



TOPLINE AND METHODOLOGY

538 March 15th Debate /Ipsos Poll

Conducted by Ipsos KnowledgePanel®

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

Interview dates: March 9th – March 13th, 2020

Number of interviews: Those who are likely to vote in the Democratic primary or caucus N=2,601

Margin of error among those Likely to vote in the Democratic primary/caucus: +/- 2.1 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	77
Very likely	15
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	-



TOPLINE AND METHODOLOGY

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

Joe Biden	Total
Very favorable	38
Somewhat favorable	35
Somewhat unfavorable	14
Very unfavorable	10
Heard of, no opinion	3
Never heard of	*
Skipped	*
Total Favorable	73
Total Unfavorable	24

Bernie Sanders	Total
Very favorable	29
Somewhat favorable	36
Somewhat unfavorable	18
Very unfavorable	13
Heard of, no opinion	3
Never heard of	*
Skipped	1
Total Favorable	65
Total Unfavorable	31



TOPLINE AND METHODOLOGY

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

	Total
Joe Biden	63
Bernie Sanders	39
Someone else	8
Skipped	1

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

	Total
Climate change	8
Education	4
Foreign affairs	2
Gun policy	3
Health care	25
Immigration	3
Wealth and income inequality	12
Social Security	7
Taxes	3
The economy and jobs	12
The Supreme Court	3
Racism, sexism, homophobia, transphobia and other types of discrimination	6
Something else	11
Skipped	8



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)	Total (n=2,144)
Joe Biden	48
Bernie Sanders	43
Someone else	7
Skipped	1



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	66.7	15
Bernie Sanders	54.4	16

For more information on this news release, please contact:

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



TOPLINE AND METHODOLOGY

Methodology

This 538 Debate/Ipsos Poll was conducted March 9th to March 13th, 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=2,601)

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 2.1 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.



TOPLINE AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

