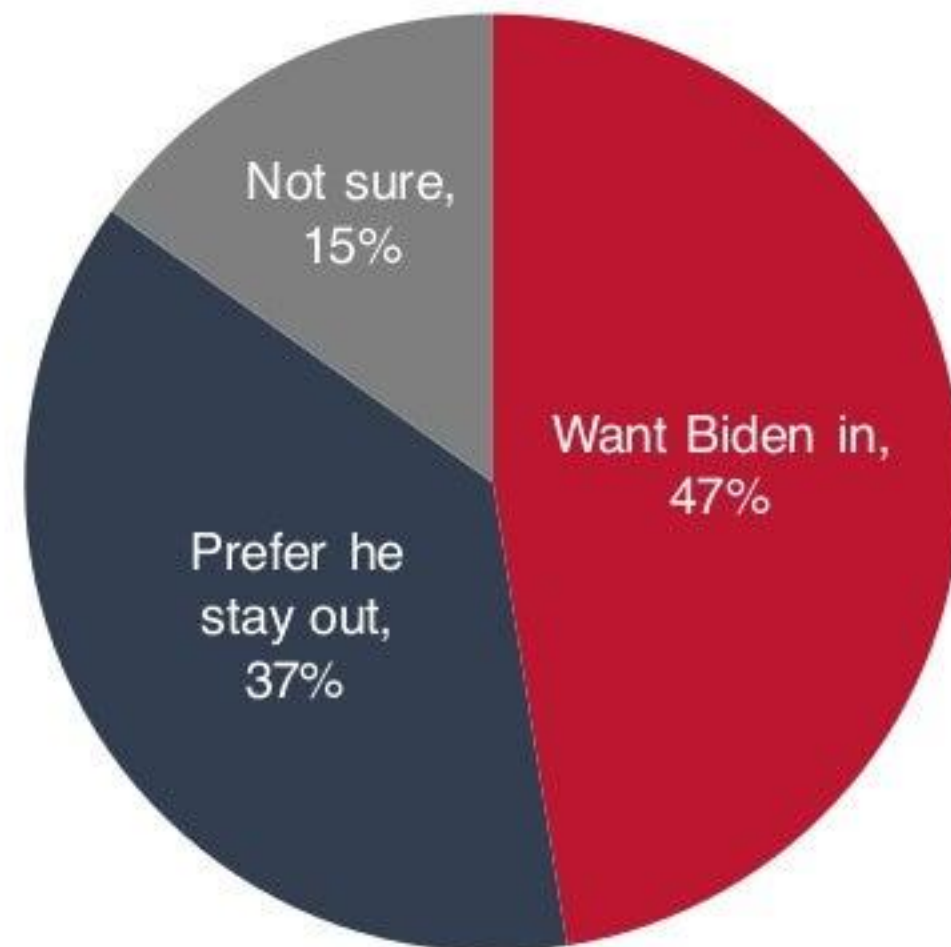
% of voters who have an excellent/good impression of the candidates running for their party's nomination



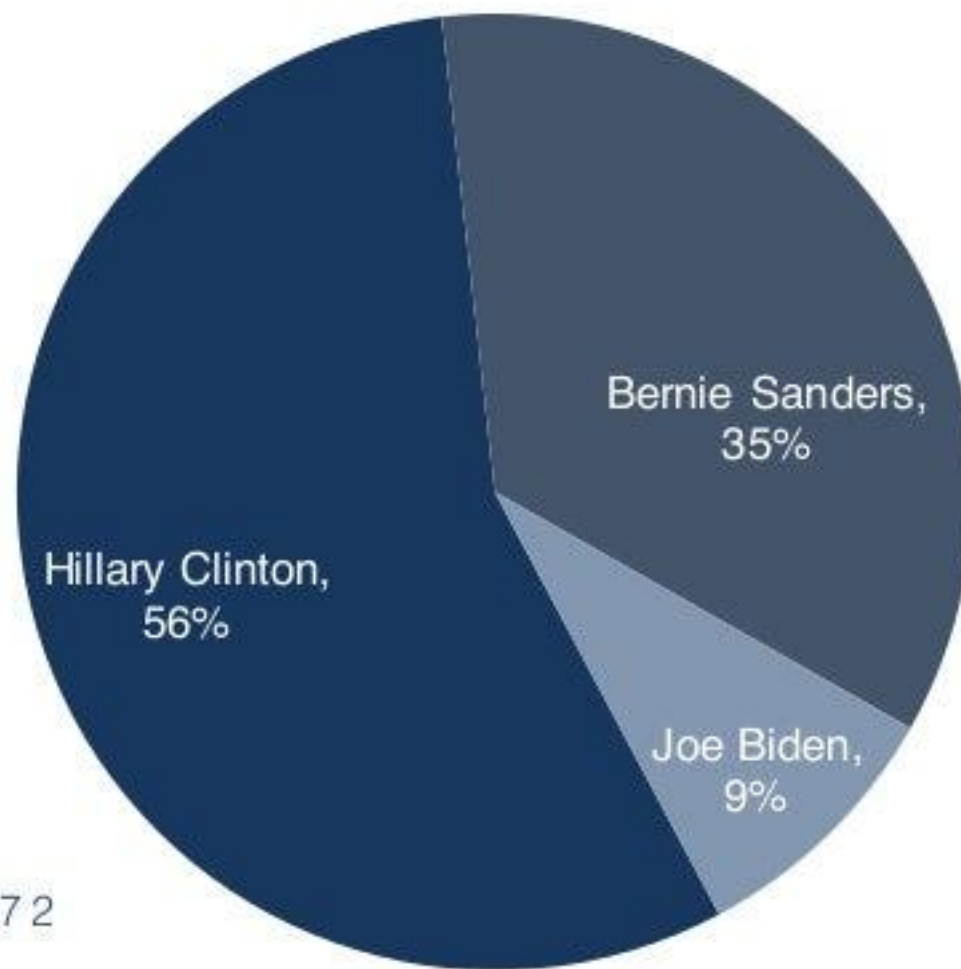
Overall, what's your impression of the possible candidates running for the Republican/Democratic presidential nomination? As a GROUP, would you say they are excellent candidates, good candidates, only fair candidates, or poor candidates?

ALMOST HALF OF AMERICAN ADULTS WANT BIDEN IN THE RACE FOR THE DEMOCRATIC NOMINATION

Vice President Joe Biden is considering entering the race for the Democratic nomination for president. Do you want Joe Biden to enter the race or prefer he stay out?



ONLINE CHATTER IN WEEK PRIOR TO FIRST DEBATE MOSTLY CENTERED AROUND CLINTON



N = 302,072

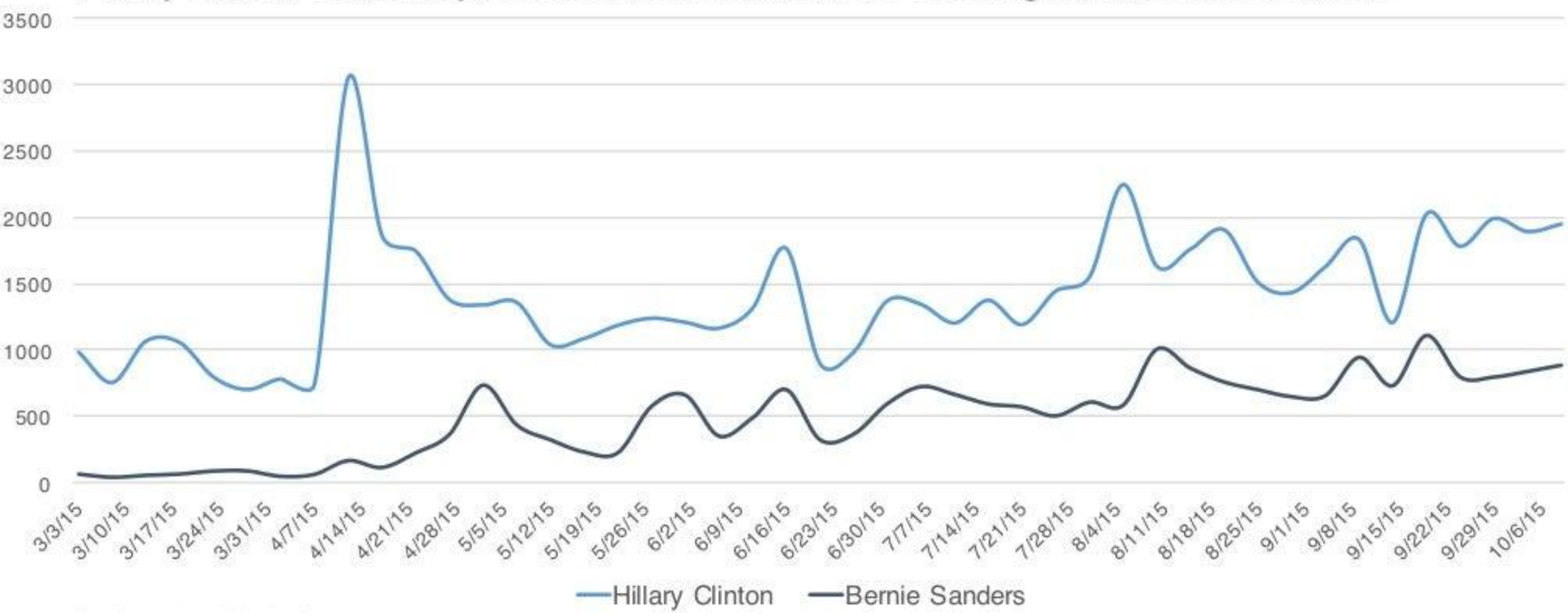
12% of online conversations about Hillary Clinton focused on her opposition to the TPP deal

11% of online conversations about Bernie Sanders mentioned his campaign hashtag #FeelTheBern

*Timeframe analyzed: October 6 – October 12, 2015
Using Brandwatch

HILLARY AND BERNIE NEWS VOLUME COMPARISON

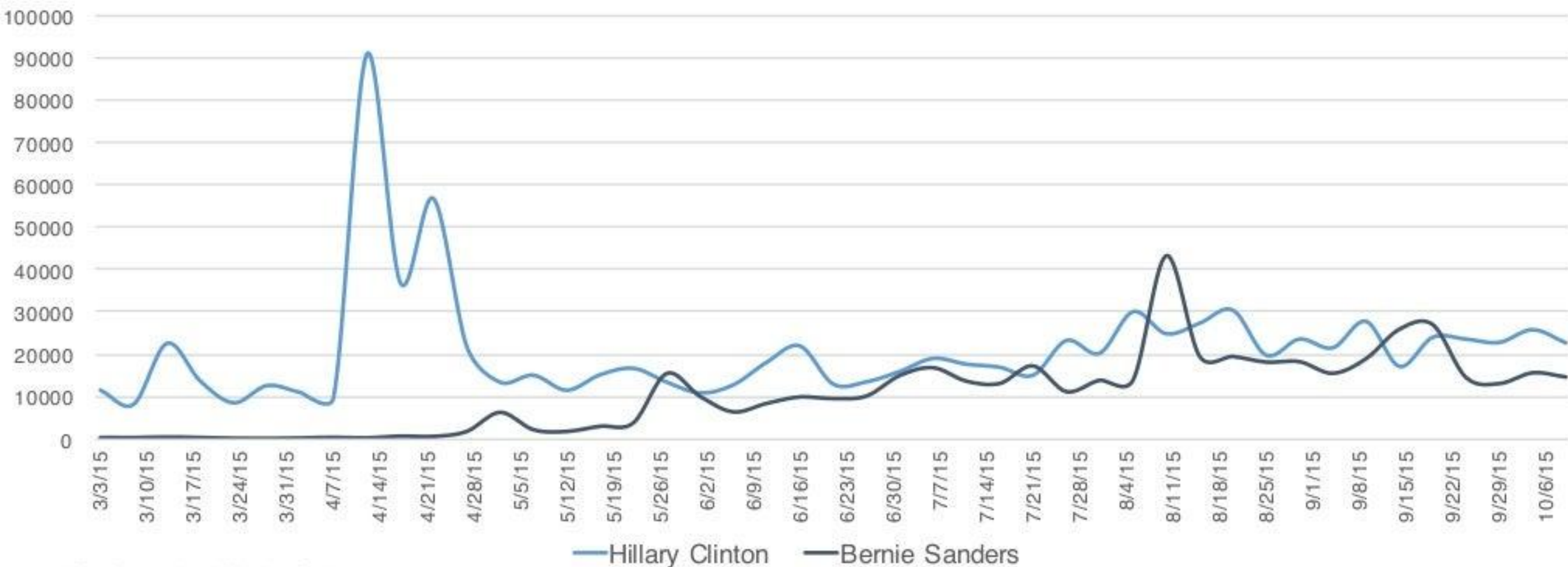
Hillary Clinton constantly receives more online news coverage than Bernie Sanders



*Timeframe analyzed: March 1 – October 12, 2015
Using Brandwatch

HILLARY AND BERNIE SOCIAL MEDIA VOLUME COMPARISON

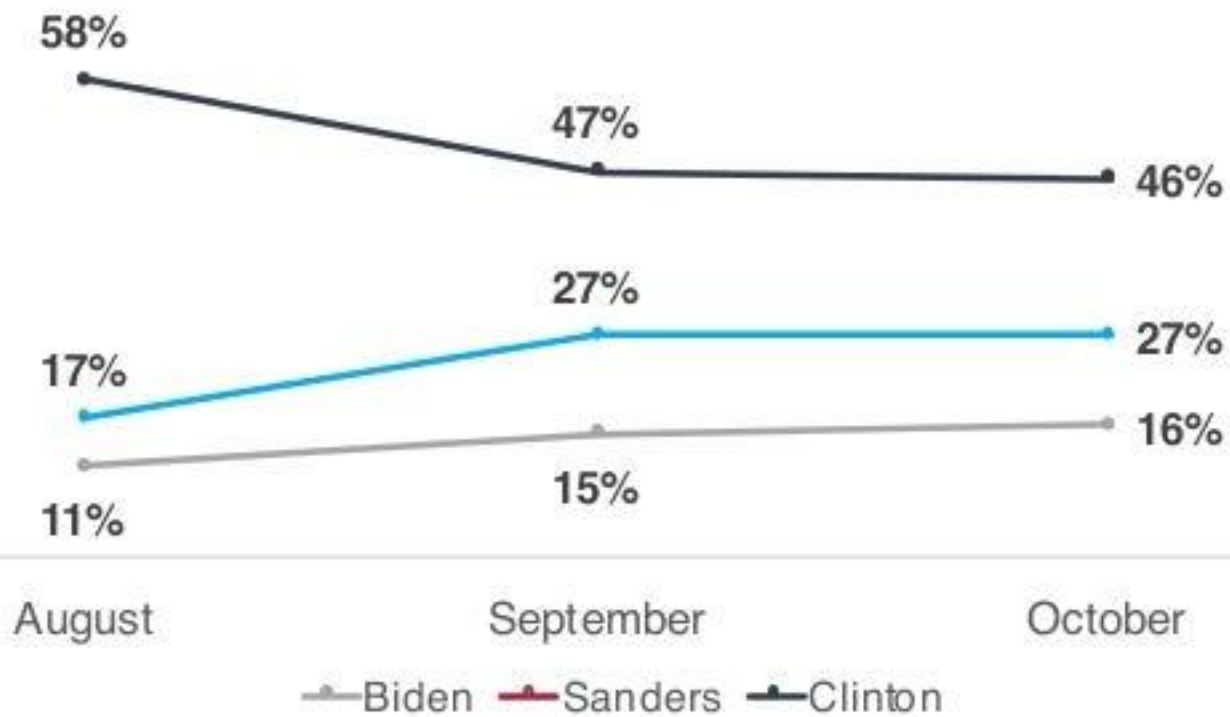
However, since the summer, social media coverage of both candidates has been comparable



*Timeframe analyzed: March 1 – October 12, 2015
Using Brandwatch

CLINTON MAINTAINS HER LEAD

2016 Democratic Primary Preference
Among registered/leaned Democrats



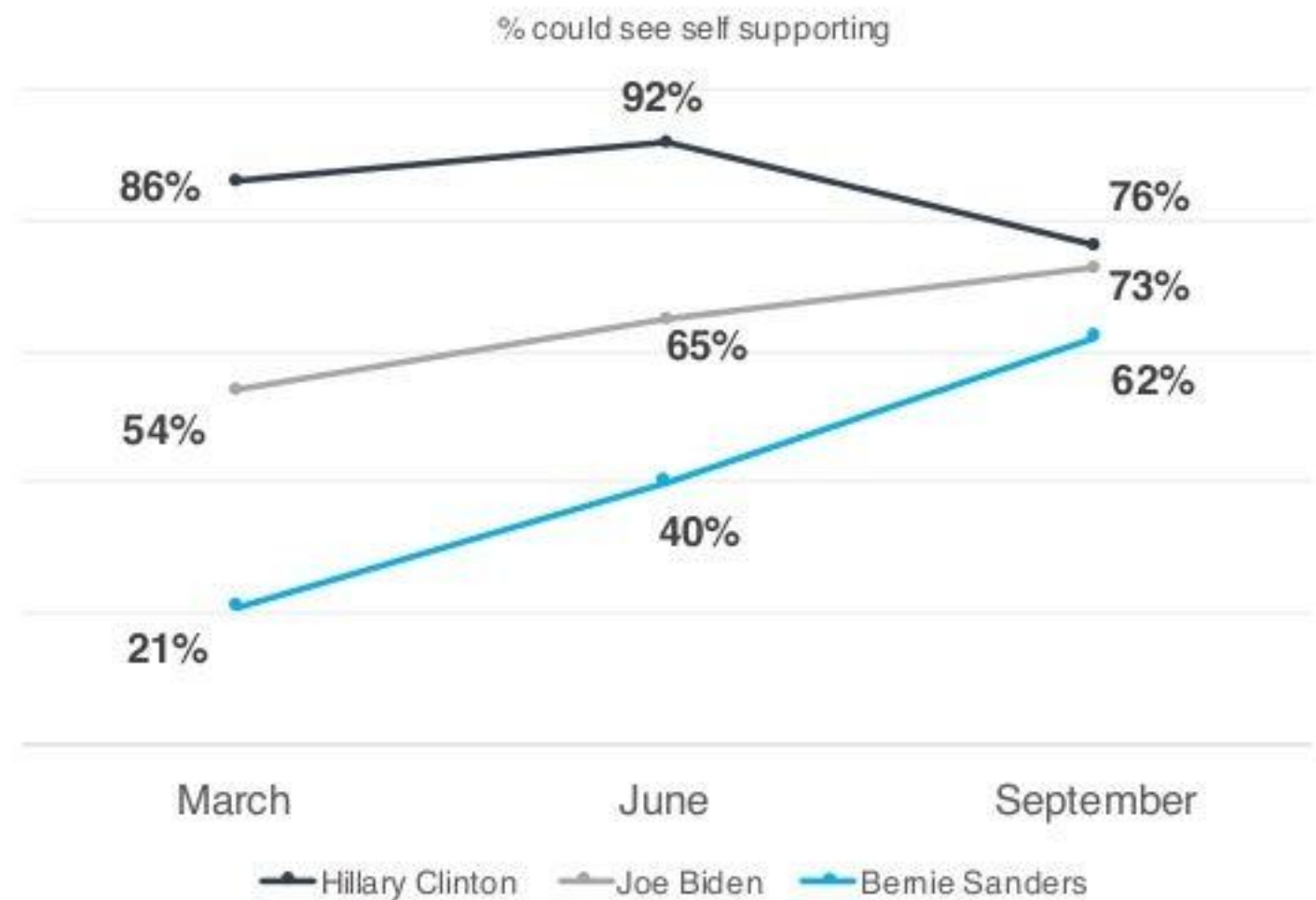
HuffPost Pollster Trend

as of October 12, 2015

Candidate	Average
Hillary Clinton	44.4%
Bernie Sanders	25.1%
Joe Biden	19.1%
Jim Webb	1.2%
Martin O'Malley	1.0%
Lincoln Chafee	0.6%
Lawrence Lessig	0.0%

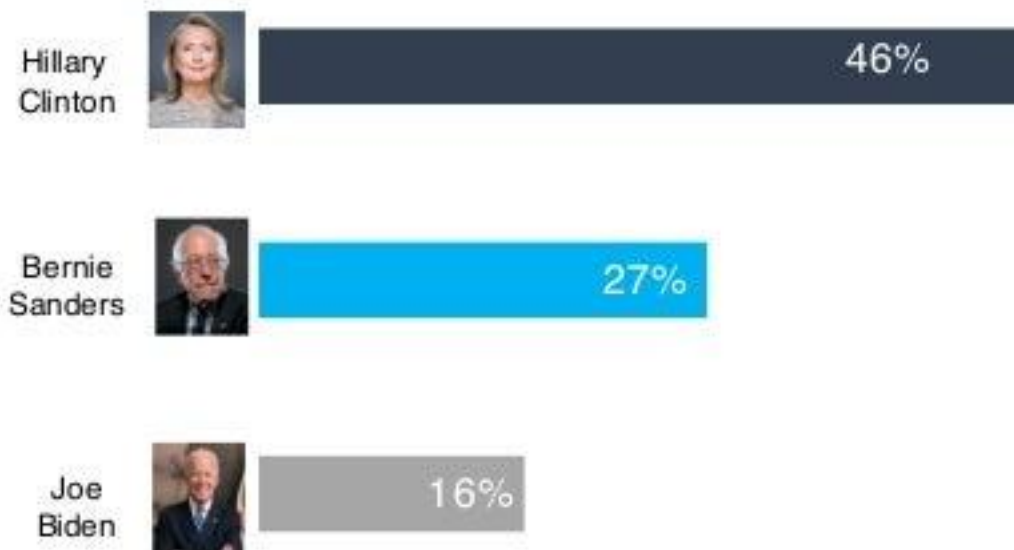
BUT LARGE JUMP IN THOSE WHO COULD SEE THEMSELVES SUPPORTING BIDEN OR SANDERS

Next, I'm going to mention a number of people who might seek the Democratic nomination for president in 2016. For each one, please tell me, yes or no, whether you could see yourself supporting that person for the Democratic nomination president in 2016.



CLINTON'S SUPPORT JUMPS WHEN BIDEN NOT CONSIDERED IN RACE FOR THE DEMOCRATIC NOMINATION

WITH BIDEN

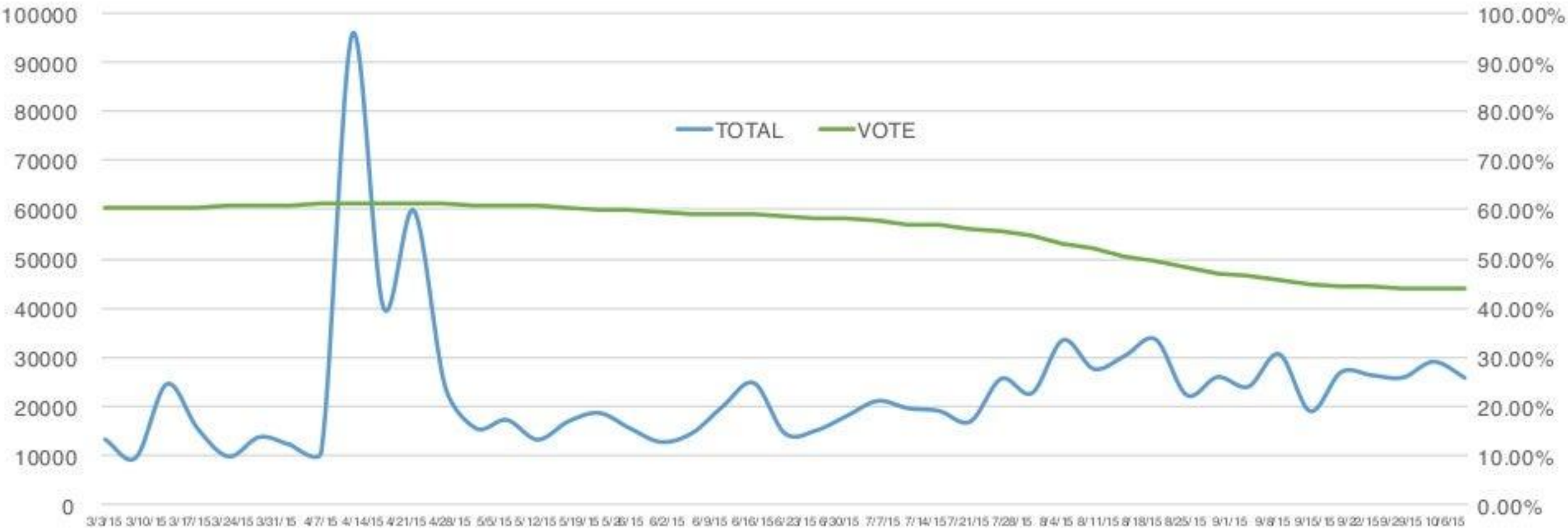


WITHOUT BIDEN



HILLARY CLINTON VOLUME AND VOTE

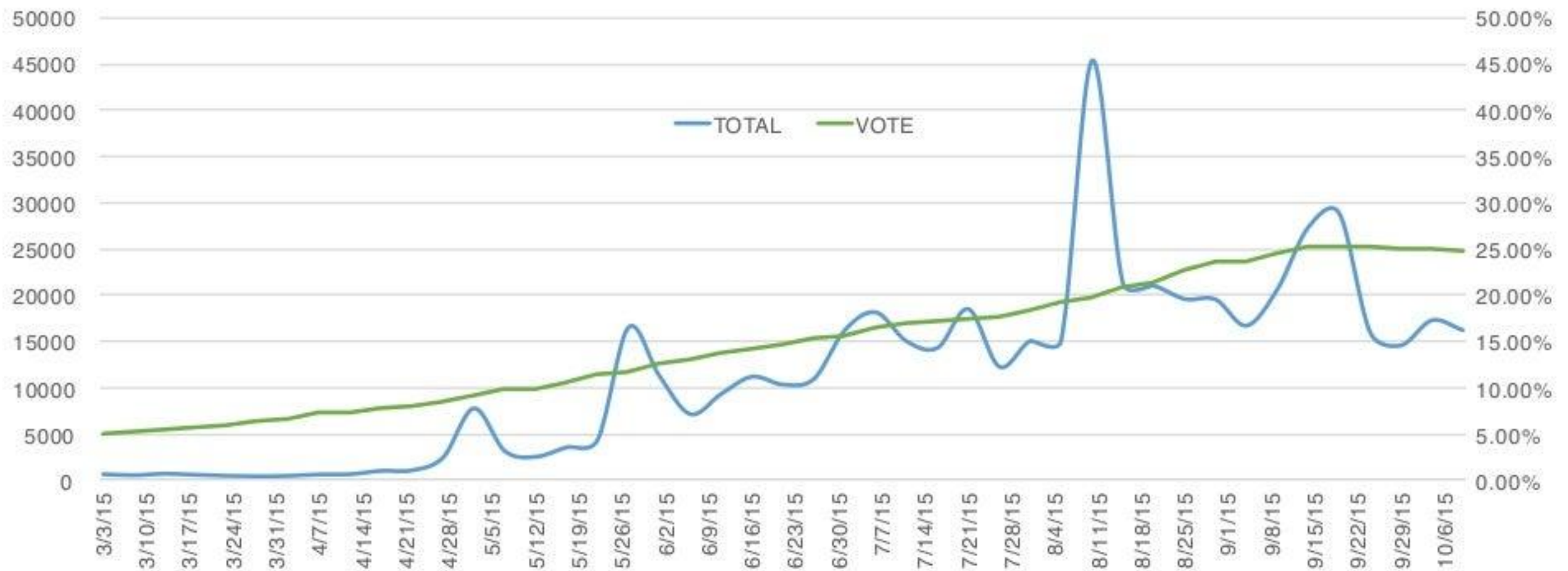
There is no obvious correlation between online coverage and percent of the vote that Hillary receives



*Timeframe analyzed: March 1 – October 12, 2015
Using Brandwatch

BERNIE SANDERS VOLUME AND VOTE

However, for Bernie Sanders there is a strong correlation between increased online coverage (both news and social media) and percentage of the vote he receives



*Timeframe analyzed: March 1 – October 12, 2015
Using Brandwatch