

UMass Lowell
Survey of California Democratic Primary Likely Voters

February 12-20, 2020

N=450 California Democratic Primary Likely Voters

The sample has an adjusted margin of error +/-6.7% for LVs

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

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Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

HIGHLIGHTS

Sanders leads the field by 8 points; Warren in 2nd place

In a new poll of likely Democratic primary voters in California, Bernie Sanders has a lead over his closest competitor, Massachusetts Senator Elizabeth Warren. Sanders receives the support of 24% of California likely primary Democratic voters while Warren comes in second at 16%. Close behind is former Vice President Joe Biden at 13%, followed by former South Bend, Indiana Mayor Pete Buttigieg and former New York Mayor and Billionaire Michael Bloomberg, who are both at 12%. Senator Amy Klobuchar of Minnesota is at 7%, Hawaii Congresswoman Tulsi Gabbard is at 4% and Billionaire and activist Tom Steyer is at 2%; another 6% of California Democratic likely voters remain undecided, while 3% say they will vote for someone else.

Californians get their chance to participate in this year's primary on Super Tuesday, March 3rd. The poll, part of series of Super Tuesday poll releases, was written and conducted by the University of Massachusetts Lowell Center for Public Opinion, a nationally recognized non-partisan polling center.

As has been his strength in other states, Sanders does well among young voters; he receives 31% of the vote from those under 45, compared to 20% of the vote of those 45 and older. We find a similar pattern for Warren, who gets 22% of the under 45 vote, but only 12% of the 45 and over vote. Biden has more balanced support with 15% of 18-44 year-olds and 13% of those 45 and over.



Sanders also leads in the Golden State because of strong support from Latinos (32%) compared to Warren (16%) and Biden (15%). Among white voters, however, Sanders leads by only 3 points, 21% to Warren's 18%.

Additionally, Sanders also appears to be strongest among Democrats; he wins 27% of Democrats, but only 12% of Independents who will take the Democratic ballot. His message of democratic socialism and economic populism seems to resonate among those voters from the lowest income rung – voters who make less than \$50,000 a year support him at 36% compared to 19% of those who make \$50,000-\$100,000 and 15% of those who make more than \$100,000 per year.

How the Race Might Change/Vote Stability

With Super Tuesday less than two weeks away, our survey asked voters how certain their vote choice is or if there's a chance they might still change their mind and vote for another candidate. About a third (32%) say they could still change their minds compared to 68% who say they will definitely support the candidate they currently support.

Sanders supporters, as has been found in other states, are the most committed voters; 81% of those supporting Sanders say they will definitely vote for the Vermont Senator. Close behind him, however, is Senator Elizabeth Warren; 74% of her supporters say they will definitely vote for her. For Biden, this number is 65% and for Bloomberg 68%. The two candidates who appear to have the softest support are Buttigieg (40% will definitely vote for him) and Klobuchar (49% will definitely vote for him).

Momentum

In this survey, respondents were also asked who is likely to be the eventual Democratic nominee. Here, we see that Sanders has emerged as the frontrunner among Democratic primary voters; 31% expect Sanders to win the Democratic nomination compared to 14% Biden and 12% Bloomberg. Another 28% say that they are unsure, reflecting the very real uncertainty in the Democratic nominating contest overall.

We also see a part of the reason for this indecision is that most of the candidates are well liked and have positive net favorability ratings; all of them, except for Michael Bloomberg, score above 50% favorability. Sanders is a net +33 (63% fav, 30% unfav). Warren, who trails him, bests him in terms of favorability numbers with a +42 net favorability rating (64% fav, 22% unfav). Biden is net +36 (61% fav, 25% unfav), Bloomberg is +11 (45% fav, 34% unfav), Buttigieg is +36 (56% fav, 20% unfav), and Klobuchar is +43 (54% fav, 11% unfav). Several candidates have the problem of still being relatively unknown and having more than 20% of voter either say they have "no opinion" of them or that they have "never heard of" of them. This includes



Steyer (34% no opinion/never heard of), Klobuchar (29% no opinion/never heard of), Buttigieg (24% no opinion/never heard of), and Bloomberg (21% no opinion/never heard of).