



## TOPLINE AND METHODOLOGY

### 538 January 14 Debate /Ipsos Poll

Conducted by Ipsos KnowledgePanel®

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

*Interview dates: January 10th – January 13th, 2020*

*Number of interviews: Those who are likely to vote in the Democratic primary or caucus N=3,057*

*Margin of error among those Likely to vote in the Democratic primary/caucus: +/- 1.9 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	15
About 50-50	8
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	-





## TOPLINE AND METHODOLOGY

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	30
Somewhat favorable	39
Somewhat unfavorable	15
Very unfavorable	9
Heard of, no opinion	5
Never heard of	1
Skipped	1
<b>Total Favorable</b>	<b>69</b>
<b>Total Unfavorable</b>	<b>24</b>

<b>Pete Buttigieg</b>	<b>Total</b>
Very favorable	16
Somewhat favorable	31
Somewhat unfavorable	13
Very unfavorable	8
Heard of, no opinion	16
Never heard of	16
Skipped	1
<b>Total Favorable</b>	<b>47</b>
<b>Total Unfavorable</b>	<b>21</b>



## TOPLINE AND METHODOLOGY

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

<b>Amy Klobuchar</b>	<b>Total</b>
Very favorable	8
Somewhat favorable	24
Somewhat unfavorable	12
Very unfavorable	8
Heard of, no opinion	24
Never heard of	23
Skipped	1
<b>Total Favorable</b>	<b>32</b>
<b>Total Unfavorable</b>	<b>20</b>

<b>Bernie Sanders</b>	<b>Total</b>
Very favorable	33
Somewhat favorable	38
Somewhat unfavorable	14
Very unfavorable	9
Heard of, no opinion	6
Never heard of	1
Skipped	1
<b>Total Favorable</b>	<b>70</b>
<b>Total Unfavorable</b>	<b>23</b>



## TOPLINE AND METHODOLOGY

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

<b>Tom Steyer</b>	<b>Total</b>
Very favorable	6
Somewhat favorable	23
Somewhat unfavorable	12
Very unfavorable	8
Heard of, no opinion	25
Never heard of	25
Skipped	1
<b>Total Favorable</b>	<b>29</b>
<b>Total Unfavorable</b>	<b>19</b>

<b>Elizabeth Warren</b>	<b>Total</b>
Very favorable	25
Somewhat favorable	38
Somewhat unfavorable	12
Very unfavorable	8
Heard of, no opinion	10
Never heard of	6
Skipped	1
<b>Total Favorable</b>	<b>63</b>
<b>Total Unfavorable</b>	<b>21</b>



## TOPLINE AND METHODOLOGY

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

	<b>Total</b>
Joe Biden	51
Pete Buttigieg	23
Amy Klobuchar	11
Bernie Sanders	43
Tom Steyer	10
Elizabeth Warren	37
Someone else	11
Skipped	1





## TOPLINE AND METHODOLOGY

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	3
Foreign affairs	4
Gun policy	4
Health care	21
Immigration	3
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	6
Something else	9
Skipped	1



## TOPLINE AND METHODOLOGY

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=2720)</b>
Joe Biden	26
Pete Buttigieg	8
Amy Klobuchar	3
Bernie Sanders	32
Tom Steyer	4
Elizabeth Warren	18
Someone else	9
Skipped	2





## TOPLINE AND METHODOLOGY

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	66.4	15
Pete Buttigieg	42.7	33
Amy Klobuchar	32.8	41
Bernie Sanders	58.8	16
Tom Steyer	32.9	43
Elizabeth Warren	51.9	22

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	65
Skipped	1

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## TOPLINE AND METHODOLOGY

### Methodology

This 538 Debate/Ipsos Poll was conducted January 10<sup>th</sup> to 13<sup>th</sup>, 2020 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=3,057)

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 1.9 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.



## TOPLINE AND METHODOLOGY

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