TOPLINE AND METHODOLOGY

538 February 25th Debate /Ipsos Poll

Conducted by Ipsos KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: February 20th – February 24th, 2020
Number of interviews: Those who are likely to vote in the Democratic primary or caucus N=2,943

Margin of error among those Likely to vote in the Democratic primary/caucus: +/- 2.0 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	75
Very likely	16
About 50-50	9
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	-

GAME CHANGERS

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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	21
Somewhat favorable	39
Somewhat unfavorable	22
Very unfavorable	12
Heard of, no opinion	6
Never heard of	*
Skipped	1
Total Favorable	*60*
Total Unfavorable	*33*

Mike Bloomberg	Total
Very favorable	14
Somewhat favorable	28
Somewhat unfavorable	19
Very unfavorable	24
Heard of, no opinion	11
Never heard of	4
Skipped	1
Total Favorable	*41*
Total Unfavorable	*44*

Pete Buttigieg	Total
Very favorable	19
Somewhat favorable	35
Somewhat unfavorable	14
Very unfavorable	9
Heard of, no opinion	13
Never heard of	10
Skipped	1
Total Favorable	*54*
Total Unfavorable	*23*

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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	12
Somewhat favorable	31
Somewhat unfavorable	16
Very unfavorable	7
Heard of, no opinion	20
Never heard of	14
Skipped	1
Total Favorable	*43*
Total Unfavorable	*23*

Bernie Sanders	Total
Very favorable	33
Somewhat favorable	34
Somewhat unfavorable	16
Very unfavorable	13
Heard of, no opinion	4
Never heard of	1
Skipped	1
Total Favorable	*66*
Total Unfavorable	*28*

Tom Steyer	Total
Very favorable	5
Somewhat favorable	22
Somewhat unfavorable	14
Very unfavorable	10
Heard of, no opinion	28
Never heard of	22
Skipped	1
Total Favorable	*27*
Total Unfavorable	*23*

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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	23
Somewhat favorable	37
Somewhat unfavorable	14
Very unfavorable	11
Heard of, no opinion	10
Never heard of	4
Skipped	1
Total Favorable	*60*
Total Unfavorable	*25*

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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	38
Mike Bloomberg	28
Pete Buttigieg	28
Amy Klobuchar	17
Bernie Sanders	46
Tom Steyer	7
Elizabeth Warren	32
Someone else	3
Skipped	1

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	56.0	14
Mike Bloomberg	50.8	22
Pete Buttigieg	45.4	25
Amy Klobuchar	37.1	32
Bernie Sanders	59.4	13
Tom Steyer	27.8	39
Elizabeth Warren	47.5	20

For more information on this news release, please contact:

Chris Jackson
Vice President, US
Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Vice President, US, Public Affairs, Ipsos
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

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Methodology

This 538 Debate/Ipsos Poll was conducted February 20th to 24th, 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=2,943)

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 2.0 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.18. 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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