



# Nominating Woman or Minority Come Second to Nominating Candidate Who Can Beat Trump

However, vast majority of Democrats and Independents say they would be comfortable with a female president

Washington, DC, June 17, 2019 – Heading into election season, Ipsos, on behalf of Daily Beast, seeks to understand voter inclinations and gender biases that may impact the 2020 races. In a series of matchup scenarios for the presidential race, the poll finds that the leading male Democratic candidates (Joe Biden and Bernie Sanders) have an approximately five percentage point larger lead in a hypothetical matchup with Donald Trump than do the two leading female contenders (Elizabeth Warren and Kamala Harris).

Among Democrats and Independents, the top priority by far when choosing which candidate to support for the 2020 Democratic primaries is nominating someone who can beat Trump (82%). Democrats and Independents do not believe that nominating a woman (40%), nominating a minority (38%), and nominating a white man (20%) are priorities for the Democratic party in 2020.

When asked about having a female president, Democrats and Independents are *themselves* comfortable with a female president (74%), but believe their *neighbors* are less accepting (33%). However, Democrats and Independents are split in their opinion on whether a woman would have a harder time than a man running against Donald Trump in 2020, with only slightly more of those who say they agree (39%) over disagree (26%) or neither agree nor disagree (28%) with the statement. Americans are also split on whether or not gender and sexism played a role in Hillary Clinton's loss to Donald Trump in 2016, with about half saying it did play a role (49%) and half saying it did not (52%). Sentiments that gender biases did play a role are largely driven by Democrats (76%) and female respondents (54%).

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## Press Release – continued –

1. **[Only asked of Democrats or Independents]** If the 2020 Democratic Presidential Primary were held today, which of the following candidates would you vote for?

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Joe Biden  
 Bernie Sanders  
 Elizabeth Warren  
 Beto O’Rourke  
 Kamala Harris  
 Pete Buttigieg  
 Cory Booker  
 Amy Klobuchar  
 Kirsten Gillibrand  
 Jay Inslee  
 Someone else  
 None/ wouldn’t vote  
 Don’t know

2. **[All Respondents]** If the 2020 Presidential election came down to these two candidates, for whom would you vote?

	<b>Total (N=1005)</b>	<b>Democrat (N=344)</b>	<b>Republican (N=340)</b>	<b>Independent (N=223)</b>
Donald Trump	35%	7%	78%	20%
Joe Biden	46%	83%	10%	40%
None/ wouldn’t vote	10%	6%	4%	24%
Don’t know	9%	5%	8%	17%

3. If the 2020 Presidential election came down to these two candidates, for whom would you vote?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Donald Trump	35%	3%	80%	21%
Bernie Sanders	47%	85%	9%	41%
None/ wouldn’t vote	9%	5%	4%	22%
Don’t know	10%	7%	7%	16%

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4. If the 2020 Presidential election came down to these two candidates, for whom would you vote?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Donald Trump	36%	4%	80%	24%
Pete Buttigieg	34%	61%	7%	31%
None/ wouldn't vote	17%	21%	2%	28%
Don't know	14%	14%	11%	18%

5. If the 2020 Presidential election came down to these two candidates, for whom would you vote?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Donald Trump	36%	4%	80%	23%
Amy Klobuchar	34%	64%	4%	29%
None/ wouldn't vote	16%	17%	5%	27%
Don't know	15%	15%	11%	21%

6. If the 2020 Presidential election came down to these two candidates, for whom would you vote?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Donald Trump	36%	4%	80%	24%
Elizabeth Warren	42%	78%	7%	36%
None/ wouldn't vote	11%	9%	4%	22%
Don't know	12%	10%	9%	19%

7. If the 2020 Presidential election came down to these two candidates, for whom would you vote?

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Donald Trump	35%	4%	79%	24%
Kamala Harris	41%	77%	9%	33%
None/ wouldn't vote	12%	10%	3%	25%
Don't know	12%	9%	10%	18%



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8. [Only asked of Democrats or Independents] How important or not important are the following?

Total important	Total (N= 567)	Male (N=255)	Female (N=312)	White (N=464)	Minority (N=103)
The Democratic Party nominate a woman as its presidential candidate in 2020.	40%	38%	43%	36%	45%
The Democratic Party nominate a minority as its presidential candidate in 2020.	38%	39%	37%	31%	46%
The Democratic Party nominate a white man as its presidential candidate in 2020	20%	26%	14%	15%	26%
The Democratic Party nominate someone who can beat Trump as its presidential candidate in 2020	82%	83%	81%	80%	83%

a. The Democratic Party nominate a woman as its presidential candidate in 2020.

	Total	Male	Female	White	Minority
Very important	17%	17%	16%	13%	21%
Somewhat important	24%	20%	27%	24%	23%
Not very important	29%	32%	27%	29%	29%
Not at all important	23%	27%	20%	29%	17%
Don't Know	7%	4%	11%	5%	9%
<i>Important (Net)</i>	40%	38%	43%	36%	45%
<i>Not Important (Net)</i>	53%	59%	47%	58%	46%

b. The Democratic Party nominate a minority as its presidential candidate in 2020.

	Total	Male	Female	White	Minority
Very important	16%	19%	13%	9%	24%
Somewhat important	22%	20%	24%	22%	22%
Not very important	27%	26%	28%	32%	22%
Not at all important	26%	30%	21%	30%	20%
Don't Know	10%	5%	14%	7%	13%
<i>Important (Net)</i>	38%	39%	37%	31%	46%
<i>Not Important (Net)</i>	52%	56%	49%	62%	42%

c. The Democratic Party nominate a white man as its presidential candidate in 2020.

	Total	Male	Female	White	Minority
Very important	9%	13%	5%	3%	15%
Somewhat important	12%	14%	9%	12%	11%
Not very important	31%	31%	31%	32%	30%
Not at all important	39%	34%	43%	46%	31%
Don't Know	10%	8%	12%	7%	14%
<i>Important (Net)</i>	20%	26%	14%	15%	26%
<i>Not Important (Net)</i>	70%	65%	74%	78%	60%

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d. The Democratic Party nominate someone who can beat Trump as its presidential candidate in 2020.

	Total	Male	Female	White	Minority
Very important	66%	66%	67%	66%	67%
Somewhat important	15%	16%	14%	14%	17%
Not very important	5%	6%	4%	5%	4%
Not at all important	8%	11%	6%	10%	6%
Don't Know	6%	1%	10%	5%	7%
<i>Important (Net)</i>	82%	83%	81%	80%	83%
<i>Not Important (Net)</i>	13%	16%	10%	15%	10%

9. [Only asked of Democrats or Independents] Do you agree or disagree with the following statements?

Total agree	Total	Male	Female	White	Minority
You are comfortable with a female president.	74%	72%	75%	70%	82%
Your neighbors are comfortable with a female president.	33%	37%	29%	24%	49%
Your spouse or immediate family is comfortable with a female president.	57%	56%	58%	53%	65%
A woman would have a harder time than a man running against Donald Trump in 2020.	39%	38%	41%	39%	40%
Women are less effective in politics than men.	14%	20%	8%	12%	17%

a. You are comfortable with a female president.

	Total	Male	Female	White	Minority
Strongly agree	52%	45%	58%	48%	58%
Somewhat agree	22%	28%	18%	22%	24%
Neither agree nor disagree	12%	12%	12%	13%	10%
Somewhat disagree	6%	7%	6%	9%	2%
Strongly disagree	6%	8%	4%	7%	4%
Don't know	2%	2%	3%	2%	2%
<i>Agree (Net)</i>	74%	72%	75%	70%	82%
<i>Disagree (Net)</i>	12%	14%	10%	16%	6%

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b. Your neighbors are comfortable with a female president.

	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>White</b>	<b>Minority</b>
Strongly agree	16%	20%	13%	11%	25%
Somewhat agree	17%	18%	16%	13%	24%
Neither agree nor disagree	31%	30%	33%	35%	26%
Somewhat disagree	6%	6%	6%	6%	6%
Strongly disagree	2%	2%	3%	2%	1%
Don't know	28%	25%	30%	33%	18%
<i>Agree (Net)</i>	33%	37%	29%	24%	49%
<i>Disagree (Net)</i>	8%	8%	9%	8%	8%

c. Your spouse or immediate family is comfortable with a female president.

	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>White</b>	<b>Minority</b>
Strongly agree	37%	33%	40%	32%	44%
Somewhat agree	21%	23%	18%	21%	20%
Neither agree nor disagree	22%	22%	21%	24%	18%
Somewhat disagree	4%	4%	5%	5%	2%
Strongly disagree	5%	5%	4%	6%	2%
Don't know	12%	12%	12%	11%	14%
<i>Agree (Net)</i>	57%	56%	58%	53%	65%
<i>Disagree (Net)</i>	9%	9%	9%	12%	4%

d. A woman would have a harder time than a man running against Donald Trump in 2020.

	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>White</b>	<b>Minority</b>
Strongly agree	15%	16%	14%	15%	15%
Somewhat agree	25%	22%	27%	24%	25%
Neither agree nor disagree	28%	30%	25%	28%	27%
Somewhat disagree	11%	10%	11%	10%	12%
Strongly disagree	15%	14%	16%	15%	15%
Don't know	8%	8%	7%	7%	8%
<i>Agree (Net)</i>	39%	38%	41%	39%	40%
<i>Disagree (Net)</i>	26%	24%	27%	26%	26%

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e. Women are less effective in politics than men.

	Total	Male	Female	White	Minority
Strongly agree	5%	7%	3%	3%	8%
Somewhat agree	9%	14%	5%	9%	9%
Neither agree nor disagree	23%	22%	24%	24%	21%
Somewhat disagree	16%	18%	15%	17%	15%
Strongly disagree	43%	34%	50%	44%	40%
Don't know	4%	6%	3%	3%	7%
<i>Agree (Net)</i>	14%	20%	8%	12%	17%
<i>Disagree (Net)</i>	59%	52%	65%	61%	56%

10. [ALL RESPONDENTS] Do you think gender and sexism played a role in Hillary Clinton's loss to Donald Trump in 2016?

	Total	Democrat	Republican	Independent	Male	Female
Yes, a major role	21%	41%	6%	14%	16%	25%
Yes, a small role	31%	36%	17%	40%	32%	29%
No	49%	24%	77%	47%	51%	46%
<i>Yes (Net)</i>	52%	76%	23%	53%	49%	54%

11. How do you get most of your news?

	Total	Democrat	Republican	Independent
Television	46%	43%	55%	39%
Print newspapers/magazines	6%	9%	3%	5%
Online/internet	26%	27%	21%	32%
Radio	4%	3%	7%	3%
Mobile News apps	4%	3%	4%	4%
Social Media (Twitter, Facebook)	10%	12%	8%	9%
None of the above	5%	4%	3%	8%

12. Of the choices listed below, which is your main source of television news? Select one.

	Total	Democrat	Republican	Independent
FOX News	19%	6%	36%	16%
CNN	11%	21%	4%	9%
MSNBC	4%	7%	2%	2%
ABC	13%	17%	14%	5%
CBS	11%	11%	13%	9%
NBC	13%	16%	11%	13%
Public Television	4%	4%	1%	5%
Other	8%	6%	5%	15%
None of the above	17%	12%	14%	25%

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### About the Study

These are findings from an Ipsos poll conducted June 10-June 11, 2019. For the survey, a sample of 1,005 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 344 Democrats, 340 Republicans, and 223 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 non-probability 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 2.5 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=2,021, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 4.3 percentage points for Democrats, 4.1 percentage points for Republicans, and 5.5 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

Ipsos is a global independent market research company. Our team of 18,000 across 90 countries serves 5,000 clients and undertakes 70,000 different projects each year. Our polling practice is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

As a global research and insights organization, Ipsos aims to make our changing world easier and faster to navigate and to inspire our clients to make smarter decisions. We are committed to driving the industry with innovative, best-in-class research techniques that are meaningful in today's connected society. We deliver research with security, speed, simplicity, and substance. Our tagline "Game Changers" summarizes our ambition.

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

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