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Americans and Likely Democratic Primary Voters Less Likely to Say a Woman Can Be President Compared to Six Months Ago

Little more than half of Americans now say that the country is ready to elect a woman president, down from two-thirds in August 2019.

Washington, DC, January 30, 2020 — The latest Ipsos poll, conducted on behalf of USA Today, finds that 56% of Americans say that America is ready to elect a woman president, down from 63% in August 2019. Among likely Democratic primary voters, the number is also down, now at 68% from 75% in August.

- Correspondingly, fewer Americans agree they are comfortable with the idea of a female president, now at 71% from 76% six months ago.
- However, a female candidate is still seen as more appealing than an older (75+) candidate.

It also finds that:

- Joe Biden and Bernie Sanders continue to be viewed the most favorably by the Democratic electorate. However, Mike Bloomberg also shows strong results.
- On being able to stand up to Trump and being able to make hard decisions, Sanders and Biden are essentially tied for first while Warren and Bloomberg tie for third. Buttigieg follows.

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



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Full Annotated Questionnaire:

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

Net Familiar Summary

	Total (N=2,011)	Prob Dem Prim Voters (N=822)	Wave 1 Total (N=2,012)	Wave 1 Prob Dem Prim Voters (N=923)
Joe Biden	84%	93%	82%	90%
Bernie Sanders	84%	93%	80%	89%
Elizabeth Warren	71%	81%	64%	73%
Mike Bloomberg	64%	72%	-	-
Pete Buttigieg	48%	59%	41%	52%

a. Joe Biden

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Very familiar	42%	51%	42%	53%
Somewhat familiar	42%	42%	41%	38%
Heard, do not know much	13%	6%	14%	7%
Never heard of	3%	1%	4%	3%
Familiar (Net)	84%	93%	82%	90%

b. Bernie Sanders

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Very familiar	41%	50%	39%	49%
Somewhat familiar	43%	43%	41%	40%
Heard, do not know much	14%	6%	17%	9%
Never heard of	2%	1%	3%	2%
Familiar (Net)	84%	93%	80%	89%

c. Elizabeth Warren

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Very familiar	29%	35%	28%	36%
Somewhat familiar	42%	46%	36%	37%
Heard, do not know much	20%	15%	23%	18%
Never heard of	8%	5%	13%	9%
Familiar (Net)	71%	81%	64%	73%



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d. Pete Buttigieg

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Very familiar	16%	21%	13%	18%
Somewhat familiar	32%	38%	28%	34%
Heard, do not know much	28%	26%	22%	21%
Never heard of	24%	16%	36%	27%
<i>Familiar (Net)</i>	<i>48%</i>	<i>59%</i>	<i>41%</i>	<i>52%</i>

e. Mike Bloomberg

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Very familiar	21%	25%	-	-
Somewhat familiar	43%	47%	-	-
Heard, do not know much	29%	24%	-	-
Never heard of	7%	5%	-	-
<i>Familiar (Net)</i>	<i>64%</i>	<i>72%</i>	<i>-</i>	<i>-</i>

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

	Total	Wave 1 Total
Yes, certain	47%	52%
Yes, probably	13%	13%
Maybe, uncertain	14%	11%
No	25%	25%
<i>Yes (Net)</i>	<i>60%</i>	<i>65%</i>





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3. [Asked only if will certainly or probably vote in the 2020 Democratic presidential primaries or caucuses] 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?

Able to stand up to Trump (5+6+7) Summary

	Total (N=822)	Wave 1 Total (N=923)
Joe Biden	73%	74%
Bernie Sanders	76%	77%
Elizabeth Warren	68%	70%
Pete Buttigieg	50%	53%
Mike Bloomberg	66%	-

Not able to stand up to Trump (1+2+3) Summary

	Total	Wave 1 Total
Joe Biden	16%	14%
Bernie Sanders	12%	11%
Elizabeth Warren	18%	14%
Pete Buttigieg	27%	21%
Mike Bloomberg	16%	-

a. Joe Biden

	Total	Wave 1 Total
1	6%	5%
2	4%	3%
3	6%	6%
4	11%	12%
5	18%	18%
6	19%	20%
7	35%	36%
1+2+3 (Net)	16%	14%
5+6+7 (Net)	73%	74%
Ratio	4.86	5.29



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b. Bernie Sanders

	Total	Wave 1 Total
1	4%	5%
2	3%	3%
3	4%	4%
4	12%	12%
5	18%	18%
6	18%	17%
7	41%	40%
1+2+3 (Net)	12%	12%
5+6+7 (Net)	76%	76%
Ratio	6.55	7.00

c. Elizabeth Warren

	Total	Wave 1 Total
1	6%	5%
2	4%	3%
3	8%	6%
4	15%	16%
5	19%	16%
6	17%	20%
7	32%	34%
1+2+3 (Net)	18%	14%
5+6+7 (Net)	68%	70%
Ratio	3.85	5.00

d. Pete Buttigieg

	Total	Wave 1 Total
1	9%	6%
2	6%	4%
3	13%	11%
4	23%	27%
5	19%	20%
6	14%	14%
7	17%	19%
1+2+3 (Net)	27%	21%
5+6+7 (Net)	50%	53%
Ratio	1.89	2.52



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e. Mike Bloomberg

	Total	Wave 1 Total
1	6%	-
2	4%	-
3	7%	-
4	18%	-
5	14%	-
6	17%	-
7	34%	-
<i>1+2+3 (Net)</i>	16%	-
<i>5+6+7 (Net)</i>	66%	-
<i>Ratio</i>	4.19	-

4. [Asked only if will certainly or probably vote in the 2020 Democratic presidential primaries or caucuses] 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?

Able to make hard decisions (5+6+7) Summary

	Total (N=822)	Wave 1 Total (N=923)
Joe Biden	72%	71%
Bernie Sanders	73%	76%
Elizabeth Warren	66%	68%
Pete Buttigieg	51%	48%
Mike Bloomberg	65%	-

Not able to make hard decisions (1+2+3) Summary

	Total	Wave 1 Total
Joe Biden	14%	13%
Bernie Sanders	12%	9%
Elizabeth Warren	15%	12%
Pete Buttigieg	20%	18%
Mike Bloomberg	14%	-



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a. Joe Biden

	Total	Wave 1 Total
1	4%	3%
2	4%	4%
3	6%	7%
4	14%	16%
5	23%	20%
6	21%	24%
7	29%	27%
1+2+3 (Net)	14%	13%
5+6+7 (Net)	72%	71%
Ratio	5.48	5.46

b. Bernie Sanders

	Total	Wave 1 Total
1	4%	3%
2	3%	2%
3	5%	4%
4	15%	16%
5	19%	21%
6	19%	26%
7	34%	29%
1+2+3 (Net)	12%	9%
5+6+7 (Net)	73%	76%
Ratio	6.58	8.44

c. Elizabeth Warren

	Total	Wave 1 Total
1	4%	3%
2	3%	2%
3	7%	7%
4	19%	21%
5	20%	18%
6	21%	23%
7	25%	27%
1+2+3 (Net)	15%	12%
5+6+7 (Net)	66%	68%
Ratio	4.59	5.67



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d. Pete Buttigieg

	Total	Wave 1 Total
1	6%	4%
2	4%	4%
3	11%	10%
4	28%	34%
5	22%	20%
6	14%	16%
7	15%	13%
1+2+3 (Net)	20%	18%
5+6+7 (Net)	51%	48%
Ratio	2.68	2.67

e. Mike Bloomberg

	Total	Wave 1 Total
1	4%	-
2	3%	-
3	8%	-
4	21%	-
5	19%	-
6	22%	-
7	24%	-
1+2+3 (Net)	14%	-
5+6+7 (Net)	65%	-
Ratio	4.94	-



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5. [Asked only if will certainly or probably vote in the 2020 Democratic presidential primaries or caucuses] On a scale of 1 to 7 with 1 representing 'distant' and 7 representing 'approachable', how would you rate each of the following individuals?

Approachable (5+6+7) Summary

	Total (N=822)	Wave 1 Total (N=923)
Joe Biden	68%	71%
Bernie Sanders	72%	75%
Elizabeth Warren	63%	62%
Pete Buttigieg	54%	52%
Mike Bloomberg	52%	-

Distant (1+2+3) Summary

	Total	Wave 1 Total
Joe Biden	16%	13%
Bernie Sanders	14%	11%
Elizabeth Warren	19%	17%
Pete Buttigieg	24%	20%
Mike Bloomberg	25%	-

a. Joe Biden

	Total	Wave 1 Total
1	4%	4%
2	3%	2%
3	9%	6%
4	15%	16%
5	20%	17%
6	18%	23%
7	31%	30%
1+2+3 (Net)	16%	13%
5+6+7 (Net)	68%	71%
Ratio	4.41	5.46



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b. Bernie Sanders

	Total	Wave 1 Total
1	4%	3%
2	3%	2%
3	7%	5%
4	15%	14%
5	18%	24%
6	18%	22%
7	35%	29%
1+2+3 (Net)	14%	11%
5+6+7 (Net)	72%	75%
Ratio	5.35	6.82

c. Elizabeth Warren

	Total	Wave 1 Total
1	4%	5%
2	4%	2%
3	11%	10%
4	18%	22%
5	19%	19%
6	19%	19%
7	25%	24%
1+2+3 (Net)	19%	17%
5+6+7 (Net)	63%	62%
Ratio	3.36	3.65

d. Pete Buttigieg

	Total	Wave 1 Total
1	5%	6%
2	5%	4%
3	14%	10%
4	23%	28%
5	21%	18%
6	14%	15%
7	19%	19%
1+2+3 (Net)	24%	20%
5+6+7 (Net)	54%	52%
Ratio	2.30	2.60



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e. Mike Bloomberg

	Total	Wave 1 Total
1	7%	-
2	5%	-
3	12%	-
4	23%	-
5	21%	-
6	15%	-
7	16%	-
<i>1+2+3 (Net)</i>	<i>25%</i>	<i>-</i>
<i>5+6+7 (Net)</i>	<i>52%</i>	<i>-</i>
<i>Ratio</i>	<i>2.19</i>	<i>-</i>

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

	Prob Dem Prim Voters	Wave 1 Prob Dem Prim Voters
Joe Biden	29%	37%
Bernie Sanders	21%	20%
Elizabeth Warren	12%	16%
Pete Buttigieg	5%	3%
Mike Bloomberg	16%	-
Don't know	17%	19%

7. [Asked only if did not select "Don't know" in Q6] Why do you think [INSERT RESPONSE] has the best chance to beat Trump in the 2020 presidential election?

[PENDING ANALYSIS OF OPEN-ENDED RESPONSES]



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8. If the Democratic Nominee were to have the following characteristics, do you think it would make them a more appealing or less appealing candidate to people you know?

More appealing candidate Summary

	Total	Prob Dem Prim Voters
Be a woman	18%	25%
Be a white man	15%	15%
Be gay	7%	8%
Be a democratic socialist	15%	24%
Be younger than 40	19%	21%
Be older than 75	4%	4%

Less appealing candidate Summary

	Total	Prob Dem Prim Voters
Be a woman	15%	11%
Be a white man	10%	14%
Be gay	32%	23%
Be a democratic socialist	45%	28%
Be younger than 40	24%	22%
Be older than 75	56%	54%

- a. Be a woman

	Total	Prob Dem Prim Voters
Much more appealing	6%	9%
Somewhat more appealing	12%	16%
Makes no difference	62%	62%
Somewhat less appealing	9%	8%
Much less appealing	6%	3%
Don't know	6%	2%
<i>More appealing (Net)</i>	<i>18%</i>	<i>25%</i>
<i>Less appealing (Net)</i>	<i>15%</i>	<i>11%</i>





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b. Be a white man

	Total	Prob Dem Prim Voters
Much more appealing	6%	5%
Somewhat more appealing	9%	10%
Makes no difference	69%	69%
Somewhat less appealing	6%	9%
Much less appealing	4%	4%
Don't know	6%	3%
<i>More appealing (Net)</i>	<i>15%</i>	<i>15%</i>
<i>Less appealing (Net)</i>	<i>10%</i>	<i>14%</i>

c. Be gay

	Total	Prob Dem Prim Voters
Much more appealing	2%	2%
Somewhat more appealing	5%	5%
Makes no difference	54%	65%
Somewhat less appealing	11%	11%
Much less appealing	20%	12%
Don't know	7%	5%
<i>More appealing (Net)</i>	<i>7%</i>	<i>8%</i>
<i>Less appealing (Net)</i>	<i>32%</i>	<i>23%</i>

d. Be a democratic socialist

	Total	Prob Dem Prim Voters
Much more appealing	5%	8%
Somewhat more appealing	10%	17%
Makes no difference	29%	39%
Somewhat less appealing	15%	18%
Much less appealing	30%	10%
Don't know	11%	8%
<i>More appealing (Net)</i>	<i>15%</i>	<i>24%</i>
<i>Less appealing (Net)</i>	<i>45%</i>	<i>28%</i>



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e. Be younger than 40

	Total	Prob Dem Prim Voters
Much more appealing	4%	3%
Somewhat more appealing	15%	18%
Makes no difference	50%	54%
Somewhat less appealing	18%	18%
Much less appealing	6%	4%
Don't know	6%	3%
<i>More appealing (Net)</i>	<i>19%</i>	<i>21%</i>
<i>Less appealing (Net)</i>	<i>24%</i>	<i>23%</i>

f. Be older than 75

	Total	Prob Dem Prim Voters
Much more appealing	1%	1%
Somewhat more appealing	3%	3%
Makes no difference	34%	39%
Somewhat less appealing	32%	36%
Much less appealing	24%	18%
Don't know	6%	3%
<i>More appealing (Net)</i>	<i>4%</i>	<i>4%</i>
<i>Less appealing (Net)</i>	<i>56%</i>	<i>54%</i>

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

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
You are comfortable with a female president	71%	84%	76%	88%
Your spouse or immediate family is comfortable with a female president	58%	70%	64%	76%
A woman would have a harder time than a man running against Donald Trump in 2020	44%	50%	44%	50%
Your neighbors are comfortable with a female president	33%	38%	37%	44%



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a. You are comfortable with a female president

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Strongly agree	46%	64%	52%	72%
Somewhat agree	24%	20%	24%	17%
Neither agree nor disagree	16%	11%	12%	6%
Somewhat disagree	5%	3%	5%	3%
Strongly disagree	5%	2%	4%	2%
Don't know	3%	1%	3%	1%
<i>Total agree (Net)</i>	<i>71%</i>	<i>84%</i>	<i>76%</i>	<i>88%</i>
<i>Total disagree (Net)</i>	<i>10%</i>	<i>5%</i>	<i>9%</i>	<i>4%</i>

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

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Strongly agree	34%	47%	40%	54%
Somewhat agree	24%	23%	23%	21%
Neither agree nor disagree	21%	16%	17%	13%
Somewhat disagree	7%	5%	6%	4%
Strongly disagree	5%	3%	5%	2%
Don't know	8%	5%	8%	5%
<i>Total agree (Net)</i>	<i>58%</i>	<i>70%</i>	<i>64%</i>	<i>76%</i>
<i>Total disagree (Net)</i>	<i>12%</i>	<i>8%</i>	<i>11%</i>	<i>7%</i>

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

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Strongly agree	17%	15%	18%	20%
Somewhat agree	28%	34%	26%	30%
Neither agree nor disagree	29%	24%	27%	22%
Somewhat disagree	11%	11%	13%	15%
Strongly disagree	10%	12%	11%	11%
Don't know	6%	3%	5%	2%
<i>Total agree (Net)</i>	<i>44%</i>	<i>50%</i>	<i>44%</i>	<i>50%</i>
<i>Total disagree (Net)</i>	<i>21%</i>	<i>24%</i>	<i>24%</i>	<i>26%</i>



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d. Your neighbors are comfortable with a female president

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Strongly agree	14%	17%	16%	20%
Somewhat agree	19%	20%	21%	24%
Neither agree nor disagree	30%	28%	28%	26%
Somewhat disagree	7%	8%	6%	7%
Strongly disagree	4%	3%	3%	2%
Don't know	27%	24%	25%	21%
<i>Total agree (Net)</i>	<i>33%</i>	<i>38%</i>	<i>37%</i>	<i>44%</i>
<i>Total disagree (Net)</i>	<i>10%</i>	<i>10%</i>	<i>9%</i>	<i>8%</i>

10. How familiar are you, if at all, with the recent conflict between Bernie Sanders and Elizabeth Warren in the lead-up to and after the January Democratic debate?

	Total	Prob Dem Prim Voters
Very familiar	20%	26%
Somewhat familiar	26%	29%
Heard of, know only a little	28%	25%
Have not heard of	19%	16%
Don't know	7%	4%
<i>Total familiar (Net)</i>	<i>46%</i>	<i>55%</i>

11. [Asked only if familiar with conflict] Do you think the conflict between Sanders and Warren hurts Democrats' chances against President Trump or will it not make much difference?

	Total (N=1,455)	Prob Dem Prim Voters (N=655)
Hurts Democrats' chances	33%	29%
Makes no difference	53%	56%
Don't know	13%	15%

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

	Total	Prob Dem Prim Voters	Wave 1 Total	Wave 1 Prob Dem Prim Voters
Yes	56%	68%	63%	75%
No	24%	18%	19%	12%
Don't know	20%	13%	18%	13%



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About the Study

These are some of the findings of an Ipsos poll conducted between January 24-28, 2020 on behalf of USA Today. For this survey, a sample of roughly 2,011 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 822 Democrats and Independents who say they are probably or certainly going to take part in the 2020 Democratic primaries.

Wave 1 was conducted between August 28-30, 2019 on behalf of USA Today. For Wave 1, a sample of 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=2,011 DEFF=1.5, adjusted Confidence Interval=+/-4.0 percentage points).

The poll also has a credibility interval of plus or minus 3.9 percentage points for likely Democratic primary voters.

The first wave has a credibility interval of plus or minus 2.5 percentage points for all respondents and plus or minus 2.9 percentage points for likely Democratic primary voters.

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