

ELECTABILITY

Asked of those who are at least possibly likely to vote in the 2020 Democratic primary/caucus or those who have voted in a Democratic primary/caucus in the past.

Q3. Right now, we're in primary season. This time, it's Democrats who are choosing a candidate but in previous years, it's been the Republicans. So thinking generally, when it comes to picking a candidate for President in a primary, which is more important to you personally? (n=488)

Picking the candidate who best represents the values and priorities I want in a President	72
Picking the candidate who has the best chance of defeating the opposition and winning the Presidency	28

Q4. Below are some different traits or personal experiences that a candidate for President might have. In your opinion, please indicate whether this particular trait would make someone more or less likely to win a presidential election.

	Much more likely to win	Smwt more likely to win	Smwt less likely to win	Much less likely to win	No impact	MORE LIKELY TO WIN	LESS LIKELY TO WIN
Q4r15. Having a deep understanding of the challenges that average Americans face (n=800)	55	32	3	2	8	87	4
Q4r13. Being able to go toe-to-toe with the opposing candidate in the general election (n=800)	53	34	3	2	8	87	5
Q4r14. Showing they can hold their own against other candidates in a debate (n=800)	48	38	5	1	8	87	6
Q4r5. Having many well-thought-out policy proposals (n=800)	47	37	4	2	10	84	6
Q4r18. Being good at connecting with people in large crowds or at rallies (n=800)	46	41	4	1	8	87	5
Q4r7. Having the most appeal with general election swing voters (n=800)	46	38	5	1	10	84	6
Q4r10. Being easy to listen to when they speak (n=800)	44	42	3	2	9	86	5
Q4r17. Being good at connecting with people one-on-one or in small groups (n=800)	40	41	6	2	12	81	7
Q4r2. Polling well in the general election (n=800)	37	40	7	1	15	78	8
Q4r1. Polling well in their party's primary (n=800)	32	45	5	1	17	77	6
Q4r8. Getting a lot of press coverage (n=800)	32	44	6	2	16	76	8
Q4r9. Getting a lot of positive attention on social media (n=800)	32	39	6	2	21	71	8
Q4r6. Sharing the same view as the activists or 'base' of their party (n=800)	31	42	9	2	16	73	11

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Q4r16. Seeming like the type of person you personally would like to get a drink or coffee with (<i>n=800</i>)	29	40	6	2	22	69	9
Q4r3. Raising millions from small dollar donations (<i>n=800</i>)	28	42	8	2	20	70	10
Q4r11. Having won a statewide election (<i>n=800</i>)	27	49	4	1	19	75	6
Q4r4. Raising more money than other candidates (<i>n=800</i>)	24	45	6	1	24	69	7
Q4r12. Having won a local or regional election (<i>n=800</i>)	23	47	6	1	23	70	7

Q5. Which do you agree with more? The last several years in America have shown us that... (*n=800*)

We can't predict what types of candidates are actually electable and shouldn't listen to people who say we can	78
The country just isn't ready to elect a female president and that's not going to change in the next two years	22

Q7. How much, if at all, have you heard the media talk about each of the following types of candidates being UNELECTABLE in America today? Have you heard...

	A lot	A little	Not much at all	Nothing	A LOT/A LITTLE
Q7r1. Women candidates (<i>n=800</i>)	20	36	26	19	56
Q7r2. Candidates who are people of color, like Hispanics or African-Americans (<i>n=800</i>)	16	30	31	24	45
Q7r3. Candidates that are young (<i>n=800</i>)	13	33	30	24	46
Q7r4. Candidates that are old (<i>n=800</i>)	21	41	22	16	63
Q7r5. Candidates that are LGBT (<i>n=800</i>)	15	27	29	28	42
Q7r6. The current president (<i>n=800</i>)	52	23	11	14	75

Methodology

Benenson Strategy Group conducted an online poll of 800 likely 2020 voters nationwide July 10-15, 2019. The sample was drawn from an online panel and respondents were screened to be registered, likely 2020 presidential voters. Demographics were weighted to reflect the attributes of the actual population. The margin of error for the full sample is +/-3.5%