



TOPLINE AND METHODOLOGY

538 October 15 Debate /Ipsos Poll

Conducted by Ipsos Public Affairs' KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: October 7 – October 14, 2019

Number of interviews: Those who are likely to vote in the Democratic primary or caucus N=3,360

Margin of error among those Likely to vote in the Democratic primary/caucus: +/- 1.83 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. First, how likely is it that you will vote in the 2020 presidential primary or caucus in your state?

	Total
Absolutely certain to vote	77
Very likely	15
About 50-50	8
Not too likely	-
Not likely at all	-
Skipped	-
Total likely to vote in 2020 primary (Net)	100
Total not likely to vote (Net)	-

2. Now, thinking about the 2020 presidential primary or caucus in your state, would you be...?

	Total
Most likely to vote in the Democratic primary or caucus	100
Most likely to vote in the Republican primary or caucus	-
Not likely to vote in a primary or caucus	-
Skipped	-





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3. How favorable or unfavorable is your opinion of each of the following Democratic presidential candidates?

Summary	Total favorable	Very favorable	Some-what favorable	Total unfavorable	Some-what unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Skipped
Joe Biden	70	33	37	23	14	9	6	1	0
Cory Booker	42	9	34	16	11	5	21	20	1
Pete Buttigieg	44	16	28	13	8	5	18	25	1
Julian Castro	30	5	25	18	12	6	28	22	1
Tulsi Gabbard	16	3	13	18	10	8	23	42	1
Kamala Harris	51	16	35	20	12	8	15	13	1
Amy Klobuchar	28	6	22	16	11	5	24	30	1
Beto O'Rourke	43	9	33	20	14	6	19	17	1
Bernie Sanders	67	30	38	24	16	8	7	1	1
Tom Steyer	15	2	12	14	8	6	23	47	1
Elizabeth Warren	66	34	32	14	9	6	11	8	1
Andrew Yang	32	7	25	18	13	5	24	25	1



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3. How favorable or unfavorable is your opinion of each of the following Democratic presidential candidates?

Joe Biden	Total
Very favorable	33
Somewhat favorable	37
Somewhat unfavorable	14
Very unfavorable	9
Heard of, no opinion	6
Never heard of	1
Skipped	0
Total Favorable	70
Total Unfavorable	23

Cory Booker	Total
Very favorable	9
Somewhat favorable	34
Somewhat unfavorable	11
Very unfavorable	5
Heard of, no opinion	21
Never heard of	20
Skipped	1
Total Favorable	42
Total Unfavorable	16



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3. How favorable or unfavorable is your opinion of each of the following Democratic presidential candidates?

Pete Buttigieg	Total
Very favorable	16
Somewhat favorable	28
Somewhat unfavorable	8
Very unfavorable	5
Heard of, no opinion	18
Never heard of	25
Skipped	1
Total Favorable	44
Total Unfavorable	13

Julian Castro	Total
Very favorable	5
Somewhat favorable	25
Somewhat unfavorable	12
Very unfavorable	6
Heard of, no opinion	28
Never heard of	22
Skipped	1
Total Favorable	30
Total Unfavorable	18



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3. How favorable or unfavorable is your opinion of each of the following Democratic presidential candidates?

Tulsi Gabbard	Total
Very favorable	3
Somewhat favorable	13
Somewhat unfavorable	10
Very unfavorable	8
Heard of, no opinion	23
Never heard of	42
Skipped	1
Total Favorable	16
Total Unfavorable	18

Kamala Harris	Total
Very favorable	16
Somewhat favorable	35
Somewhat unfavorable	12
Very unfavorable	8
Heard of, no opinion	15
Never heard of	13
Skipped	1
Total Favorable	51
Total Unfavorable	20



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3. How favorable or unfavorable is your opinion of each of the following Democratic presidential candidates?

Amy Klobuchar	Total
Very favorable	6
Somewhat favorable	22
Somewhat unfavorable	11
Very unfavorable	5
Heard of, no opinion	24
Never heard of	30
Skipped	1
Total Favorable	28
Total Unfavorable	16

Beto O'Rourke	Total
Very favorable	9
Somewhat favorable	33
Somewhat unfavorable	14
Very unfavorable	6
Heard of, no opinion	19
Never heard of	17
Skipped	1
Total Favorable	43
Total Unfavorable	20





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3. How favorable or unfavorable is your opinion of each of the following Democratic presidential candidates?

Bernie Sanders	Total
Very favorable	30
Somewhat favorable	38
Somewhat unfavorable	16
Very unfavorable	8
Heard of, no opinion	7
Never heard of	1
Skipped	1
Total Favorable	67
Total Unfavorable	24

Tom Steyer	Total
Very favorable	2
Somewhat favorable	12
Somewhat unfavorable	8
Very unfavorable	6
Heard of, no opinion	23
Never heard of	47
Skipped	1
Total Favorable	15
Total Unfavorable	14



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3. How favorable or unfavorable is your opinion of each of the following Democratic presidential candidates?

Elizabeth Warren	Total
Very favorable	34
Somewhat favorable	32
Somewhat unfavorable	9
Very unfavorable	6
Heard of, no opinion	11
Never heard of	8
Skipped	1
Total Favorable	66
Total Unfavorable	14

Andrew Yang	Total
Very favorable	7
Somewhat favorable	25
Somewhat unfavorable	13
Very unfavorable	5
Heard of, no opinion	24
Never heard of	25
Skipped	1
Total Favorable	32
Total Unfavorable	18



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4. Which of the following Democratic candidates for president are you considering voting for in the Democratic primary?

	Total
Joe Biden	55
Cory Booker	11
Pete Buttigieg	20
Julian Castro	5
Tulsi Gabbard	4
Kamala Harris	24
Amy Klobuchar	7
Beto O'Rourke	13
Bernie Sanders	39
Tom Steyer	3
Elizabeth Warren	49
Andrew Yang	10
Someone else	2
Skipped	2





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5. Which of the following issues is the most important in determining who you will vote for in the Democratic presidential primaries?

	Total
Climate change	12
Education	4
Foreign affairs	3
Gun policy	6
Health care	19
Immigration	5
Wealth and income inequality	13
Social Security	5
Taxes	2
The economy and jobs	13
The Supreme Court	3
Racism, sexism, homophobia, transphobia and other types of discrimination	8
Something else	8
Skipped	0



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6. Which of the following candidates do you believe is the best on your issue of [INSERT RESPONSE FROM Question 5]

Base: Chose an issue in prior question (Q5)	Total (N=3,062)
Joe Biden	24
Cory Booker	1
Pete Buttigieg	5
Julian Castro	1
Tulsi Gabbard	1
Kamala Harris	5
Amy Klobuchar	2
Beto O'Rourke	3
Bernie Sanders	25
Tom Steyer	1
Elizabeth Warren	21
Andrew Yang	3
Someone else	6
Skipped	3



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7. Imagine the primary is over and each of the following candidates has won the Democratic nomination. What do you think their chances would be of defeating Donald Trump in November 2020? Use a scale of 0 to 100 with 0 meaning absolutely certain to lose to Trump and 100 meaning absolutely certain to defeat Trump. For each candidate enter a number from 0 to 100.

	Mean	Don't know enough to say
Joe Biden	70.00	15
Cory Booker	38.69	43
Pete Buttigieg	43.29	44
Julian Castro	31.13	49
Tulsi Gabbard	23.16	57
Kamala Harris	45.70	33
Amy Klobuchar	31.83	51
Beto O'Rourke	39.74	39
Bernie Sanders	59.04	17
Tom Steyer	24.54	60
Elizabeth Warren	62.02	25
Andrew Yang	31.53	48

8. Which type of candidate would you prefer if you had to make a choice between:

	Total
A Democrat you agree with on most issues	34
A Democrat who would be a strong candidate against Donald Trump	66
Skipped	1

9. How high of a priority is impeaching President Trump to you?

	Total
Impeaching Trump should be one of Democrats' highest priorities	41
I support impeaching Trump, but it shouldn't be a major focus for Democrats	50
I don't support impeaching Trump	8
Skipped	1



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Methodology

This 538 Debate/Ipsos Poll was conducted October 7th to 14th, 2019 by Ipsos Public Affairs KnowledgePanel® – a division of Ipsos. This poll is based on a nationally-representative probability sample of adults age 18 or older. Questions presented in this document were only asked of those who are likely to vote in the Democratic primary or caucus (n=3,360)

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, and household income. The demographic benchmarks came from the 2018 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). 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+)

The margin of sampling error among those likely to vote in the Democratic primary or caucus is plus or minus 1.83 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.17. 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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