USC Dornsife/Los Angeles Times National Poll Methodology & Topline

TOPLINE RESULTS (UAS 221) – January 2020 Pre-Primary National Poll
Release Date: Friday January 31, 2020.   Survey field dates January 15 – 28, 2020

SURVEY METHODS

This USC Dornsife / Los Angeles Times Poll is the result of a collaboration between researchers in the *Center for the Political Future* and the *Center for Economic and Social Research* in the Dana and David Dornsife College of Letters, Arts and Sciences at the University of Southern California, in partnership with the Los Angeles Times.

The sample of 5,862 adult U.S. residents, including 5,680 eligible voters, participated from January 15 to January 28, 2020. The sample includes 4,869 registered voters, and 2,227 voters deemed likely to vote in the Democratic primaries and caucuses. They are members of the Center for Economic and Social Research's Understanding America Study (UAS) probability-based internet panel. The poll was conducted in respondents' choice of English or Spanish. The overall margin of sampling error[†] is +/-2 percentage points for all eligible voters, registered voters, and Democratic primary likely voters. Margins of sampling error for other subgroups may be higher; these are provided in the associated crosstab release, available at bit.ly/USCPolls.

Survey information: Full question text and context language for included questions are provided in this release. We may have rotated the order of response options, and/or questions to reduce order effects. Respondents participated via computer, mobile device or tablet, at any time of day or night during the field period. The data associated with this release will be available to registered UAS users at https://uasdata.usc.edu/survey/UAS+221.

Survey Weights and Participation Rate: As 8,013 panel members were eligible to participate in this survey, the participation rate was 73%. We calculate weights in two stages: (1) base weights account for the probabilities of selection in our sampling procedures, and (2) post-stratification weights align survey distributions to CPS benchmarks. Weighting benchmarks were derived from the Current Population Survey Annual Social and Economic Supplement. [*]Due to the panel's sample design, unweighted subgroup sizes may not be representative of the weighted proportion in our variable estimates. For more information visit UASData.USC.edu.

[†]**Survey Error**: Factors other than sampling error may affect results of any survey, including question wording, question order, mode or sample type (e.g. opt-in panels vs. probability panels such as UAS), population coverage, and impact of current events. In addition, results of questions asked in an internet panel may obtain different results compared to similar questions asked by other polling firms using phone interviewers. Sampling error calculations are at the 98% confidence level.

> **This document provides an overview of survey-specific methods and information. For weighting details; panel sampling procedures; recruitment protocols, survey and recruitment response rates; panel attrition rates; panel management protocols; and microdata files (including nonresponse and paradata), please visit our website at UASdata.usc.edu.**

Panel Information: The UAS is an ongoing national research panel that started in 2014. We recruit panel members in waves from Marketing Systems Group frames of all household addresses in the United States. To ensure full coverage of the U.S. population, we provide internet-connected tablets to individuals who were not already online. Our panel thus includes U.S. residents who have cell phones, landlines, or no phone at all. Panel members are compensated for their participation.

This document and the archive of results of prior Dornsife/LAT polls are available at bit.ly/USCPolls. For questions about the survey, contact CESR Survey Director Jill E. Darling (jilldarl@usc.edu) or CPF Director Robert M. Shrum (hburke@usc.edu). Additional contact information is on the last page of this report.

The USC Dornsife Center for Economic and Social Research is a proud member of the
American Association for Public Opinion Research's Transparency Initiative.

Asked of eligible voters in states other than North Dakota
pol01. Are you:

	Aug 2018	Jan 2020
Certain you are registered to vote in the district where you now live (or states where no registration)	81	82
Not certain if you are registered to vote in your district	5	5
Not registered to vote	12	10
Not sure if registered to vote or not	2	3

Asked of currently registered voters (N=5091)
pol02. Are you registered as:

	Registered Voters	Likely Voters
Democrat	42	46
Republican	32	35
No political party (independent)	22	15
No political party (state does not allow registration by party)	3	2
Libertarian	1	1
Green party	-	-
Some other party	1	-

Asked of all U.S. Citizens
pol03. Regardless of if or how you are registered to vote, at this time, are you more closely aligned with…

	Percentage among eligible Voters				
	April 2019	Aug 2019	Sept 2019	Nov 2019	Jan 2020
Democrats	39	39	39	40	38
Republicans	30	31	31	31	33
Independents (no political party)	12	11	11	11	12
Libertarians	2	3	2	2	3
Green party	1	1	1	1	1
Some other party	-	-	-	-	-
Not aligned with any political party	16	16	16	15	13

Asked if Independent or not aligned with any party (N=1297)

cf_3a. Generally speaking, do you lean more toward affiliating with Democrats or with Republicans?

	Aug 2019	Aug 2019	Aug 2019	Aug 2019	Jan 2020
Lean toward affiliating with Democrats	19	18	16	19	20
Lean toward affiliating with Republicans	20	21	18	21	15
Do not lean toward either party	61	61	66	61	65

Asked of all eligible voters

	Nov 2019 (mean)	Jan 2020 (mean)
cf_4a The presidential election state party primaries and caucuses will be held this year. What is the percent chance that you will vote in your state's party primary or caucus in 2020?	72	68

Asked of all eligible voters

cf_4. If you do decide to vote in your state's presidential primary or caucus, which party's primary or caucus are you most likely to vote in, if any?

	Jan 2018	April 2019	June 2019	Aug 2019	Sept 2019	Nov 2019	Jan 2020
Democratic party	44	43	44	43	44	46	48
Republican party*	34	36	34	34	33	35	37
Green party	1	1	1	1	1	1	-
Libertarian party	3	2	2	2	2	2	1
Some other party	4	4	4	3	3	3	3
I am certain I will not vote	14	14	15	17	17	13	10

Not all states are holding Republican primaries this year

Asked of Democratic Primary voters (Likely voters N= 2266, MOSE +/-2). Randomized order of candidate list

cf_5. Here is a list of candidates who are running for the Democratic nomination in 2020. If your state's Democratic presidential primary or caucus were held today, for which of these candidates would you vote?

	April 2019*	July 2019*	Sept 2019*	Nov 2019*	Jan 2020**
Michael Bennet (U.S. Senator, Colorado)	†	-	-	-	-
Joe Biden (Former U.S. Vice President)	27	29	28	28	30
Pete Buttigieg (Mayor of South Bend, Indiana)	2	5	4	6	8
Tulsi Gabbard, (U.S. Representative, Hawaii)	1	-	1	1	1
Amy Klobuchar (U.S. Senator, Minnesota)	1	1	1	2	3
Tom Steyer (businessman and activist)	†	-	-	1	2
Bernie Sanders (U.S. Senator, Vermont	16	11	13	13	16
Elizabeth Warren (U.S. Senator, Massachusetts)	4	10	12	16	15
Andrew Yang (Entrepreneur and founder of Venture	1	1	2	2	2
Michael Bloomberg (Former New York City Mayor)	†	†	†	†	8
Other candidate. *This count includes write ins, previous votes for candidates who have dropped out of the race, and candidates still in the race who are not listed here*	21	18	16	10	1
Undecided	27	25	23	21	14

*All Dem primary voters
** Likely Dem Primary voters
† Candidate not declared at time of poll
"-" indicates less than 1%

Asked of likely voters who selected a candidate – randomized order of answers (N=1927, MOSE +/-3)

cf_8a. Which of the following is the main reason you would vote for [insert candidate name] if the election were held today?   Is it because [insert candidate name]…

	Nov 2019	Jan 2020
Represents my own values and beliefs very well	19	17
Is the only candidate capable of leading the United States through the serious issues that lie ahead	8	9
Has the best chance of defeating Donald Trump in November	17	17
Is the most trustworthy	5	4
Is the best candidate to bring major changes to the U.S.	16	15
Understands the needs of people like me	13	12
Just seems somewhat better than the others	10	13
Is better known to me than the others	6	5
Something else [please write in]	3	4
No real reason/ Not sure	3	3

Asked of all undecided Democratic primary voters- randomized order of answers (N=389 , MOSE +/-6)
cf_8b. Which of the following are reason(s) why you have not yet made up your mind who to vote for? Select all that apply

	Undecided Nov 2019	Undecided Jan 2020
I'm waiting to see what happens in the early primaries and caucuses	16	19
It is just too soon. I will make up my mind when it is time	39	45
I don't know enough about the candidates yet	41	32
I don't like any of the candidates	4	7
I like all of the candidates and can't decide which one to vote for yet	3	4
I have not been paying any attention to the campaign yet	25	19
Some other reason [please write in]	5	6

Asked of undecided likely Democratic Primary Voters. Candidates presented in same order as in pol_05. (N = 297, MOSE +/- 7)
pol_05 lean. If you HAD to choose a candidate to vote for today, which candidate would you choose?

	Jan 2020
Joe Biden (Former U.S. Vice President)	26
Pete Buttigieg (Mayor of South Bend, Indiana)	7
John Delaney, (Former U.S. Representative, Maryland)	1
Tulsi Gabbard, (U.S. Representative, Hawaii)	3
Amy Klobuchar (U.S. Senator, Minnesota)	3
Tom Steyer (businessman and activist)	3
Bernie Sanders (U.S. Senator, Vermont	16
Elizabeth Warren (U.S. Senator, Massachusetts)	9
Andrew Yang (Entrepreneur and founder of Venture	1
Michael Bloomberg (Former New York City Mayor)	7
Other candidate (please write in)	4
Would not vote	20

Top Democratic Primary Candidates - Vote + Lean combined

	All Registered Dem Primary Voters	Likely Dem Prim Voters
Biden	33	34
Sanders	18	18
Warren	16	16
Bloomberg	9	9
Buttigieg	9	9
Klobuchar	3	3
Other	9	8
Undecided	3	3

Remainder of the survey asked of all US. residents

How are you feeling about the Democratic primary campaign so far? Please place the slider on the scale in a location that best represents how you feel in each of the questions below

poll_fl_1a. On a scale from 0 = *completely bored* to 100 = *completely excited*, how do you feel about the Democratic primary campaign so far?	Mean response
All eligible voters	36
Affiliated Core Democrats	56
Affiliated Core Republicans	17
No Party/Independents (not leaned)	31
Other party	30

poll_fl_1b. On a scale from 0 = *completely anxious or worried about who will be nominated* to 100 = *Not at all anxious or worried about who will be nominated*, how do you feel about the Democratic primary campaign so far?	Mean response
All eligible voters	55
Affiliated Core Democrats	50
Affiliated Core Republicans	61
No Party/Independents (not leaned)	55
Other party	58

poll_fl_1a. On a scale from 0= *Not at all enthusiastic about the choice of Democratic candidates* to 100 = *Completely enthusiastic about the choice of Democratic candidates*, how do you feel about the Democratic primary campaign so far?	Mean response
All eligible voters	36
Affiliated Core Democrats	57
Affiliated Core Republicans	17
No Party/Independents (not leaned)	30
Other party	30

The next questions are about issues and events in the news

Randomizations: Order of Democratic candidate vs. Trump in text and answer values of each question, and order in which Democratic candidates were tested against Donald Trump.

If [[fill Dem] were the Democratic] party candidate and [Donald Trump were the Republican] party candidate, for whom would you be most likely to vote, if the election were held today?

If undecided, ask follow up: At this time, would you lean more toward voting for Democratic candidate [fill Dem] or toward voting for [Republican candidate Donald Trump]?

	Jan 2020 Vote	Jan 2020 Vote+Lean
Donald Trump (Republican)	39	40
Joe Biden	49	49
Some other party's candidate	5	6
Undecided	8	5

	Jan 2020 Vote	Jan 2020 Vote+Lean
Donald Trump (Republican)	41	41
Elizabeth Warren	43	45
Some other party's candidate	7	9
Undecided	9	6

	Jan 2020 Vote	Jan 2020 Vote+Lean
Donald Trump (Republican)	40	40
Bernie Sanders (Democrat)	46	47
Some other party's candidate	6	8
Undecided	9	5

	Jan 2020 Vote	Jan 2020 Vote+Lean
Donald Trump (Republican)	39	40
Pete Buttigieg (Democrat)	41	43
Some other party's candidate	8	10
Undecided	12	7

	Jan 2020 Vote	Jan 2020 Vote+Lean
Donald Trump (Republican)	40	40
Amy Klobuchar (Democrat)	40	42
Some other party's candidate	8	11
Undecided	13	7

Asked of everyone

Have you seen, read, or heard in the news about the killing of Iranian General Qasem Soleimani by a U.S. drone strike in Iraq?

	January 2020
Yes, a great deal	55
Yes, some	38
Have not heard or read anything	7

Randomized order of more/less safe in text and answer values

From what you know, do you think the killing of Iranian General Qasem Soleimani makes the United States [more safe], [less safe], does it have no real impact on safety in the U.S. either way?

	January 2020	Among those who have an opinion
United States is now more safe	29	32
United States is now less safe	40	47
No impact on safety in the United States	18	21
No opinion/Have not heard enough	14	/

This survey was conducted by the
University of Southern California
Dana and David Dornsife College of Letters, Arts and Sciences
in partnership with the Los Angeles Times

The poll was funded by the USC Dornsife College of Letters, Arts and Sciences

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Survey toplines and crosstabs available from
USC Dornsife / LA Times Poll archives
bit.ly/USCPolls

Survey microdata will be available for download
by registered users of the Understanding America Study, after a brief embargo.
Register and access data files: https://uasdata.usc.edu