

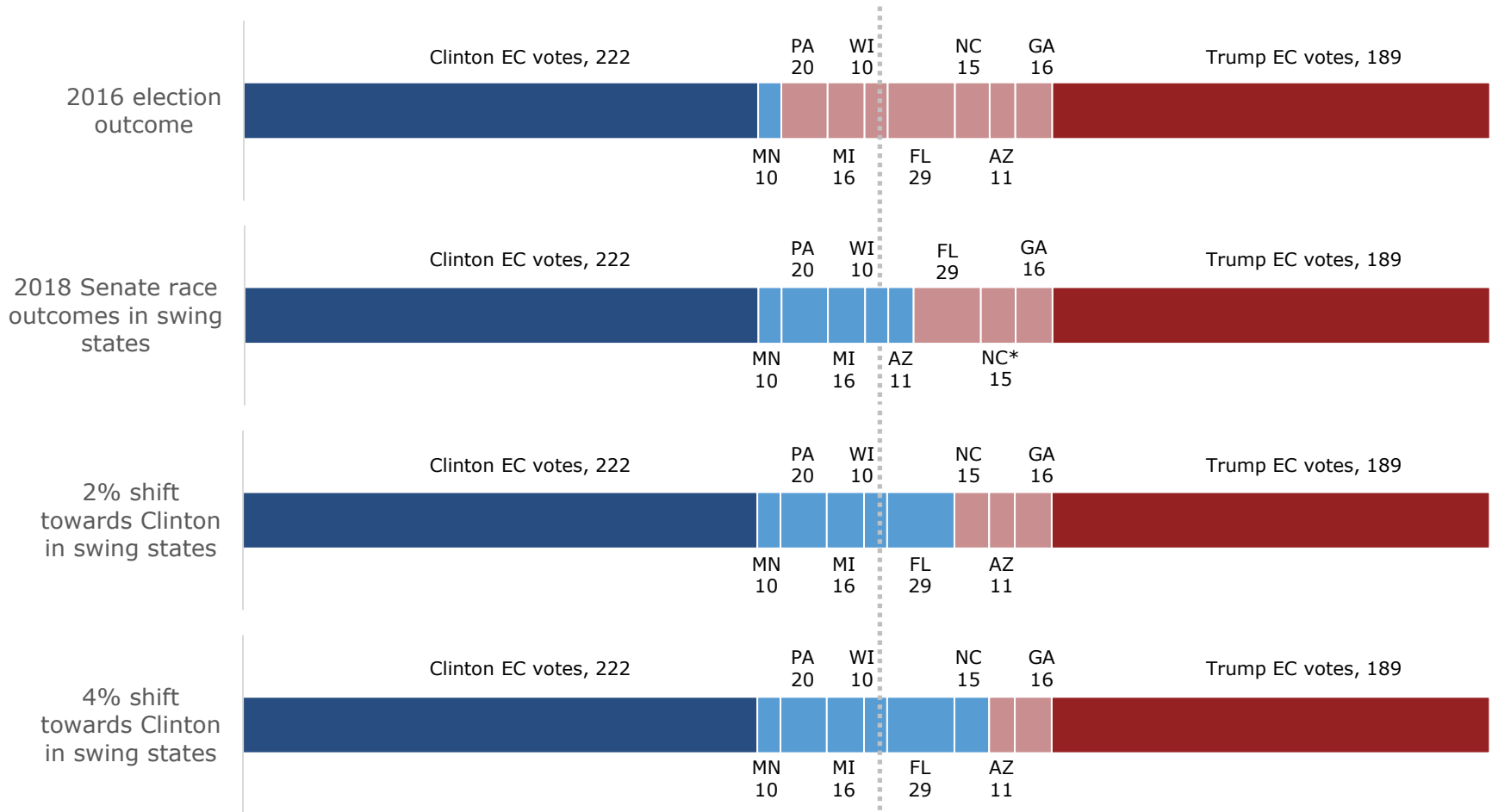
Presidential Election Toolbox

A guide to the 2020 presidential election

GCSAA Government Affairs

May 2020

Potential 2020 electoral college scenarios based on performance in swing states



270 Electoral College votes needed to win

*North Carolina did not have a Senate election in 2018

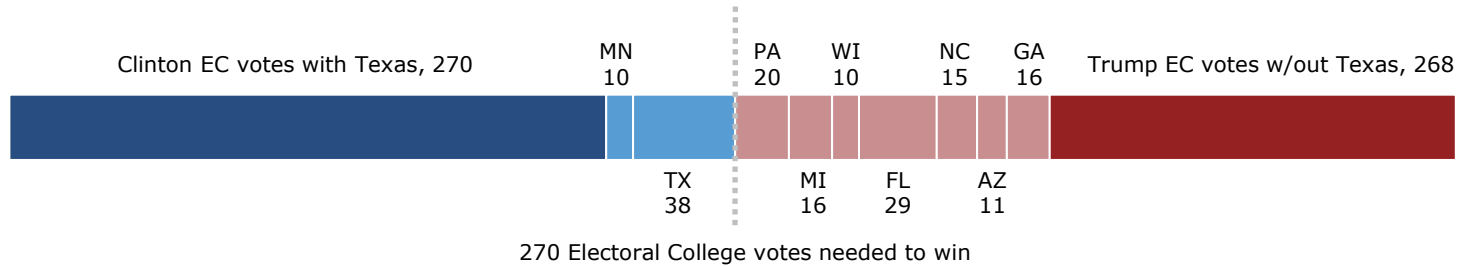
Sources: Swing states based on Cook Political Report rankings

Key trends to watch in 2020 elections



Changing demographics in key states could make them more competitive

- Metropolitan areas in Texas are projected to double in population from 2010 to 2050
- Texas experienced the largest absolute growth in immigrant population of any state from 2000 to 2017
- If Clinton won Texas, she would have reached the 270 electoral votes needed to win the presidential election



Suburban districts may play an important role in 2020 elections

- Many suburban districts flipped from red to blue in the 2018 congressional midterm elections: of the 69 suburban districts held by Republicans before the midterms, 37 voted for the Democratic House candidate
- These suburban voters could play a significant role in both the 2020 presidential election and 2020 congressional races



President Trump's approval rating remains strong in solidly Republican states

- In estimates based on 2018 midterm exit polls and results, President Trump received strong approval ratings in solidly red states and majority support in key states such as Georgia (51.0%), Texas (50.7%), and Florida (50.2%)
- However, Trump had lower levels of support in swing states such as Pennsylvania (46.7%) and Michigan (45.9%)

How does a recession impact a president's reelection bid?

Year	Recession in 2 years before election?	President	Reelection?
1912	YES	Taft	NO
1916	NO	Wilson	YES
1924	YES	Coolidge	YES
1932	YES	Hoover	NO
1936	NO	FDR	YES
1940	NO	FDR	YES
1944	NO	FDR	YES
1948	NO	Truman	YES
1956	NO	Eisenhower	YES
1964	NO	Johnson	YES
1972	NO	Nixon	YES
1976	YES	Ford	NO
1980	YES	Carter	NO
1984	NO	Reagan	YES
1992	YES	H.W. Bush	NO
1996	NO	Clinton	YES
2004	NO	W. Bush	YES
2012	NO	Obama	YES

6 presidents since 1912 have faced a recession within 2 years before their reelection bid

5 of those **6** presidents **lost reelection**

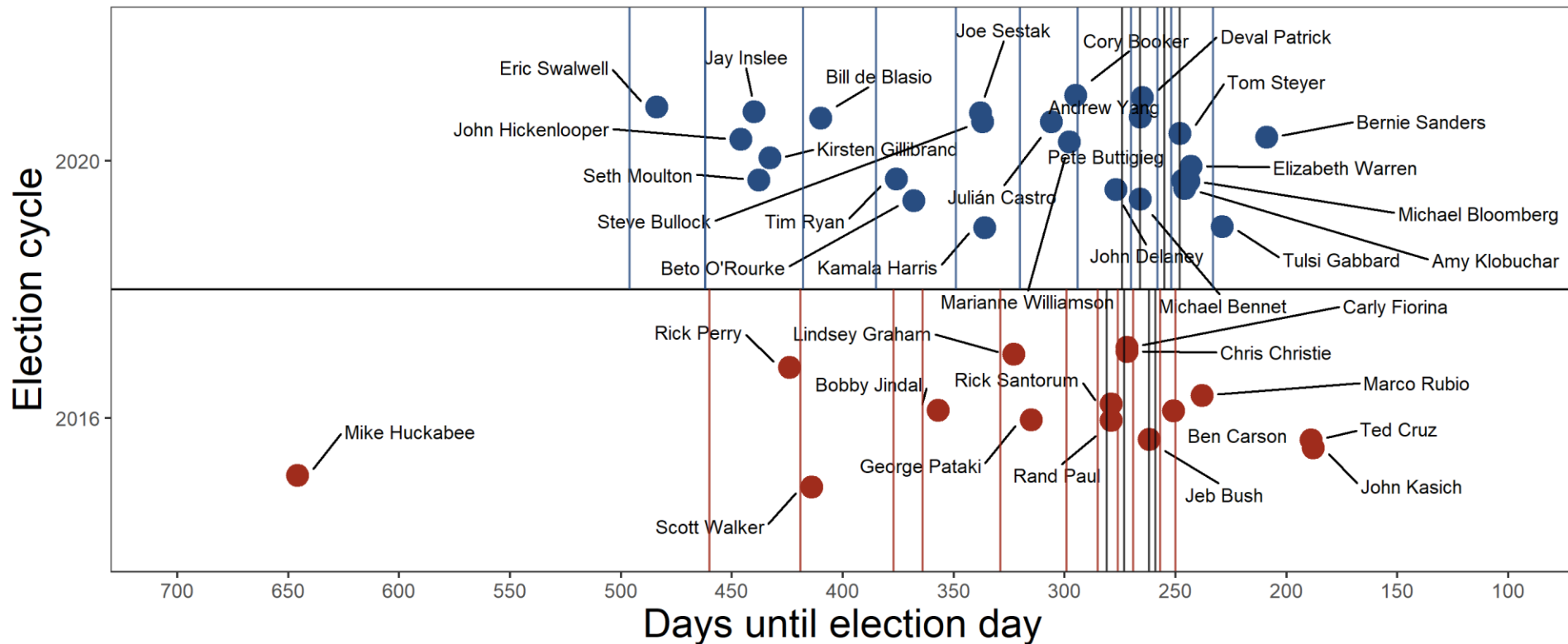
Sources: Mehlman Castagnetti

Former Vice President Joe Biden has become the presumptive Democratic nominee

2016 and 2020 presidential primary dropout timeline

AS OF APRIL 14, 2020

— Indicates a primary debate
 — Indicates the Iowa caucus, New Hampshire primary, Nevada caucus, and South Carolina primary

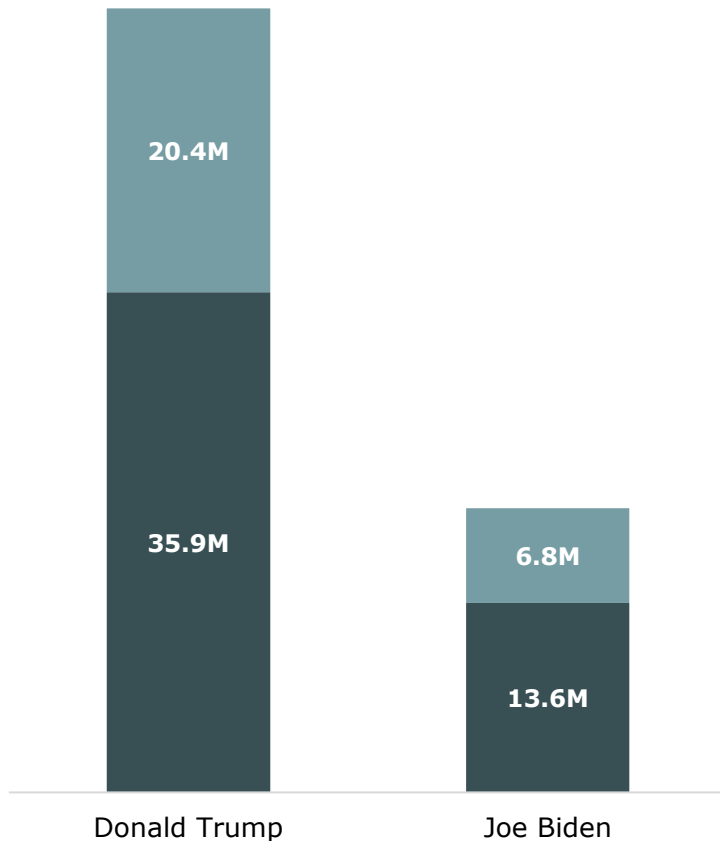


Sources: Ballotpedia, Fortune, The Atlantic.

President Trump has a larger social media following and is outspending Joe Biden in digital advertising expenses

Spending between Jan. 5, 2019 and May 9, 2020

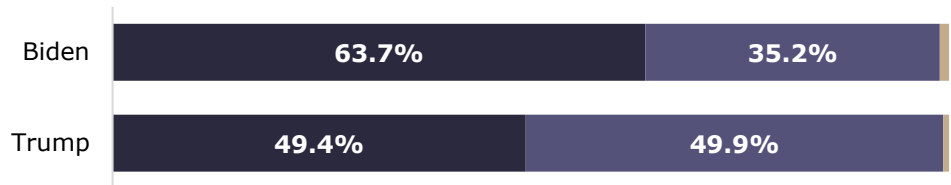
■ Facebook spending ■ Google spending



Candidate	Facebook likes (million)	Twitter followers (million)	Instagram followers (million)
Donald Trump	27.6	80	19.7
Joe Biden	1.8	5.4	2

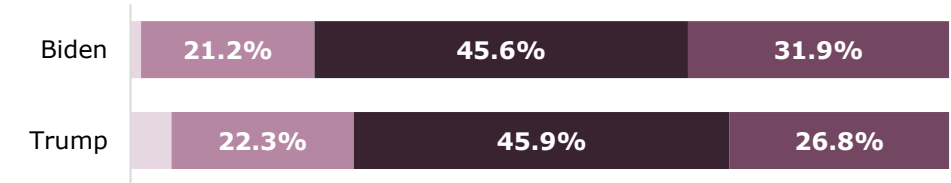
Targeted Facebook spending by gender

■ Male ■ Female ■ Unknown



Targeted Facebook spending by age group

■ 13-24 ■ 25-44 ■ 45-64 ■ 65+



Note: Social media counts are sourced from campaign social media accounts for contenders that also have official House or Senate accounts

Sources: National Journal Research, Bully Pulpit Interactive.

Preliminary 2020 presidential primary schedule

AS OF MAY 5, 2020

■ Primary for both parties ■ Democratic primary ■ Republican Primary

February

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Conventions

Democratic National Convention: August 17-20

Republican National Convention: August 24-27

Feb. 3: IA
Feb. 11: NH
Feb. 22: NV (D)
Feb. 29: SC (D)

March 3 - Super Tuesday:
 AL, American Samoa (D), AR, CA, CO, MA, ME, MN, NC, OK, TN, TX, UT, VT, VA (D), Dems Abroad (D)
March 10: ID, MI, MS, MO, ND, WA
March 12: Virgin Islands (R)

March 14: Guam (R), Northern Mariana (D), WY (R)
March 15: Northern Mariana (R)
March 17: AZ (D), FL, IL
March 18: American Samoa (R)

States that have cancelled the Republican primary or caucus:
 AK, AZ, HI, KS, NV, SC, VA

April 7: WI
April 10: AK (D) *by mail*
April 17: WY (D) *by mail*
April 26: Puerto Rico (D)
April 28: OH

May 2: KS (D), Guam (D)
May 9: WY (R)
May 12: NE
May 19: OR
May 22: HI (D) *by mail*

June 2: DC, **DE, IN, MT, MD, NM, PA, RI, SD**
June 6: Virgin Islands (D)
June 7: Puerto Rico (R)
June 9: GA, WV
June 23: KY, NY

July 7: NJ
July 11: LA
Aug. 11: CT

Italics and bolding indicates a postponed primary due to the coronavirus pandemic. June 9th is the DNC deadline for having primaries. If a state's primary is past the deadline it could face a penalty in the form losing delegates.

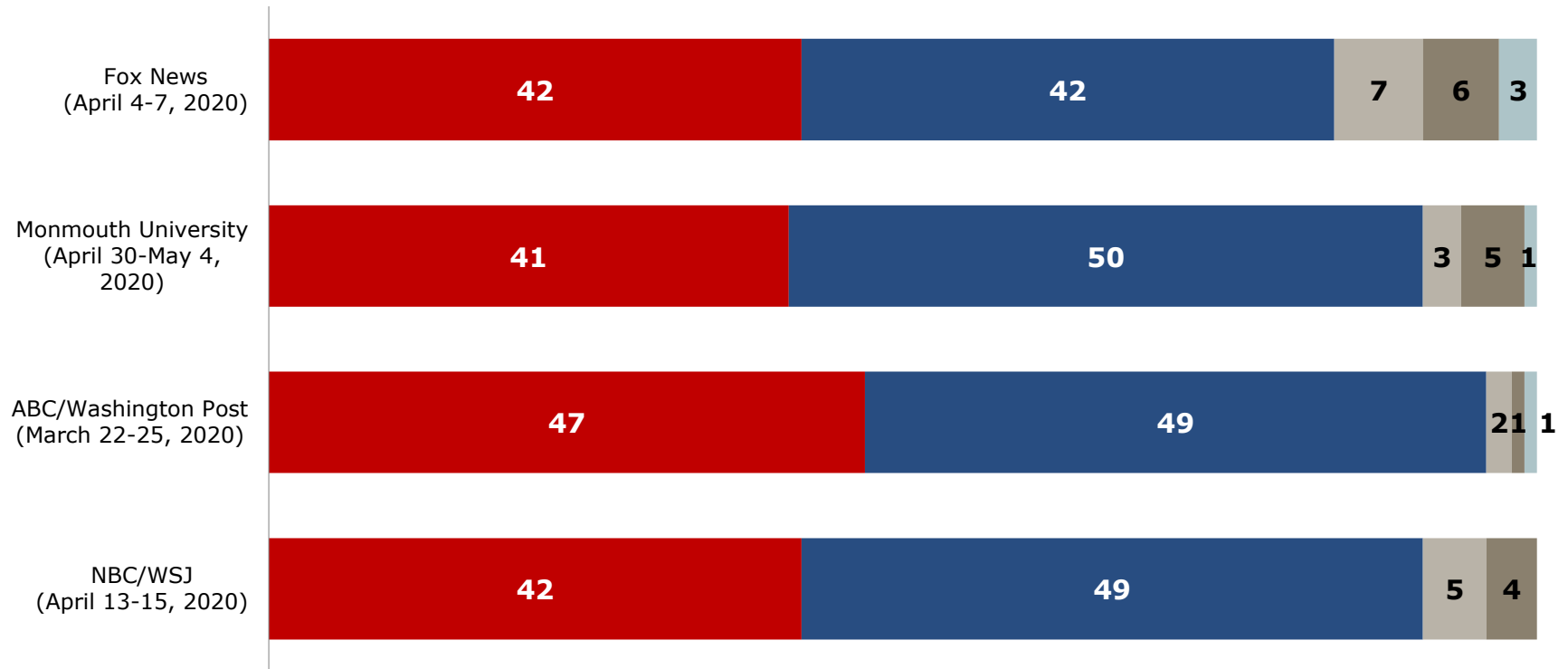
Sources: 270 to Win, The New York Times

A number of major polls show Joe Biden with a slight lead over President Trump

Head-to-head general election polls

AMONG REGISTERED VOTERS

■ Trump ■ Biden ■ Other/Neither ■ Undecided/Not sure ■ Wouldn't vote/No one



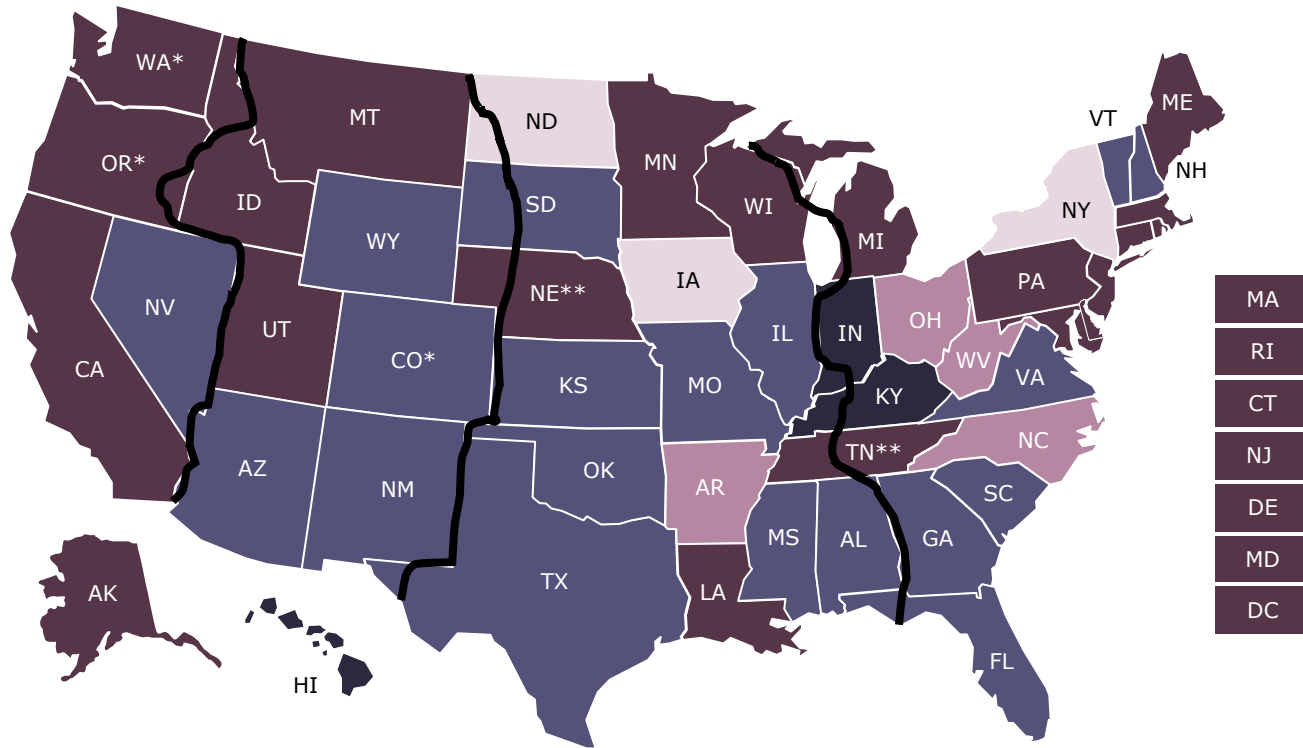
Sources: Fox News, NBC/WSJ, ABC/Washington Post, Monmouth University.

Slide last updated on: May 12, 2020

2020 poll closing times by state

6:00 p.m.
 7:00 p.m.
 7:30 p.m.
 8:00 p.m.
 9:00 p.m.

Pacific Time
Mountain Time
Central Time
Eastern Time



Note: All poll closings are in local time.

* WA, OR, and CO are all-mail voting states, however, ballots must be received by time indicated on map

** TN closes at 7pm (Central) and 8pm (Eastern). NE closes at 7pm (Mountain) and 8pm (Central).

***Alaska and Hawaii observe their own time zones (Alaska Standard Time and Hawaii-Aleutian Time)

Sources: Ballotpedia