



TOPLINE AND METHODOLOGY

ABC News/Ipsos Poll

Conducted by Ipsos Public Affairs' KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: August 2 – August 3, 2019
Number of interviews, Democrats/Lean Democrats: 640

Margin of error among Democrats/Lean Democrats: +/- 4.25 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

1. Did you happen to watch any of the Democratic presidential debates that were held on Tuesday and Wednesday this week?

	Total
Yes	33
No	67
Skipped	-

2. **[Only asked if responded yes to Q1]** In helping you decide who to vote for in the 2020 Democratic primaries, would you say the debates this week were?

	Total (N=229)
Very useful	19
Somewhat useful	55
Not so useful	22
Not useful at all	4
Skipped	1
Total useful (Net)	73
Total not useful (Net)	25



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RESPONDENTS WERE SHOWN A VIDEO OF BERNIE SANDERS SAYING: “The fact of the matter is, tens of millions of people lose their health insurance every single year when they change jobs or their employer changes that insurance. If you want stability in the health care system, if you want a system which gives you freedom of choice with regard to a doctor or a hospital, which is a system which will not bankrupt you, the answer is to get rid of the profiteering of the drug companies and the insurance companies, move to Medicare for all.”

3. **[Reported seeing all or part of video]** Do you find the argument in this video to be: **Sanders Video**

	Total (N=631)
Very convincing	31
Somewhat convincing	46
Not so convincing	16
Not convincing at all	7
Skipped	*
Total convincing (Net)	77
Total not convincing (Net)	23

RESPONDENTS WERE SHOWN A VIDEO OF JOE BIDEN SAYING: “Obamacare is working. The way to build this and get to it immediately is to build on Obamacare. Go back and do, take back all the things that Trump took away, provide a public option, meaning every single person in America would be able to buy another option if they didn't like their employer plan or if they're on Medicaid they would automatically be in the plan. It would be take place immediately and move quickly and it would ensure the vast, vast, vast majority of Americans.”

4. **[Reported seeing all or part of video]** Do you find the argument in this video to be: **Biden Video**

	Total (N=629)
Very convincing	18
Somewhat convincing	52
Not so convincing	20
Not convincing at all	9
Skipped	1
Total convincing (Net)	70
Total not convincing (Net)	29



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Methodology

This ABC News/Ipsos Poll was conducted August 2 to 3, 2019 by Ipsos Public Affairs KnowledgePanel® – a division of Ipsos. This poll is based on a nationally-representative probability sample of 1,416 general population adults age 18 or older. Questions presented in this document were only asked of Democrats/lean Democrats (n=640).

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The study was conducted in both English and Spanish. The data were weighted to adjust for gender by age, race, education, Census region, metropolitan status, household income, and party identification. The demographic benchmarks came from the 2018 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male/Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School graduate, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Other/None)

The margin of sampling error among Democrats/Lean Democrats is plus or minus 4.25 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.30. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. 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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