CENTER FOR PUBLIC OPINION

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UMass Lowell
Survey of North Carolina Democratic Primary Voters

Field Dates: February 12-18, 2020

N=450 North Carolina Democratic Primary Likely Voters
Adjusted Margin of Error: +/- 6.5%
Margin of error has been adjusted to include for design effects
resulting from weighting and survey design features

Methodology in Brief

This poll was independently funded by the University of Massachusetts Lowell, designed and analyzed by the Center for Public Opinion. Data was collected by YouGov, an online polling organization. Respondents were selected from YouGov and three other online panels. YouGov interviewed 456 eligible respondents who were then matched down to a sample of 450 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education based on known characteristics of Democratic Party primary voters from the North Carolina voter file and the 2018 Cooperative Congressional Election Study. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on past primary election behavior, and age x gender stratification of Democratic Primary voters from the North Carolina voter file to produce the final weight.

UMass Lowell is a public institution and releases surveys as a source of public information. We offer a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something you do not see here, but wish you did, please contact Director, Dr. Joshua J. Dyck (joshua_dyck@uml.edu; @drjjdyck) or Associate Director, Dr. John Cluverius (john_cluverius@uml.edu; @JohnCluverius).

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*indicates <.5%; some numbers do not sum to 100 due to rounding

ASKED OF ALL LIKELY VOTERS
PRIMARY PREFERENCE

UML905 If your state's presidential primary was being held today, for whom would you vote? [candidate names were randomized]

UML905a Do you lean more towards one candidate?

16% Joe Biden
19 Michael Bloomberg
10 Pete Buttigieg
3 Tulsi Gabbard
7 Amy Klobuchar
23 Bernie Sanders
3 Tom Steyer
13 Elizabeth Warren
6 Undecided

	Party ID Leaned		Party ID Unleaned	
	Democrat	Independent	Democrat	Independent
Biden	20	4	22	7
Bloomberg	20	18	19	19
Buttigieg	9	14	8	13
Gabbard	1	9	0	7
Klobuchar	9	4	6	10
Sanders	24	23	24	20
Steyer	0	9	1	6
Warren	14	10	15	10
Undecided	4	9	4	8

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Biden	23	12	9	20	10	14	19	25
Bloomberg	18	24	13	18	20	20	19	11
Buttigieg	10	10	14	8	14	13	6	0
Gabbard	2	6	0	2	3	3	1	6
Klobuchar	4	7	14	5	10	11	1	4
Sanders	22	18	19	27	17	20	30	23
Steyer	2	1	7	3	1	2	4	2
Warren	11	17	20	9	20	14	9	24
Undecided	7	6	4	7	5	5	10	4

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Biden	13	18	8	20	10	21	21
Bloomberg	23	16	11	23	13	23	18
Buttigieg	11	10	8	11	9	12	12
Gabbard	6	1	4	2	0	3	17
Klobuchar	7	7	5	8	7	9	2
Sanders	23	23	34	18	29	20	22
Steyer	4	2	3	2	5	1	0
Warren	11	15	21	10	23	3	8
Undecided	3	9	6	6	4	8	1

UML906 We know that presidential primary candidates can end their campaigns suddenly. If [CANDIDATE_NAME] were to drop out of the race before you were able to vote, who would plan to vote for?

11%	Joe Biden
13	Michael Bloomberg
14	Pete Buttigieg
1	Tulsi Gabbard
11	Amy Klobuchar
13	Bernie Sanders
1	Tom Steyer
16	Elizabeth Warren
2	Another Candidate
18	Undecided

	Party ID Leaned		Party ID Unleaned	
	Democrat	Independent	Democrat	Independent
Biden	42	31	44	36
Bloomberg	1	9	2	3
Buttigieg	14	3	15	9
Gabbard	0	2	0	1
Klobuchar	2	6	1	5
Sanders	8	13	10	5
Steyer	1	0	1	1
Warren	10	0	9	9
Undecided	16	27	14	23

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Biden	13	10	5	12	9	8	17	5
Bloomberg	15	9	19	14	11	12	14	15
Buttigieg	13	13	16	12	17	14	13	15
Gabbard	1	0	2	0	2	1	0	0
Klobuchar	10	16	12	10	13	13	6	16
Sanders	17	13	8	13	12	11	16	6
Steyer	0	4	1	2	1	2	0	0
Warren	15	14	22	15	19	19	13	7
Another candidate	2	3	0	2	2	2	2	0
Undecided	16	19	15	21	15	16	19	35

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Biden	9	12	13	9	9	11	21
Bloomberg	13	12	9	15	13	13	4
Buttigieg	16	13	17	13	11	17	1
Gabbard	1	1	0	1	0	1	6
Klobuchar	15	9	4	15	13	13	0
Sanders	7	17	13	12	13	10	27
Steyer	2	1	0	2	1	0	10
Warren	19	15	25	12	23	13	11
Someone else	1	3	1	2	3	2	0
Undecided	18	18	17	19	13	21	21

UML931 Will you definitely vote for [candidate named] in the [state] presidential primary or is there a chance you could change your mind and vote for someone else?

66% Definitely vote for [candidate named]
34 Could change mind

	Candidate			
	Biden	Bloomberg	Buttigieg	Gabbard
Definitely vote for	63	69	59	21
Could change mind	37	31	41	79

	Candidate			
	Klobuchar	Sanders	Steyer	Warren
Definitely vote for	56	82	63	60
Could change mind	44	18	37	40

	Party ID Leaned		Party ID Unleaned	
	Democrat	Independent	Democrat	Independent
Definitely vote for	65	72	65	66
Could change mind	35	28	35	34

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Definitely vote for	67	58	72	69	62	64	69	79
Could change mind	33	42	28	31	38	36	31	21

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Definitely vote for	70	64	62	68	68	67	60
Could change mind	30	36	38	32	32	33	40

UML928 Who do you think will eventually win the Democratic nomination?

13% Joe Biden
14 Michael Bloomberg
6 Pete Buttigieg
0 Tulsi Gabbard
1 Amy Klobuchar
35 Bernie Sanders
0 Tom Steyer
3 Elizabeth Warren
1 Someone else
27 Undecided

	Party ID Leaned		Party ID Unleaned	
	Democrat	Independent	Democrat	Independent
Biden	16	4	18	7
Bloomberg	14	13	14	14
Buttigieg	5	7	4	7
Gabbard	0	2	0	1
Klobuchar	2	0	1	3
Sanders	34	38	35	32
Steyer	2	2	2	2
Warren	1	3	0	3
Someone else	26	32	26	31
Undecided	16	4	18	7

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Biden	18	13	6	16	8	12	15	12
Bloomberg	15	11	14	11	17	13	13	24
Buttigieg	5	9	7	5	8	8	3	0
Gabbard	0	1	0	0	1	0	0	6
Klobuchar	1	2	2	1	2	2	1	0
Sanders	33	32	31	38	30	32	41	25
Steyer	4	4	0	4	2	2	1	18
Warren	2	1	0	1	1	1	1	0
Someone else	23	26	41	25	31	29	25	14
Undecided	18	13	6	16	8	12	15	12

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Biden	11	14	7	16	11	15	15
Bloomberg	16	12	9	16	9	18	9
Buttigieg	6	6	6	6	5	7	10
Gabbard	0	1	1	0	0	1	0
Klobuchar	2	1	1	2	1	3	0
Sanders	37	33	44	30	42	26	50
Steyer	1	4	9	0	3	1	4
Warren	2	1	2	1	0	2	0
Someone else	26	27	21	30	30	27	13
Undecided	11	14	7	16	100	100	100

UML908 Do you approve or disapprove of the way Donald Trump is handling his job as president?

8% Approve
92 Disapprove

	Party ID Leaned		Party ID Unleaned	
	Democrat	Independent	Democrat	Independent
Approve	4	18	4	12
Disapprove	96	82	96	88

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Approve	9	7	4	7	8	9	6	8
Disapprove	91	93	96	93	92	91	94	92

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Approve	9	3	5	9	2	6	48
Disapprove	91	97	95	91	98	94	52

UML959-UML968 We'd like to ask you about how you feel about a number of national political figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her.

	Favorable	Unfavorable	No Opinion	Never heard of
Donald Trump	5	90	5	0
Hillary Clinton	56	28	16	0
Barack Obama	90	5	5	0
Joe Biden	64	22	14	0
Michael Bloomberg	52	23	25	*
Pete Buttigieg	52	15	31	2
Amy Klobuchar	52	11	29	8
Bernie Sanders	63	25	12	0
Tom Steyer	34	11	47	8
Elizabeth Warren	62	18	20	*