



## PRESS RELEASE

### Likely Democratic Primary Voters Believe Biden and Sanders are the Most Able to Stand Up to Trump

Almost Two-Thirds of All Americans, Three-Quarters of Democrats Believe that America is Ready to Elect a Woman President

**Washington, DC, September 11, 2019** — The latest Ipsos poll, conducted on behalf of USA Today, finds that among potential Democratic primary voters, Biden and Sanders are seen as equally able to stand up to Trump (74% and 77% top 3 box), followed closely by Warren (70%).

- Sanders (76%), Biden (71%), and Warren (68%) are also 1-2-3 on able to make hard decisions.
- The margin between the two leading men and Warren is larger on “approachable” with Sanders (75%) and Biden (71%) 10 points ahead of Warren (62%). Sanders (61%) and Warren (60%) are comparable on “intellectual and methodical” followed by Biden (52%).
- More potential Democratic primary voters say Biden (37%) can beat Trump than Sanders (20%) or Warren (16%).

It also shows that:

- Eight in 10 (83%) of Democrats and Independents say they are comfortable with a female president but only 44% agree that their neighbors are comfortable with a female president.
  - Both of these numbers have climbed since earlier this summer when 74% of Democrats and Independents were comfortable with a female president and 33% thought their neighbors would be.
- Six in 10 (63%) of Americans think the country is ready to elect a woman president including 52% of Republicans, 75% of Democrats, and 66% of Independents.

**For full results, please refer to the following annotated questionnaire.**



## PRESS RELEASE

### Full Annotated Questionnaire:

1. How familiar are you, if at all, with the following individuals?

<i>Total Familiar</i>	<b>Total (N=2012)</b>	<b>Probable Dem Voters (N=923)</b>
Joe Biden	82%	90%
Bernie Sanders	80%	89%
Elizabeth Warren	64%	73%
Kamala Harris	55%	66%
Pete Buttigieg	41%	52%

<b>Total (N=2012)</b>	<b>Joe Biden</b>	<b>Bernie Sanders</b>	<b>Elizabeth Warren</b>	<b>Kamala Harris</b>	<b>Pete Buttigieg</b>
Very familiar	42%	39%	28%	22%	13%
Somewhat familiar	41%	41%	36%	33%	28%
Heard, do not know much	14%	17%	23%	22%	22%
Never heard of	4%	3%	13%	23%	36%
<i>Familiar (Net)</i>	82%	80%	64%	55%	41%

<b>Probable Dem Voters (N=923)</b>	<b>Joe Biden</b>	<b>Bernie Sanders</b>	<b>Elizabeth Warren</b>	<b>Kamala Harris</b>	<b>Pete Buttigieg</b>
Very familiar	53%	49%	36%	28%	18%
Somewhat familiar	38%	40%	37%	37%	34%
Heard, do not know much	7%	9%	18%	20%	21%
Never heard of	3%	2%	9%	15%	27%
<i>Familiar (Net)</i>	90%	89%	73%	66%	52%

2. Do you plan to vote in the 2020 Democratic presidential primaries or caucuses?

	<b>Total</b>
Yes, certain	52%
Yes, probably	13%
Maybe, uncertain	11%
No	25%
<i>Yes (Net)</i>	65%
<i>No/Maybe</i>	35%



## PRESS RELEASE

### PROBABLE DEMOCRATIC PRIMARY VOTERS = YES, CERTAIN + YES, PROBABLY IN Q2 AND DEMOCRAT, INDEPENDENT, OR OTHER, N=923

3. On a scale of 1 to 7 with 1 representing 'not able to stand up to Donald Trump' and 7 representing 'able to stand up to Donald Trump,' how would you rate each of the following individuals?

Probable Dem Voters N=923	Joe Biden	Pete Buttigieg	Kamala Harris	Bernie Sanders	Elizabeth Warren
1	5%	6%	6%	4%	5%
2	3%	4%	4%	2%	3%
3	6%	11%	7%	5%	6%
4	12%	27%	20%	12%	16%
5	18%	20%	18%	18%	16%
6	20%	14%	18%	22%	20%
7	36%	19%	27%	37%	34%
<b>1+2+3 (Net)</b>	<b>14%</b>	<b>21%</b>	<b>17%</b>	<b>11%</b>	<b>14%</b>
<b>5+6+7 (Net)</b>	<b>74%</b>	<b>53%</b>	<b>63%</b>	<b>77%</b>	<b>70%</b>
<b>Ratio</b>	<b>5.29</b>	<b>2.52</b>	<b>3.71</b>	<b>7.00</b>	<b>5.00</b>

4. On a scale of 1 to 7 with 1 representing 'unable to make hard decisions' and 7 representing 'able to make hard decisions,' how would you rate each of the following individuals?

Probable Dem Voters N=923	Joe Biden	Pete Buttigieg	Kamala Harris	Bernie Sanders	Elizabeth Warren
1	3%	4%	5%	3%	3%
2	4%	4%	3%	2%	2%
3	7%	10%	9%	4%	7%
4	16%	34%	26%	16%	21%
5	20%	20%	19%	21%	18%
6	24%	16%	21%	26%	23%
7	27%	13%	17%	29%	27%
<b>1+2+3 (Net)</b>	<b>13%</b>	<b>18%</b>	<b>18%</b>	<b>9%</b>	<b>12%</b>
<b>5+6+7 (Net)</b>	<b>71%</b>	<b>48%</b>	<b>57%</b>	<b>76%</b>	<b>68%</b>
<b>Ratio</b>	<b>5.46</b>	<b>2.67</b>	<b>3.17</b>	<b>8.44</b>	<b>5.67</b>



## PRESS RELEASE

5. On a scale of 1 to 7 with 1 representing 'distant' and 7 representing 'approachable', how would you rate each of the following individuals?

Probable Dem Voters N=923	Joe Biden	Pete Buttigieg	Kamala Harris	Bernie Sanders	Elizabeth Warren
1	4%	6%	7%	3%	5%
2	2%	4%	4%	2%	2%
3	6%	10%	9%	5%	10%
4	16%	28%	23%	14%	22%
5	17%	18%	23%	24%	19%
6	23%	15%	18%	22%	19%
7	30%	19%	17%	29%	24%
<b>1+2+3 (Net)</b>	<b>13%</b>	<b>20%</b>	<b>19%</b>	<b>11%</b>	<b>17%</b>
<b>5+6+7 (Net)</b>	<b>71%</b>	<b>52%</b>	<b>58%</b>	<b>75%</b>	<b>62%</b>
<b>Ratio</b>	<b>5.46</b>	<b>2.60</b>	<b>3.05</b>	<b>6.82</b>	<b>3.65</b>

6. On a scale of 1 to 7 with 1 representing 'instinctive and reactive' and 7 representing 'intellectual and methodical', how would you rate each of the following individuals?

Probable Dem Voters N=923	Joe Biden	Pete Buttigieg	Kamala Harris	Bernie Sanders	Elizabeth Warren
1	5%	5%	6%	4%	3%
2	4%	3%	4%	5%	4%
3	13%	11%	11%	10%	10%
4	26%	35%	30%	21%	23%
5	20%	18%	20%	22%	20%
6	18%	14%	17%	21%	20%
7	15%	15%	13%	18%	20%
<b>1+2+3 (Net)</b>	<b>22%</b>	<b>19%</b>	<b>21%</b>	<b>19%</b>	<b>17%</b>
<b>5+6+7 (Net)</b>	<b>52%</b>	<b>46%</b>	<b>49%</b>	<b>61%</b>	<b>60%</b>
<b>Ratio</b>	<b>2.33</b>	<b>2.50</b>	<b>2.39</b>	<b>3.27</b>	<b>3.47</b>



## PRESS RELEASE

7. Which of the following candidates do you believe has the best chance to beat Donald Trump in the 2020 presidential election?

	Probable Dem Voters N=923
Joe Biden	37%
Pete Buttigieg	3%
Kamala Harris	6%
Bernie Sanders	20%
Elizabeth Warren	16%
Don't know	19%

8. Why do you think [INSERT RESPONSE] has the best chance to beat Trump in the 2020 presidential election?

### [PENDING ANALYSIS OF OPEN-ENDED RESPONSES]

9. Do you agree or disagree with the following statements?

			All Dem & Indep	
Total agree	Total (N=2012)	Probable Dem Voters N=923	Aug 30, 2019 N=1236	June 11, 2019 N=567
You are comfortable with a female president	76%	88%	83%	74%
Your spouse or immediate family is comfortable with a female president	64%	76%	70%	57%
A woman would have a harder time than a man running against Donald Trump in 2020	44%	50%	47%	39%
Your neighbors are comfortable with a female president	37%	44%	39%	33%

- a. You are comfortable with a female president

			All Dem & Indep	
	Total	Probable Dem Voters N=923	Aug 30, 2019 N=1236	June 11, 2019 N=567
Strongly agree	52%	72%	64%	52%
Somewhat agree	24%	17%	18%	22%
Neither agree nor disagree	12%	6%	9%	12%
Somewhat disagree	5%	3%	3%	6%
Strongly disagree	4%	2%	2%	6%
Don't know	3%	1%	3%	2%
<i>Total agree (Net)</i>	<i>76%</i>	<i>88%</i>	<i>83%</i>	<i>74%</i>
<i>Total disagree (Net)</i>	<i>9%</i>	<i>4%</i>	<i>5%</i>	<i>12%</i>



## PRESS RELEASE

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

	Total	Probable Dem Voters N=923	All Dem & Indep	
			Aug 30, 2019 N=1236	June 11, 2019 N=567
Strongly agree	40%	54%	49%	37%
Somewhat agree	23%	21%	20%	21%
Neither agree nor disagree	17%	13%	16%	22%
Somewhat disagree	6%	4%	4%	4%
Strongly disagree	5%	2%	3%	5%
Don't know	8%	5%	8%	12%
<i>Total agree (Net)</i>	<i>64%</i>	<i>76%</i>	<i>70%</i>	<i>57%</i>
<i>Total disagree (Net)</i>	<i>11%</i>	<i>7%</i>	<i>7%</i>	<i>9%</i>

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

	Total	Probable Dem Voters N=923	All Dem & Indep	
			Aug 30, 2019 N=1236	June 11, 2019 N=567
Strongly agree	18%	20%	19%	15%
Somewhat agree	26%	30%	28%	25%
Neither agree nor disagree	27%	22%	24%	28%
Somewhat disagree	13%	15%	13%	11%
Strongly disagree	11%	11%	11%	15%
Don't know	5%	2%	5%	8%
<i>Total agree (Net)</i>	<i>44%</i>	<i>50%</i>	<i>47%</i>	<i>39%</i>
<i>Total disagree (Net)</i>	<i>24%</i>	<i>26%</i>	<i>24%</i>	<i>26%</i>

d. Your neighbors are comfortable with a female president

	Total	Probable Dem Voters N=923	All Dem & Indep	
			Aug 30, 2019 N=1236	June 11, 2019 N=567
Strongly agree	16%	20%	18%	16%
Somewhat agree	21%	24%	21%	17%
Neither agree nor disagree	28%	26%	27%	31%
Somewhat disagree	6%	7%	6%	6%
Strongly disagree	3%	2%	2%	2%
Don't know	25%	21%	26%	28%
<i>Total agree (Net)</i>	<i>37%</i>	<i>44%</i>	<i>39%</i>	<i>33%</i>
<i>Total disagree (Net)</i>	<i>9%</i>	<i>8%</i>	<i>8%</i>	<i>8%</i>



## PRESS RELEASE

10. Is the US ready to elect a woman president, or not?

	<b>Total</b>	<b>Probable Dem Voters N=923</b>
Yes	63%	75%
No	19%	12%
Don't know	18%	13%



## PRESS RELEASE

### About the Study

These are some of the findings of an Ipsos poll conducted between August 28-30 on behalf of USA Today. For this survey, a sample of roughly 2,012 adults age 18+ from the continental U.S. Alaska and Hawaii was interviewed online in English. The sample includes 923 Democrats and Independents who say they are probably or certainly going to take part in the 2020 Democratic primaries.

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, and. 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 ( $n=2,012$  DEFF=1.5, adjusted Confidence Interval= $\pm 4.0$  percentage points).

The poll also has a credibility interval of plus or minus 2.9 percentage points for likely Democratic primary voters.

### For more information on this news release, please contact:

Chris Jackson  
Vice President, US  
Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Mallory Newall  
Director, US  
Public Affairs  
+1 202 420-2014  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)





## PRESS RELEASE

### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)