TOPLINE AND METHODOLOGY

538 January 15th Debate /Ipsos Poll

Conducted by Ipsos' KnowledgePanel®
A survey of likely Democratic primary voters (ages 18+)
Interview dates: January 14th – 15th, 2020
Number of interviews: Those who are likely to vote in the Democratic primary or caucus N=1,743

Margin of error among those Likely to vote in the Democratic primary/caucus: +/- 2.6 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:

10. First, did you watch the Democratic primary debate on Tuesday, January 14th?

	Total
Yes, I watched all of it	15
Yes, I watched some of it	21
No, I did not watch it	63
Skipped	*

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11. No matter how you plan to vote, who do you think performed best in the Democratic primary debate on Tuesday, January 14th?

Base: Watched all or part of the debate	Total (N=659)
Joe Biden	18
Pete Buttigieg	11
Amy Klobuchar	8
Bernie Sanders	19
Tom Steyer	4
Elizabeth Warren	28
Don't' know/No opinion	12
Skipped	-

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12. And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Democratic primary debate on Tuesday, January 14th?

Joe Biden *Base: Watched all or part of the debate*	Total (N=659)
Very poor performance	4
Somewhat poor performance	21
Somewhat good performance	43
Very good performance	27
Don't know / No opinion	4
Skipped	*
Total Poor Performance	*26*
Total Good Performance	*70*

Pete Buttigieg *Base: Watched all or part of the debate*	Total (N=659)
Very poor performance	4
Somewhat poor performance	18
Somewhat good performance	40
Very good performance	27
Don't know / No opinion	10
Skipped	1
Total Poor Performance	*22*
Total Good Performance	*67*

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12. And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Democratic primary debate on Tuesday, January 14th?

Amy Klobuchar *Base: Watched all or part of the debate*	Total (N=659)
Very poor performance	7
Somewhat poor performance	17
Somewhat good performance	43
Very good performance	21
Don't know / No opinion	12
Skipped	*
Total Poor Performance	*24*
Total Good Performance	*64*

Bernie Sanders *Base: Watched all or part of the debate*	Total (N=659)
Very poor performance	3
Somewhat poor performance	15
Somewhat good performance	45
Very good performance	32
Don't know / No opinion	4
Skipped	*
Total Poor Performance	*19*
Total Good Performance	*77*

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12. And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Democratic primary debate on Tuesday, January 14th?

Tom Steyer *Base: Watched all or part of the debate*	Total (N=659)
Very poor performance	6
Somewhat poor performance	18
Somewhat good performance	42
Very good performance	19
Don't know / No opinion	15
Skipped	1
Total Poor Performance	*23*
Total Good Performance	*61*

Elizabeth Warren *Base: Watched all or part of the debate*	Total (N=659)
Very poor performance	5
Somewhat poor performance	10
Somewhat good performance	35
Very good performance	44
Don't know / No opinion	6
Skipped	1
Total Poor Performance	*14*
Total Good Performance	*79*

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

Joe Biden	Total
Very favorable	32
Somewhat favorable	37
Somewhat unfavorable	16
Very unfavorable	10
Heard of, no opinion	4
Never heard of	*
Skipped	1
Total Favorable	*69*
Total Unfavorable	*26*

Pete Buttigieg	Total
Very favorable	18
Somewhat favorable	34
Somewhat unfavorable	14
Very unfavorable	7
Heard of, no opinion	14
Never heard of	12
Skipped	1
Total Favorable	*52*
Total Unfavorable	*21*

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

Amy Klobuchar	Total
Very favorable	11
Somewhat favorable	28
Somewhat unfavorable	14
Very unfavorable	7
Heard of, no opinion	23
Never heard of	16
Skipped	*
Total Favorable	*39*
Total Unfavorable	*21*

Bernie Sanders	Total
Very favorable	32
Somewhat favorable	37
Somewhat unfavorable	16
Very unfavorable	10
Heard of, no opinion	4
Never heard of	*
Skipped	*
Total Favorable	*69*
Total Unfavorable	*25*

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

Tom Steyer	Total
Very favorable	8
Somewhat favorable	28
Somewhat unfavorable	14
Very unfavorable	8
Heard of, no opinion	24
Never heard of	18
Skipped	1
Total Favorable	*36*
Total Unfavorable	*22*

Elizabeth Warren	Total
Very favorable	30
Somewhat favorable	37
Somewhat unfavorable	13
Very unfavorable	8
Heard of, no opinion	8
Never heard of	4
Skipped	*
Total Favorable	*67*
Total Unfavorable	*20*

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

	Total
Joe Biden	51
Pete Buttigieg	25
Amy Klobuchar	13
Bernie Sanders	43
Tom Steyer	11
Elizabeth Warren	40
Someone else	10
Skipped	1

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

	Total
Climate change	13
Education	4
Foreign affairs	5
Gun policy	3
Health care	20
Immigration	2
Wealth and income inequality	14
Social Security	5
Taxes	2
The economy and jobs	12
The Supreme Court	3
Racism, sexism, homophobia, transphobia and other types of discrimination	7
Something else	10
Skipped	1

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16. Which of the following candidates do you believe is the best on your issue of [INSERT RESPONSE FROM Question 15]

Reported having an issue in prior question (15)	Total (N=1,545)
Joe Biden	24
Pete Buttigieg	8
Amy Klobuchar	4
Bernie Sanders	29
Tom Steyer	6
Elizabeth Warren	20
Someone else	8
Skipped	2

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17. 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	66.2	11
Pete Buttigieg	44.2	29
Amy Klobuchar	35.5	35
Bernie Sanders	59.6	11
Tom Steyer	35.1	37
Elizabeth Warren	54.5	16

18. 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	*

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Methodology

This 538 Debate/Ipsos Poll was conducted January 14th to 15th, 2020 by Ipsos' KnowledgePanel® – a division of Ipsos. Wave 1 of this poll was based on a nationally-representative probability sample of adults age 18 or older. Wave 2, what this topline reports, was administered to those who indicated in Wave 1 that they are likely to vote in their state's upcoming Democratic primary or caucus (n=1,743).

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.

Wave 1, which began with a general population sample of adults, was weighted to demographic benchmarks from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). This provided the appropriate demographic distributions for the subset of likely Democratic primary voters. Wave 2 weighting benchmarks for likely Democratic primary voters then are from the final Wave 1 weighted data. Weighting adjusts for gender by age, race, education, Census region, metropolitan status, and household income. The weighting categories were as follows (for Wave 2, we included an additional adjustment for party identification):

- 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 2.6 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.25. 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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About Ipsos

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