



# Beating Trump most important trait when deciding 2020 Democratic primary support

## Ipsos 2020 Presidential Primary Update

**Washington, DC, May 6, 2019** – With already 21 Democratic candidates who have announced their plans to run in the 2020 election, Ipsos takes a look at which candidates stand out the most among Americans. For more than a third of Americans (36%), beating Trump in the general election is ranked as either the first or second most important factor when considering who to vote for in the Democratic primaries. Among Democrats, half say this is the most important candidate trait when considering who to vote for in the primaries (49%). Though Independents are largely unsure (24%), a fifth share the sentiment that beating Trump in the general election is an important factor (22%). For Republicans, the most important trait is someone who is strong on both immigration (25%) and the economy/job creation (22%).

When looking at specific candidates, Joe Biden (78%), Bernie Sanders (76%), and Elizabeth Warren (53%) are the candidates who Americans are the most familiar with. The most favorable candidates are Joe Biden (60%), Bernie Sanders (54%), and Pete Buttigieg (54%). As the candidate who Americans are both the most familiar with and most favorable towards, Joe Biden is also rated the highest on most candidate attributes. Democrats believe he would be the best on many issues, including beating Trump (46%), unifying the Democratic party (32%), handling the economy and jobs (29%), and handling healthcare (26%). Bernie Sanders, in turn, is highly rated on handling healthcare (24%) and being a strong progressive (21%). The candidates who Democrats believe would be a new and different voice are Pete Buttigieg (20%), Kamala Harris (15%), and Beto O'Rourke (12%).

1. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

*a. Summary: very/somewhat familiar*

	Total (n=960)	Democrat (n=335)	Republican (n=336)	Independent (n=203)
Joe Biden	78%	86%	78%	74%
Bernie Sanders	76%	84%	74%	74%
Elizabeth Warren	53%	62%	53%	48%
Kamala Harris	42%	53%	41%	35%
Beto O'Rourke	38%	50%	37%	29%
Cory Booker	36%	50%	30%	33%
Pete Buttigieg	29%	43%	23%	22%

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### b. Joe Biden

	Total	Democrat	Republican	Independent
Very familiar	42%	54%	39%	33%
Somewhat familiar	36%	32%	39%	41%
Not very familiar	10%	8%	9%	13%
Have heard of them, but that's it	9%	4%	9%	12%
Have not heard about them	3%	3%	4%	1%
<i>Very/somewhat familiar (net)</i>	<i>78%</i>	<i>86%</i>	<i>78%</i>	<i>74%</i>
<i>Total familiar/have heard of them (net)</i>	<i>97%</i>	<i>97%</i>	<i>96%</i>	<i>99%</i>

### c. Kamala Harris

	Total	Democrat	Republican	Independent
Very familiar	16%	21%	17%	8%
Somewhat familiar	26%	32%	24%	27%
Not very familiar	17%	17%	14%	20%
Have heard of them, but that's it	13%	12%	15%	14%
Have not heard about them	28%	19%	30%	30%
<i>Very/somewhat familiar (net)</i>	<i>42%</i>	<i>53%</i>	<i>41%</i>	<i>35%</i>
<i>Total familiar/have heard of them (net)</i>	<i>72%</i>	<i>69%</i>	<i>70%</i>	<i>69%</i>

### d. Elizabeth Warren

	Total	Democrat	Republican	Independent
Very familiar	20%	27%	19%	13%
Somewhat familiar	34%	36%	34%	34%
Not very familiar	15%	17%	15%	15%
Have heard of them, but that's it	15%	10%	16%	22%
Have not heard about them	16%	10%	16%	16%
<i>Very/somewhat familiar (net)</i>	<i>53%</i>	<i>62%</i>	<i>53%</i>	<i>48%</i>
<i>Total familiar/have heard of them (net)</i>	<i>84%</i>	<i>90%</i>	<i>84%</i>	<i>84%</i>

### e. Bernie Sanders

	Total	Democrat	Republican	Independent
Very familiar	35%	43%	31%	29%
Somewhat familiar	42%	41%	43%	45%
Not very familiar	8%	6%	8%	11%
Have heard of them, but that's it	11%	8%	10%	14%
Have not heard about them	4%	3%	7%	1%
<i>Very/somewhat familiar (net)</i>	<i>76%</i>	<i>84%</i>	<i>74%</i>	<i>74%</i>
<i>Total familiar/have heard of them (net)</i>	<i>96%</i>	<i>98%</i>	<i>92%</i>	<i>99%</i>

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### f. Beto O'Rourke

	Total	Democrat	Republican	Independent
Very familiar	14%	18%	13%	8%
Somewhat familiar	25%	32%	24%	21%
Not very familiar	17%	20%	12%	20%
Have heard of them, but that's it	15%	10%	16%	24%
Have not heard about them	29%	20%	35%	27%
<i>Very/somewhat familiar (net)</i>	<i>38%</i>	<i>50%</i>	<i>37%</i>	<i>29%</i>
<i>Total familiar/have heard of them (net)</i>	<i>71%</i>	<i>80%</i>	<i>65%</i>	<i>73%</i>

### g. Cory Booker

	Total	Democrat	Republican	Independent
Very familiar	11%	17%	9%	7%
Somewhat familiar	25%	33%	21%	25%
Not very familiar	16%	16%	15%	16%
Have heard of them, but that's it	15%	12%	19%	18%
Have not heard about them	33%	23%	37%	32%
<i>Very/somewhat familiar (net)</i>	<i>36%</i>	<i>50%</i>	<i>30%</i>	<i>33%</i>
<i>Total familiar/have heard of them (net)</i>	<i>67%</i>	<i>78%</i>	<i>64%</i>	<i>66%</i>

### h. Pete Buttigieg

	Total	Democrat	Republican	Independent
Very familiar	9%	15%	9%	4%
Somewhat familiar	20%	29%	14%	18%
Not very familiar	16%	15%	14%	20%
Have heard of them, but that's it	11%	7%	12%	17%
Have not heard about them	44%	35%	51%	42%
<i>Very/somewhat familiar (net)</i>	<i>29%</i>	<i>43%</i>	<i>23%</i>	<i>22%</i>
<i>Total familiar/have heard of them (net)</i>	<i>56%</i>	<i>66%</i>	<i>49%</i>	<i>59%</i>

2. Would you say you are generally favorable or unfavorable toward these public figures? [Asked of people who are familiar or have heard of each candidate in Q.1]
- a. Summary: Total favorable

	Total	Democrat	Republican	Independent
Joe Biden	60%	89%	32%	53%
Bernie Sanders	54%	81%	23%	52%
Pete Buttigieg	54%	76%	28%	46%
Kamala Harris	52%	82%	22%	37%
Cory Booker	51%	77%	20%	39%
Beto O'Rourke	50%	75%	22%	41%
Elizabeth Warren	49%	77%	24%	42%

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### b. Joe Biden

	<b>Total (n=939)</b>	<b>Democrat (n=327)</b>	<b>Republican (n=330)</b>	<b>Independent (n=201)</b>
Very favorable	17%	31%	7%	11%
Somewhat favorable	22%	38%	10%	13%
Lean towards favorable	21%	20%	15%	29%
Lean towards unfavorable	15%	8%	16%	21%
Somewhat unfavorable	8%	1%	15%	8%
Very unfavorable	17%	1%	37%	19%
<i>Total favorable (net)</i>	<i>60%</i>	<i>89%</i>	<i>32%</i>	<i>53%</i>
<i>Total unfavorable (net)</i>	<i>40%</i>	<i>10%</i>	<i>68%</i>	<i>48%</i>

### c. Kamala Harris

	<b>Total (n=676)</b>	<b>Democrat (n=265)</b>	<b>Republican (n=236)</b>	<b>Independent (n=138)</b>
Very favorable	13%	23%	5%	6%
Somewhat favorable	14%	24%	6%	9%
Lean towards favorable	25%	35%	11%	22%
Lean towards unfavorable	19%	13%	17%	30%
Somewhat unfavorable	8%	4%	13%	8%
Very unfavorable	22%	2%	47%	25%
<i>Total favorable (net)</i>	<i>52%</i>	<i>82%</i>	<i>22%</i>	<i>37%</i>
<i>Total unfavorable (net)</i>	<i>48%</i>	<i>18%</i>	<i>78%</i>	<i>63%</i>

### d. Elizabeth Warren

	<b>Total (n=817)</b>	<b>Democrat (n=300)</b>	<b>Republican (n=291)</b>	<b>Independent (n=171)</b>
Very favorable	9%	15%	6%	4%
Somewhat favorable	16%	30%	4%	10%
Lean towards favorable	24%	33%	13%	27%
Lean towards unfavorable	18%	15%	17%	19%
Somewhat unfavorable	8%	4%	11%	13%
Very unfavorable	24%	4%	49%	27%
<i>Total favorable (net)</i>	<i>49%</i>	<i>77%</i>	<i>24%</i>	<i>42%</i>
<i>Total unfavorable (net)</i>	<i>50%</i>	<i>23%</i>	<i>77%</i>	<i>59%</i>

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### e. Bernie Sanders

	<b>Total (n=929)</b>	<b>Democrat (n=325)</b>	<b>Republican (n=323)</b>	<b>Independent (n=200)</b>
Very favorable	14%	24%	3%	12%
Somewhat favorable	20%	34%	7%	16%
Lean towards favorable	21%	24%	13%	24%
Lean towards unfavorable	14%	12%	15%	17%
Somewhat unfavorable	8%	4%	11%	8%
Very unfavorable	24%	3%	51%	24%
<i>Total favorable (net)</i>	<i>54%</i>	<i>81%</i>	<i>23%</i>	<i>52%</i>
<i>Total unfavorable (net)</i>	<i>45%</i>	<i>19%</i>	<i>76%</i>	<i>48%</i>

### f. Beto O'Rourke

	<b>Total (n=660)</b>	<b>Democrat (n=260)</b>	<b>Republican (n=226)</b>	<b>Independent (n=137)</b>
Very favorable	9%	17%	4%	3%
Somewhat favorable	17%	26%	6%	14%
Lean towards favorable	24%	32%	12%	24%
Lean towards unfavorable	22%	20%	20%	25%
Somewhat unfavorable	7%	2%	13%	9%
Very unfavorable	20%	2%	45%	25%
<i>Total favorable (net)</i>	<i>50%</i>	<i>75%</i>	<i>22%</i>	<i>41%</i>
<i>Total unfavorable (net)</i>	<i>50%</i>	<i>24%</i>	<i>78%</i>	<i>59%</i>

### g. Cory Booker

	<b>Total (n=630)</b>	<b>Democrat (n=254)</b>	<b>Republican (n=215)</b>	<b>Independent (n=129)</b>
Very favorable	10%	17%	5%	3%
Somewhat favorable	16%	24%	7%	14%
Lean towards favorable	25%	36%	8%	22%
Lean towards unfavorable	23%	17%	28%	25%
Somewhat unfavorable	9%	3%	17%	9%
Very unfavorable	18%	3%	35%	28%
<i>Total favorable (net)</i>	<i>51%</i>	<i>77%</i>	<i>20%</i>	<i>39%</i>
<i>Total unfavorable (net)</i>	<i>50%</i>	<i>23%</i>	<i>80%</i>	<i>62%</i>

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### h. Pete Buttigieg

	<b>Total (n=516)</b>	<b>Democrat (n=210)</b>	<b>Republican (n=166)</b>	<b>Independent (n=114)</b>
Very favorable	10%	18%	1%	9%
Somewhat favorable	20%	28%	14%	15%
Lean towards favorable	24%	31%	13%	22%
Lean towards unfavorable	22%	17%	23%	27%
Somewhat unfavorable	7%	4%	13%	8%
Very unfavorable	17%	3%	36%	20%
<i>Total favorable (net)</i>	<i>54%</i>	<i>76%</i>	<i>28%</i>	<i>46%</i>
<i>Total unfavorable (net)</i>	<i>46%</i>	<i>24%</i>	<i>72%</i>	<i>54%</i>

3. If the 2020 Democratic presidential primary election were held today, which of the following candidate traits would be the MOST important factor for you in deciding who to vote for?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Can beat President Trump in the general election	28%	49%	9%	22%
Strong on the economy and job creation	13%	6%	22%	12%
Strong on healthcare	12%	13%	10%	15%
Strong on immigration	12%	3%	25%	10%
Someone new and different	7%	5%	7%	9%
Can unify the Democratic Party	5%	10%	2%	2%
Strong on the environment	3%	4%	2%	3%
Strong progressive	3%	4%	2%	1%
Don't know	18%	6%	21%	24%

4. [SKIP IF DON'T KNOW IN Q.3] And which of the following traits is the second most important factor for you in deciding who to vote for?

	<b>Total (n=784)</b>	<b>Democrat (n=312)</b>	<b>Republican (n=269)</b>	<b>Independent (n=155)</b>
Strong on healthcare	20%	22%	19%	19%
Strong on the economy and job creation	19%	11%	24%	24%
Can unify the Democratic Party	12%	21%	4%	4%
Can beat President Trump in the general election	10%	15%	3%	7%
Strong on immigration	10%	3%	22%	9%
Strong on the environment	9%	7%	9%	13%
Someone new and different	8%	8%	7%	11%
Strong progressive	6%	8%	4%	6%
Don't know	6%	4%	8%	7%

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a. Combined Q.3 and Q.4 (combined 1<sup>st</sup>/2<sup>nd</sup> choice)

	Total	Democrat	Republican	Independent
Can beat President Trump in the general election	36%	63%	11%	28%
Strong on the economy and job creation	29%	17%	41%	30%
Strong on healthcare	28%	33%	25%	29%
Strong on immigration	21%	6%	43%	17%
Can unify the Democratic Party	15%	30%	5%	5%
Someone new and different	13%	13%	12%	18%
Strong on the environment	10%	10%	9%	13%
Strong progressive	8%	12%	6%	6%
Don't know	18%	6%	21%	24%

5. For each of the following, please select the candidate from the list below you think is the best on that particular issue.

a. Immigration

	Total	Democrat	Republican	Independent
Joe Biden	13%	25%	6%	6%
Bernie Sanders	7%	10%	3%	7%
Beto O'Rourke	5%	10%	1%	3%
Kamala Harris	4%	7%	3%	*
Elizabeth Warren	3%	5%	2%	*
Pete Buttigieg	2%	4%	1%	2%
Cory Booker	1%	1%	3%	*
Some other candidate	16%	6%	30%	17%
Don't know	48%	33%	49%	64%

b. Healthcare

	Total	Democrat	Republican	Independent
Bernie Sanders	15%	24%	6%	17%
Joe Biden	14%	26%	7%	7%
Elizabeth Warren	5%	9%	3%	4%
Kamala Harris	4%	7%	3%	1%
Beto O'Rourke	2%	2%	1%	3%
Pete Buttigieg	2%	2%	1%	1%
Cory Booker	1%	2%	1%	*
Some other candidate	14%	5%	28%	13%
Don't know	43%	24%	50%	54%

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### c. The environment

	Total	Democrat	Republican	Independent
Joe Biden	12%	24%	5%	5%
Bernie Sanders	9%	12%	4%	13%
Elizabeth Warren	6%	11%	3%	4%
Kamala Harris	4%	6%	2%	3%
Beto O'Rourke	3%	5%	1%	2%
Pete Buttigieg	2%	2%	3%	3%
Cory Booker	1%	1%	2%	1%
Some other candidate	15%	6%	28%	14%
Don't know	48%	33%	54%	57%

### d. The economy and jobs

	Total	Democrat	Republican	Independent
Joe Biden	18%	29%	11%	11%
Bernie Sanders	9%	14%	4%	8%
Elizabeth Warren	5%	9%	2%	5%
Kamala Harris	3%	6%	2%	1%
Beto O'Rourke	3%	5%	1%	4%
Pete Buttigieg	3%	2%	4%	2%
Cory Booker	2%	2%	1%	2%
Some other candidate	15%	3%	30%	14%
Don't know	42%	29%	44%	54%

### e. Most likely to beat President Trump in the general election

	Total	Democrat	Republican	Independent
Joe Biden	29%	46%	19%	21%
Bernie Sanders	8%	8%	6%	8%
Beto O'Rourke	4%	5%	2%	3%
Elizabeth Warren	2%	3%	1%	1%
Kamala Harris	2%	3%	2%	3%
Pete Buttigieg	2%	4%	2%	1%
Cory Booker	2%	2%	1%	4%
Some other candidate	11%	2%	20%	12%
Don't know	41%	25%	48%	47%

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### f. Strong progressive

	Total	Democrat	Republican	Independent
Bernie Sanders	15%	21%	12%	15%
Joe Biden	8%	14%	5%	5%
Elizabeth Warren	7%	13%	4%	3%
Pete Buttigieg	6%	9%	3%	6%
Beto O'Rourke	4%	5%	1%	5%
Kamala Harris	3%	5%	1%	2%
Cory Booker	3%	4%	3%	1%
Some other candidate	11%	4%	21%	8%
Don't know	43%	23%	49%	55%

### g. Can unify the Democratic Party

	Total	Democrat	Republican	Independent
Joe Biden	22%	32%	15%	24%
Bernie Sanders	7%	10%	4%	7%
Beto O'Rourke	4%	8%	1%	4%
Kamala Harris	4%	6%	3%	1%
Elizabeth Warren	3%	6%	1%	3%
Cory Booker	3%	8%	1%	*
Pete Buttigieg	2%	2%	3%	1%
Some other candidate	10%	5%	17%	8%
Don't know	44%	24%	53%	52%

### h. A new and different voice

	Total	Democrat	Republican	Independent
Pete Buttigieg	14%	20%	9%	17%
Kamala Harris	8%	15%	4%	3%
Bernie Sanders	8%	10%	4%	8%
Beto O'Rourke	7%	12%	3%	7%
Joe Biden	5%	10%	2%	3%
Cory Booker	4%	8%	1%	3%
Elizabeth Warren	4%	5%	5%	4%
Some other candidate	15%	3%	29%	15%
Don't know	35%	17%	42%	41%

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### About the Study

These are findings from an Ipsos poll conducted April 29-30, 2019. For the survey, a sample of roughly 960 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 336 Republicans, 335 Democrats, and 203 Independents.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=960, DEFF=1.5, adjusted Confidence Interval=+/-5.1 percentage points).

The poll also has a credibility interval plus or minus 6.1 percentage points for Republicans, 6.1 percentage points for Democrats, and 7.8 percentage points for Independents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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### About Ipsos Public Affairs

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### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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