



TOPLINE AND METHODOLOGY

538 September 12 Debate /Ipsos Poll

Conducted by Ipsos Public Affairs' KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: September 5 – September 11, 2019

Number of interviews: Those who are likely to vote in the Democratic primary or caucus N=4,230

Margin of error among those Likely to vote in the Democratic primary/caucus: +/- 1.68 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 (N=4,230)
Absolutely certain to vote	75
Very likely	17
About 50-50	8
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 (N=4,230)
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	-



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

Summary	Total favorable	Very favorable	Some-what favorable	Total unfavorable	Some-what unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Skipped
Joe Biden	69	32	36	23	14	9	6	1	1
Cory Booker	42	10	33	16	11	5	21	20	1
Pete Buttigieg	44	18	26	12	7	4	17	27	1
Julian Castro	32	7	25	12	8	4	27	28	1
Kamala Harris	51	17	34	20	12	8	12	15	1
Amy Klobuchar	25	5	20	17	11	6	23	34	1
Beto O'Rourke	43	11	32	19	13	6	18	19	1
Bernie Sanders	68	29	38	24	15	9	7	1	1
Elizabeth Warren	63	32	32	15	9	6	13	8	1
Andrew Yang	28	6	22	13	9	4	25	32	1



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

Joe Biden	Total (N=4,230)
Very favorable	32
Somewhat favorable	36
Somewhat unfavorable	14
Very unfavorable	9
Heard of, no opinion	6
Never heard of	1
Skipped	1
Total Favorable	69
Total Unfavorable	23

Cory Booker	Total (N=4,230)
Very favorable	10
Somewhat favorable	33
Somewhat unfavorable	11
Very unfavorable	5
Heard of, no opinion	21
Never heard of	20
Skipped	1
Total Favorable	42
Total Unfavorable	16





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

Pete Buttigieg	Total (N=4,230)
Very favorable	18
Somewhat favorable	26
Somewhat unfavorable	7
Very unfavorable	4
Heard of, no opinion	17
Never heard of	27
Skipped	1
Total Favorable	44
Total Unfavorable	12

Julian Castro	Total (N=4,230)
Very favorable	7
Somewhat favorable	25
Somewhat unfavorable	8
Very unfavorable	4
Heard of, no opinion	27
Never heard of	28
Skipped	1
Total Favorable	32
Total Unfavorable	12



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

Kamala Harris	Total (N=4,230)
Very favorable	17
Somewhat favorable	34
Somewhat unfavorable	12
Very unfavorable	8
Heard of, no opinion	12
Never heard of	15
Skipped	1
Total Favorable	51
Total Unfavorable	20

Amy Klobuchar	Total (N=4,230)
Very favorable	5
Somewhat favorable	20
Somewhat unfavorable	11
Very unfavorable	6
Heard of, no opinion	23
Never heard of	34
Skipped	1
Total Favorable	25
Total Unfavorable	17



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

Beto O'Rourke	Total (N=4,230)
Very favorable	11
Somewhat favorable	32
Somewhat unfavorable	13
Very unfavorable	6
Heard of, no opinion	18
Never heard of	19
Skipped	1
Total Favorable	43
Total Unfavorable	19

Bernie Sanders	Total (N=4,230)
Very favorable	29
Somewhat favorable	38
Somewhat unfavorable	15
Very unfavorable	9
Heard of, no opinion	7
Never heard of	1
Skipped	1
Total Favorable	68
Total Unfavorable	24



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

Elizabeth Warren	Total (N=4,230)
Very favorable	32
Somewhat favorable	32
Somewhat unfavorable	9
Very unfavorable	6
Heard of, no opinion	13
Never heard of	8
Skipped	1
Total Favorable	63
Total Unfavorable	15

Andrew Yang	Total (N=4,230)
Very favorable	6
Somewhat favorable	22
Somewhat unfavorable	9
Very unfavorable	4
Heard of, no opinion	25
Never heard of	32
Skipped	1
Total Favorable	28
Total Unfavorable	13



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

	Total (N=4,230)
Joe Biden	57
Cory Booker	13
Pete Buttigieg	22
Julian Castro	8
Kamala Harris	28
Amy Klobuchar	6
Beto O'Rourke	16
Bernie Sanders	42
Elizabeth Warren	44
Andrew Yang	9
Someone else	4
Skipped	2



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

	Total (N=4,230)
Ability to beat Donald Trump	39
Climate change	7
Crime	1
Education	3
Foreign affairs	1
Gun policy	4
Health care	10
Immigration	3
Jobs	2
Wealth and income inequality	8
Racism	3
Social Security	3
Taxes	1
The economy	8
The makeup of the Supreme Court	2
Sexism	*
The military	*
Something else	3
Skipped	1



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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=4,151)
Joe Biden	37
Cory Booker	2
Pete Buttigieg	3
Julian Castro	1
Kamala Harris	5
Amy Klobuchar	1
Beto O'Rourke	3
Bernie Sanders	20
Elizabeth Warren	17
Andrew Yang	2
Someone else	6
Skipped	2



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7. What do you think the following Democratic candidates' chances are 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 Summary	Total (N=4,230)
Joe Biden	68.27
Cory Booker	31.96
Pete Buttigieg	33.44
Julian Castro	25.36
Kamala Harris	40.23
Amy Klobuchar	23.26
Beto O'Rourke	33.63
Bernie Sanders	55.69
Elizabeth Warren	51.39
Andrew Yang	23.13





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Methodology

This 538 Debate/Ipsos Poll was conducted September 5th to 11th, 2019 by Ipsos Public Affairs KnowledgePanel® – a division of Ipsos. 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=4,320)

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online 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 selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides 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 provide fully representative online samples to the research community.

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 2018 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 1.68 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.27. 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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