



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: December 6-7, 2023
Number of total interviews: 2,608
Number of debate watchers: 763

Margin of error: +/- 2.2 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 4.0 percentage points at the 95% confidence level for respondents who watched part or all of the debate

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, December 6th?

	Total (N=2,608)
Yes (net)	28%
Yes, I watched all of it	12%
Yes, I watched some of it	16%
No, I did not watch it	72%
Skipped	-





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Q2. [Base: Did not watch the debate in Q1] What did you do instead of watching the debate on Wednesday from 8 to 10 p.m. Eastern Time? (Select all that apply)

	Non-debate watchers (N=1,845)
Watched something else on TV or watched a movie	37%
Spent time with a family member	25%
Slept	12%
Cleaned or did other housework	10%
Worked	10%
Ate	9%
Took care of an animal or pet	6%
Cooked or baked	6%
Attended a meeting	5%
Read a book	4%
Drove/Traveled	4%
Exercised	3%
Shopped	3%
Worked on a craft	2%
Paid bills	2%
Worked on a vehicle	1%
Attended class	1%
Something else	17%
None of these	3%
Skipped	*

Base for Q3-Q9 Watched all or some of the debate

Q3. What moment of the debate was most memorable to you?

[Open ended responses provided separately]

Q4. No matter how you plan to vote, who do you think performed best in the Republican primary debate on Wednesday?

	Debate Watchers (N=763)
Ron DeSantis	30%
Nikki Haley	23%
Chris Christie	19%
Vivek Ramaswamy	16%
None of these	6%
Don't know	6%





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Q5. Why do you think [INSERT RESPONSE Q4] performed the best in the Republican debate on Wednesday?

[Open ended responses provided separately]

Q6. Who do you think performed the worst in the Republican primary debate on Wednesday?

	Debate Watchers (N=763)
Vivek Ramaswamy	37%
Chris Christie	31%
Nikki Haley	9%
Ron DeSantis	7%
Don't know	11%
None of these	4%

Q7_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?

	Debate Watchers (N=763)
Ron DeSantis	46%
Nikki Haley	45%
Chris Christie	34%
Vivek Ramaswamy	30%

Q7_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?

	Debate Watchers (N=763)
Vivek Ramaswamy	44%
Chris Christie	37%
Nikki Haley	20%
Ron DeSantis	19%





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Q7_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?

	Debate Watchers (N=763)
Excellent/Very good (net)	46%
Excellent	16%
Very good	30%
About average	34%
Poor/Terrible (net)	19%
Poor	12%
Terrible	7%
Don't know	1%
Skipped	*

Q7_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?

	Debate Watchers (N=763)
Excellent/Very good (net)	34%
Excellent	9%
Very good	25%
About average	27%
Poor/Terrible (net)	37%
Poor	20%
Terrible	17%
Don't know	2%
Skipped	-

Q7_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?

	Debate Watchers (N=763)
Excellent/Very good (net)	45%
Excellent	13%
Very good	32%
About average	33%
Poor/Terrible (net)	20%
Poor	13%
Terrible	7%
Don't know	2%
Skipped	*





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Q7_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?

	Debate Watchers (N=763)
Excellent/Very good (net)	30%
Excellent	10%
Very good	20%
About average	24%
Poor/Terrible (net)	44%
Poor	24%
Terrible	20%
Don't know	2%
Skipped	*

Q8. How would you rate the performance of the moderators of the Republican primary debate, held Wednesday?

	Debate Watchers (N=763)
Excellent/Very good (net)	42%
Excellent	10%
Very good	31%
About average	46%
Poor/Terrible (net)	10%
Poor	8%
Terrible	2%
Don't know	2%
Skipped	-

Q9_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?

	Debate Watchers (N=763)
Dealing with immigration	36%
How to build the American economy	23%
Wokeness or political correctness	21%
Reducing crime and promoting public safety	15%
Donald Trump's indictments	13%





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Q9_Sum2. Summary of Poor/Terrible - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Debate Watchers (N=763)
Donald Trump's indictments	34%
Reducing crime and promoting public safety	30%
Wokeness or political correctness	25%
How to build the American economy	21%
Dealing with immigration	15%

Q9_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?

	Debate Watchers (N=763)
Excellent/Very good (net)	23%
Excellent	5%
Very good	18%
About average	49%
Poor/Terrible (net)	21%
Poor	16%
Terrible	5%
Don't know	6%
Skipped	*

Q9_2. Dealing with immigration - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Debate Watchers (N=763)
Excellent/Very good (net)	36%
Excellent	8%
Very good	28%
About average	43%
Poor/Terrible (net)	15%
Poor	12%
Terrible	4%
Don't know	5%
Skipped	-





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Q9_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?

	Debate Watchers (N=763)
Excellent/Very good (net)	15%
Excellent	4%
Very good	11%
About average	46%
Poor/Terrible (net)	30%
Poor	25%
Terrible	5%
Don't know	9%
Skipped	*

Q9_4. Wokeness or political correctness - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Debate Watchers (N=763)
Excellent/Very good (net)	21%
Excellent	5%
Very good	15%
About average	45%
Poor/Terrible (net)	25%
Poor	19%
Terrible	6%
Don't know	10%
Skipped	*

Q9_5. Donald Trump's indictments - Do you think the Republican primary debate on Wednesday did a good or poor job covering the following topics?

	Debate Watchers (N=763)
Excellent/Very good (net)	13%
Excellent	3%
Very good	10%
About average	41%
Poor/Terrible (net)	34%
Poor	23%
Terrible	11%
Don't know	12%
Skipped	*





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Q10_Sum1. Summary of Favorable - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Donald Trump	62%
Ron DeSantis	56%
Nikki Haley	47%
Vivek Ramaswamy	32%
Chris Christie	25%
Asa Hutchinson	8%

Q10_Sum2. Summary of Unfavorable - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Chris Christie	52%
Vivek Ramaswamy	38%
Donald Trump	33%
Asa Hutchinson	29%
Ron DeSantis	28%
Nikki Haley	26%

Q10_1. Donald Trump - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Favorable (net)	62%
Very favorable	40%
Somewhat favorable	22%
Unfavorable (net)	33%
Somewhat unfavorable	9%
Very unfavorable	24%
Heard of, no opinion	3%
Never heard of	*
Skipped	2%





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Q10_2. Ron DeSantis - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Favorable (net)	56%
Very favorable	22%
Somewhat favorable	34%
Unfavorable (net)	28%
Somewhat unfavorable	14%
Very unfavorable	14%
Heard of, no opinion	11%
Never heard of	3%
Skipped	2%

Q10_3. Chris Christie - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Favorable (net)	25%
Very favorable	7%
Somewhat favorable	19%
Unfavorable (net)	52%
Somewhat unfavorable	21%
Very unfavorable	31%
Heard of, no opinion	15%
Never heard of	7%
Skipped	1%

Q10_4. Nikki Haley - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Favorable (net)	47%
Very favorable	17%
Somewhat favorable	30%
Unfavorable (net)	26%
Somewhat unfavorable	14%
Very unfavorable	12%
Heard of, no opinion	14%
Never heard of	11%
Skipped	2%





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Q10_5. Asa Hutchinson - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Favorable (net)	8%
Very favorable	1%
Somewhat favorable	7%
Unfavorable (net)	29%
Somewhat unfavorable	13%
Very unfavorable	17%
Heard of, no opinion	37%
Never heard of	24%
Skipped	2%

Q10_6. Vivek Ramaswamy - After the primary debate Wednesday, how favorable or unfavorable is your opinion of each of the following Republican presidential candidates?

	Total (N=2,608)
Favorable (net)	32%
Very favorable	9%
Somewhat favorable	23%
Unfavorable (net)	38%
Somewhat unfavorable	18%
Very unfavorable	20%
Heard of, no opinion	14%
Never heard of	15%
Skipped	2%

Q11_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=2,608)
Donald Trump	63%
Ron DeSantis	47%
Nikki Haley	41%
Vivek Ramaswamy	20%
Chris Christie	17%
Asa Hutchinson	4%





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Q11_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=2,608)
Asa Hutchinson	74%
Chris Christie	67%
Vivek Ramaswamy	62%
Nikki Haley	42%
Ron DeSantis	39%
Donald Trump	30%

Q11_1. Donald Trump - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,608)
Considering	63%
Not considering	30%
Don't know	6%
Skipped	1%

Q11_2. Ron DeSantis - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,608)
Considering	47%
Not considering	39%
Don't know	12%
Skipped	1%

Q11_3. Chris Christie - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,608)
Considering	17%
Not considering	67%
Don't know	14%
Skipped	1%





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Q11_4. Nikki Haley - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,608)
Considering	41%
Not considering	42%
Don't know	16%
Skipped	1%

Q11_5. Asa Hutchinson - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,608)
Considering	4%
Not considering	74%
Don't know	20%
Skipped	1%

Q11_6. Vivek Ramaswamy - And now, which of the following Republican candidates for president are you considering voting for in the Republican primary?

	Total (N=2,608)
Considering	20%
Not considering	62%
Don't know	17%
Skipped	1%





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About the Study

This 538/Washington Post/Ipsos post-debate poll was conducted December 6-7, 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 November 28 to December 5, 2023, screened to those that indicated they are likely to vote in the upcoming Republican primary or caucus (N=5,175). 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, 2,608 responded to the post-wave survey and 763 reported watching all or part of the debate.

The margin of sampling error among all those that responded to the post debate poll is 2.2 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 4.0 percentage points. The margin of sampling error takes into account the design effect, which was 1.28 for all respondents and 1.25 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.

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GAME CHANGERS





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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 (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.

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About Ipsos

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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.

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