



## TOPLINE AND METHODOLOGY

### 538 November 20 Debate /Ipsos Poll

Conducted by Ipsos KnowledgePanel®

**A survey of the American general population (ages 18+)**

*Interview dates: November 14 – November 18, 2019*

*Number of interviews: Those who are likely to vote in the Democratic primary or caucus N=3,786*

*Margin of error among those Likely to vote in the Democratic primary/caucus: +/- 1.71 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?

	<b>Total</b>
Absolutely certain to vote	76
Very likely	16
About 50-50	9
Not too likely	-
Not likely at all	-
Skipped	-
<b>Total likely to vote in 2020 primary (Net)</b>	<b>100</b>
<b>Total not likely to vote (Net)</b>	<b>-</b>

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

	<b>Total</b>
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?

<b>Joe Biden</b>	<b>Total</b>
Very favorable	33
Somewhat favorable	38
Somewhat unfavorable	14
Very unfavorable	9
Heard of, no opinion	5
Never heard of	1
Skipped	1
<b>Total Favorable</b>	<b>71</b>
<b>Total Unfavorable</b>	<b>23</b>

<b>Cory Booker</b>	<b>Total</b>
Very favorable	8
Somewhat favorable	34
Somewhat unfavorable	11
Very unfavorable	6
Heard of, no opinion	22
Never heard of	18
Skipped	1
<b>Total Favorable</b>	<b>42</b>
<b>Total Unfavorable</b>	<b>17</b>



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

<b>Pete Buttigieg</b>	<b>Total</b>
Very favorable	18
Somewhat favorable	29
Somewhat unfavorable	8
Very unfavorable	5
Heard of, no opinion	16
Never heard of	23
Skipped	1
<b>Total Favorable</b>	<b>47</b>
<b>Total Unfavorable</b>	<b>13</b>

<b>Tulsi Gabbard</b>	<b>Total</b>
Very favorable	2
Somewhat favorable	11
Somewhat unfavorable	13
Very unfavorable	13
Heard of, no opinion	23
Never heard of	37
Skipped	1
<b>Total Favorable</b>	<b>13</b>
<b>Total Unfavorable</b>	<b>26</b>



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

<b>Kamala Harris</b>	<b>Total</b>
Very favorable	13
Somewhat favorable	36
Somewhat unfavorable	15
Very unfavorable	9
Heard of, no opinion	14
Never heard of	13
Skipped	1
<b>Total Favorable</b>	<b>48</b>
<b>Total Unfavorable</b>	<b>24</b>

<b>Amy Klobuchar</b>	<b>Total</b>
Very favorable	7
Somewhat favorable	21
Somewhat unfavorable	11
Very unfavorable	6
Heard of, no opinion	26
Never heard of	29
Skipped	1
<b>Total Favorable</b>	<b>28</b>
<b>Total Unfavorable</b>	<b>17</b>



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

<b>Bernie Sanders</b>	<b>Total</b>
Very favorable	29
Somewhat favorable	38
Somewhat unfavorable	15
Very unfavorable	10
Heard of, no opinion	6
Never heard of	1
Skipped	1
<b>Total Favorable</b>	<b>67</b>
<b>Total Unfavorable</b>	<b>25</b>

<b>Tom Steyer</b>	<b>Total</b>
Very favorable	3
Somewhat favorable	14
Somewhat unfavorable	9
Very unfavorable	7
Heard of, no opinion	26
Never heard of	40
Skipped	1
<b>Total Favorable</b>	<b>17</b>
<b>Total Unfavorable</b>	<b>16</b>



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

<b>Elizabeth Warren</b>	<b>Total</b>
Very favorable	28
Somewhat favorable	36
Somewhat unfavorable	11
Very unfavorable	7
Heard of, no opinion	11
Never heard of	6
Skipped	1
<b>Total Favorable</b>	<b>64</b>
<b>Total Unfavorable</b>	<b>18</b>

<b>Andrew Yang</b>	<b>Total</b>
Very favorable	6
Somewhat favorable	26
Somewhat unfavorable	14
Very unfavorable	6
Heard of, no opinion	26
Never heard of	22
Skipped	1
<b>Total Favorable</b>	<b>32</b>
<b>Total Unfavorable</b>	<b>19</b>



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

	<b>Total</b>
Joe Biden	54
Cory Booker	11
Pete Buttigieg	26
Tulsi Gabbard	4
Kamala Harris	18
Amy Klobuchar	9
Bernie Sanders	40
Tom Steyer	4
Elizabeth Warren	43
Andrew Yang	10
Someone else	4
Skipped	1



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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?

	<b>Total</b>
Climate change	11
Education	5
Foreign affairs	3
Gun policy	5
Health care	20
Immigration	4
Wealth and income inequality	13
Social Security	6
Taxes	3
The economy and jobs	14
The Supreme Court	2
Racism, sexism, homophobia, transphobia and other types of discrimination	8
Something else	7
Skipped	1





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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)	<b>Total (N=3767)</b>
Joe Biden	26
Cory Booker	2
Pete Buttigieg	8
Tulsi Gabbard	1
Kamala Harris	5
Amy Klobuchar	2
Bernie Sanders	24
Tom Steyer	1
Elizabeth Warren	21
Andrew Yang	3
Someone else	6
Skipped	2



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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	69.2	16
Cory Booker	36.5	40
Pete Buttigieg	46.2	40
Tulsi Gabbard	20.4	54
Kamala Harris	40.9	33
Amy Klobuchar	31.8	50
Bernie Sanders	58.9	17
Tom Steyer	25.0	56
Elizabeth Warren	57.9	23
Andrew Yang	29.9	47

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	32
A Democrat who would be a strong candidate against Donald Trump	67
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	49
I don't support impeaching Trump	9
Skipped	1



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### Methodology

This 538 Debate/Ipsos Poll was conducted November 14<sup>th</sup> to 18<sup>th</sup>, 2019 using Ipsos' KnowledgePanel®. 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=3,786)

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based 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 sampled and all persons in the selected households are invited to join and participate in the panel. Ipsos provides selected households that do not already have internet access with 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 findings can be reported with a margin of sampling error and projected to the general population.

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 2019 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 1.71 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.15. 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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