TOPLINE & METHODOLOGY

538/Washington Post/Ipsos Republican Post-Debate Survey

Conducted by Ipsos using KnowledgePanel®
A survey of likely Republican primary voters and debate watchers (ages 18+)
Interview dates: November 8-9, 2023
Number of interviews: 2,682

Margin of error: +/- 2.1 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 4.1 percentage points at the 95% confidence level for debate watchers

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1. Thanks for taking our survey! First, did you watch the Republican primary debate on Wednesday, November 8th?

	Total (N=2,682)
Yes (net)	27%
Yes, I watched all of it	10%
Yes, I watched some of it	17%
No, I did not watch it	73%
Skipped	-

GAME CHANGERS

TOPLINE & METHODOLOGY

Q2. What did you do instead of watching the debate on Wednesday from 8 to 10 p.m. Eastern Time?
(Select all that apply)

Base: Did not watch debate

	Did not watch the debate (N=1,951)
Watched something else on TV or watched a movie	36%
Spent time with a family member	22%
Slept	12%
Worked	10%
Ate	10%
Cleaned or did other housework	8%
Cooked or baked	6%
Watched Donald Trump's rally in Florida	6%
Read a book	5%
Took care of an animal or pet	5%
Attended a meeting	4%
Drove/Traveled	3%
Exercised	3%
Worked on a craft	2%
Paid bills	2%
Shopped	2%
Attended class	1%
Worked on a vehicle	*
Something else	16%
None of these	3%
Skipped	-

Q3. Did you watch any of Trump's speech in Florida on Wednesday, November 8?
Base: Did not watch the debate, watched some of the debate, or watched Trump's rally in Florida

	Watched some of the debate/Did not watch the debate or watched Trump's rally in Florida (N=2,295)
Yes (net)	8%
Yes, I watched all of it	1%
Yes, I watched some of it	7%
No, I did not watch it	92%
Skipped	*

GAME CHANGERS   Ipsos

TOPLINE & METHODOLOGY

Base for Q4-Q10: Watched all or some of the debate

Q4. What moment of the debate was most memorable to you?
Open-ended responses provided separately.

Q5. No matter how you plan to vote, who do you think performed best in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Nikki Haley	34%
Ron DeSantis	23%
Vivek Ramaswamy	14%
Chris Christie	8%
Tim Scott	5%
Don't know	9%
None of these	7%

Q6. Why do you think [INSERT RESPONSE Q5] performed the best in the Republican debate on Wednesday?
Open-ended responses provided separately.

Q7. Who do you think performed the worst in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Vivek Ramaswamy	29%
Chris Christie	24%
Tim Scott	12%
Ron DeSantis	6%
Nikki Haley	5%
None of these	7%
Don't know	16%
Skipped	*

GAME CHANGERS   Ipsos

TOPLINE & METHODOLOGY

Q8_Sum1. Summary of Excellent/Very good - And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Nikki Haley	55%
Ron DeSantis	53%
Vivek Ramaswamy	33%
Tim Scott	28%
Chris Christie	26%

Q8_Sum2. Summary of Poor/Terrible - And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Chris Christie	35%
Vivek Ramaswamy	34%
Tim Scott	21%
Ron DeSantis	15%
Nikki Haley	12%

Q8_1. Ron DeSantis - And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	53%
Excellent	17%
Very good	36%
About average	28%
Poor/Terrible (net)	15%
Poor	8%
Terrible	7%
Don't know	3%
Skipped	*

GAME CHANGERS

TOPLINE & METHODOLOGY

Q8_2. Chris Christie - And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	26%
Excellent	7%
Very good	19%
About average	34%
Poor/Terrible (net)	35%
Poor	20%
Terrible	14%
Don't know	5%
Skipped	*

Q8_3. Nikki Haley - And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	55%
Excellent	23%
Very good	32%
About average	28%
Poor/Terrible (net)	12%
Poor	7%
Terrible	5%
Don't know	4%
Skipped	*

Q8_4. Vivek Ramaswamy - And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	33%
Excellent	11%
Very good	22%
About average	28%
Poor/Terrible (net)	34%
Poor	18%
Terrible	16%
Don't know	5%
Skipped	-

GAME CHANGERS

TOPLINE & METHODOLOGY

Q8_5. Tim Scott - And thinking more specifically, how would you rate the performance of each of the candidates who participated in the Republican primary debate on Wednesday?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	28%
Excellent	5%
Very good	23%
About average	44%
Poor/Terrible (net)	21%
Poor	16%
Terrible	5%
Don't know	7%
Skipped	1%

Q9. How would you rate the performance of the moderators of the Republican primary debate, held Wednesday?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	40%
Excellent	10%
Very good	29%
About average	41%
Poor/Terrible (net)	15%
Poor	9%
Terrible	6%
Don't know	4%
Skipped	*

GAME CHANGERS

TOPLINE & METHODOLOGY

Q10_Sum1. Summary of Excellent/Very good - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Watched all or some of the debate (N=731)
Dealing with immigration	35%
How to build the American economy	32%
Reducing crime and promoting public safety	18%
Wokeness or political correctness	17%
Donald Trump's indictments	12%

Q10_Sum2. Summary of Poor/Terrible - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Watched all or some of the debate (N=731)
Donald Trump's indictments	33%
Wokeness or political correctness	29%
Reducing crime and promoting public safety	24%
Dealing with immigration	18%
How to build the American economy	16%

Q10_1. How to build the American economy - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	32%
Excellent	6%
Very good	26%
About average	45%
Poor/Terrible (net)	16%
Poor	14%
Terrible	3%
Don't know	6%
Skipped	-

GAME CHANGERS   Ipsos

TOPLINE & METHODOLOGY

Q10_2. Dealing with immigration - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	35%
Excellent	9%
Very good	26%
About average	40%
Poor/Terrible (net)	18%
Poor	14%
Terrible	4%
Don't know	7%
Skipped	*

Q10_3. Reducing crime and promoting public safety - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	18%
Excellent	4%
Very good	14%
About average	46%
Poor/Terrible (net)	24%
Poor	19%
Terrible	5%
Don't know	13%
Skipped	-

Q10_4. Wokeness or political correctness - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	17%
Excellent	4%
Very good	13%
About average	39%
Poor/Terrible (net)	29%
Poor	22%
Terrible	7%
Don't know	14%
Skipped	*

GAME CHANGERS

TOPLINE & METHODOLOGY

Q10_5. Donald Trump's indictments - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Watched all or some of the debate (N=731)
Excellent/Very good (net)	12%
Excellent	2%
Very good	9%
About average	33%
Poor/Terrible (net)	33%
Poor	22%
Terrible	11%
Don't know	22%
Skipped	*

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

Q11_Sum1. Summary of Favorable - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Donald Trump	62%
Ron DeSantis	55%
Nikki Haley	47%
Tim Scott	38%
Vivek Ramaswamy	32%
Robert F. Kennedy, Jr.	28%
Chris Christie	23%
Doug Burgum	11%
Asa Hutchinson	9%

Q11_Sum2. Summary of Unfavorable - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Chris Christie	54%
Robert F. Kennedy, Jr.	34%
Vivek Ramaswamy	34%
Donald Trump	32%
Asa Hutchinson	28%
Ron DeSantis	28%
Nikki Haley	24%
Tim Scott	22%
Doug Burgum	20%

Q11_1. Donald Trump - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	62%
Very favorable	40%
Somewhat favorable	22%
Unfavorable (net)	32%
Somewhat unfavorable	9%
Very unfavorable	23%
Heard of, no opinion	3%
Never heard of	*
Skipped	2%

GAME CHANGERS

TOPLINE & METHODOLOGY

Q11_2. Ron DeSantis - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	55%
Very favorable	22%
Somewhat favorable	33%
Unfavorable (net)	28%
Somewhat unfavorable	13%
Very unfavorable	15%
Heard of, no opinion	11%
Never heard of	4%
Skipped	2%

Q11_3. Doug Burgum - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	11%
Very favorable	2%
Somewhat favorable	9%
Unfavorable (net)	20%
Somewhat unfavorable	11%
Very unfavorable	10%
Heard of, no opinion	27%
Never heard of	40%
Skipped	2%

Q11_4. Chris Christie - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	23%
Very favorable	4%
Somewhat favorable	19%
Unfavorable (net)	54%
Somewhat unfavorable	22%
Very unfavorable	31%
Heard of, no opinion	15%
Never heard of	7%
Skipped	2%

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

Q11_5. Nikki Haley - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	47%
Very favorable	19%
Somewhat favorable	28%
Unfavorable (net)	24%
Somewhat unfavorable	13%
Very unfavorable	11%
Heard of, no opinion	15%
Never heard of	13%
Skipped	2%

Q11_6. Asa Hutchinson - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	9%
Very favorable	1%
Somewhat favorable	7%
Unfavorable (net)	28%
Somewhat unfavorable	12%
Very unfavorable	16%
Heard of, no opinion	33%
Never heard of	29%
Skipped	2%

Q11_7. Vivek Ramaswamy - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	32%
Very favorable	10%
Somewhat favorable	23%
Unfavorable (net)	34%
Somewhat unfavorable	16%
Very unfavorable	17%
Heard of, no opinion	14%
Never heard of	18%
Skipped	2%

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

Q11_8. Tim Scott - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	38%
Very favorable	8%
Somewhat favorable	29%
Unfavorable (net)	22%
Somewhat unfavorable	14%
Very unfavorable	8%
Heard of, no opinion	20%
Never heard of	18%
Skipped	2%

Q11_9. Robert F. Kennedy, Jr. - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following presidential candidates?

	Total (N=2,682)
Favorable (net)	28%
Very favorable	4%
Somewhat favorable	24%
Unfavorable (net)	34%
Somewhat unfavorable	19%
Very unfavorable	15%
Heard of, no opinion	30%
Never heard of	6%
Skipped	2%

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

Q12_Sum1. Summary of Considering - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Donald Trump	63%
Ron DeSantis	48%
Nikki Haley	38%
Vivek Ramaswamy	20%
Tim Scott	19%
Chris Christie	15%
Doug Burgum	4%
Asa Hutchinson	4%

Q12_Sum2. Summary of Not considering - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Asa Hutchinson	74%
Doug Burgum	72%
Chris Christie	70%
Vivek Ramaswamy	61%
Tim Scott	59%
Nikki Haley	44%
Ron DeSantis	38%
Donald Trump	29%

Q12_1. Donald Trump - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	63%
Not considering	29%
Don't know	7%
Skipped	1%

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

Q12_2. Ron DeSantis - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	48%
Not considering	38%
Don't know	13%
Skipped	1%

Q12_4. Doug Burgum - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	4%
Not considering	72%
Don't know	23%
Skipped	1%

Q12_5. Chris Christie - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	15%
Not considering	70%
Don't know	14%
Skipped	1%

Q12_6. Nikki Haley - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	38%
Not considering	44%
Don't know	18%
Skipped	1%

TOPLINE & METHODOLOGY

Q12_8. Asa Hutchinson - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	4%
Not considering	74%
Don't know	21%
Skipped	1%

Q12_9. Vivek Ramaswamy - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	20%
Not considering	61%
Don't know	19%
Skipped	1%

Q12_10. Tim Scott - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,682)
Considering	19%
Not considering	59%
Don't know	20%
Skipped	1%

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

About the Study

This 538/Washington Post/Ipsos post-debate poll was conducted November 8-9, 2023, by Ipsos using the probability-based KnowledgePanel®. The pre-debate wave of this poll was based on a nationally-representative probability sample of adults age 18 or older fielded October 30 to November 7, 2023, screened to those that indicated they are likely to vote in the upcoming Republican primary or caucus (N=5,339). This post-debate wave, which this topline reports, was administered to the same sample of respondents who took part in the pre-debate wave. Of those, 2,682 responded to the post-wave survey and 731 reported watching all or part of the debate.

The margin of sampling error among all those that responded to the post debate poll is 2.1 percentage points at the 95% confidence level. The margin of sampling error among those who watched all or part of the debate is plus or minus 4.1 percentage points. The margin of sampling error takes into account the design effect, which was 1.28 for all respondents and 1.27 for debate watchers. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. 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.

The post-debate survey weight factors are the same as those from the pre-debate. As such, the weighted total for post-debate respondents and debate watchers do not match their respective sample sizes. The weights for the post-debate respondents were not adjusted to account for the nonresponding pre-debate sample.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. 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 U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided 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 methodologies, 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. KnowledgePanel members receive a per survey incentive, usually the equivalent of $1 (though for some it is $2) in points, that can be redeemed for cash or prizes. No prenotification email for this study was sent prior to field. Panelists receive a unique login to the survey and are only able to complete it one time. Non-responders were sent reminders to increase participation.

The study was conducted in both English and Spanish. The full sample, pre screening, was weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, and party identification. The demographic benchmarks came from 2022 Current Population Survey (CPS) from the U.S. Census Bureau. Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

- 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 (High School graduate or less, 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+)
- Party ID (Democrat, Republican, Independent, Something else)

No respondents were removed from the final data for refusing all of the survey items.

GAME CHANGERS | Ipsos

TOPLINE & METHODOLOGY

For more information on this news release, please contact:

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

2020 K Street, NW, Suite 410   Contact: **Chris Jackson**
Washington DC 20006   Senior Vice President, US, Public Affairs
+1 202 463-7300   Email: chris.jackson@ipsos.com
                                    Tel: +1 202 420-2025

GAME CHANGERS

19

TOPLINE & METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

GAME CHANGERS