



UMass Lowell Survey of New Hampshire Democratic Primary Likely Voters

January 28-31, 2020

N=400 New Hampshire Democratic Primary Likely Voters

The sample has an adjusted margin of error +/-6.4% for RVs

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

New Hampshire Democratic Primary is Wide Open

In 2016, Senator Bernie Sanders, the Independent from Vermont, won the New Hampshire primary by 22 points over his rival Hillary Clinton. With just eight days to go until the 2020 first-in-the-nation Granite State primary, Sanders is still on top, garnering the support of 23% of New Hampshire Democratic primary likely voters, in a new poll conducted by the UMass Lowell Center for Public Opinion. However, his closest rival, former Vice-President Joe Biden, trails him by only 1 point at 22%, and Massachusetts Senator Elizabeth Warren trails by just 4 points at 19%. All four candidates are within the poll's margin of error suggesting that this race is too close to call.

Mayor Pete Buttigieg trails the top three candidates as the only other candidate polling in double digits at 12%. He is followed by billionaire activist Tom Steyer (6%), Senator Amy Klobuchar (6%), and Congresswoman Tulsi Gabbard (5%). No other candidate is polling above 5%, while 4% of likely voters say they are still undecided.

The age/ideology divide in the New Hampshire Democratic primary electorate is apparent. Senator Bernie Sanders gains his support from younger and more liberal voters. Sanders gains 29% of the 18-44 year old vote, compared to just 21% of the 45 and up vote. By contrast,



former Vice President Joe Biden gains more support from older voters; he wins just 7% of voters under 45 compared to 28% of those over 45. Senator Elizabeth Warren wins 24% of 18-44 year olds, and 17% of those 45 and over. On ideology, Sanders and Warren do considerably better with self-identified “liberal” voters: Sanders wins 32% of these voters, Warren 27%, while Biden wins only 12% of liberals. However, among ideological moderates, Biden wins the support of 35% of moderate voters compared to Sanders at 14% and Warren at 10%.

While in 2016, distrust in government was a large factor dividing the Democratic electorate in New Hampshire and elsewhere, it appears to be playing a smaller, if still significant factor in 2020. Part of this owes to the fact that most Democrats say that the federal government can only be trusted some of the time (55%) or hardly ever (34%) and only 3 respondents in the entire survey said that they could be trusted “just about always,” while 10% said that the government could be trusted, “most of the time.” Still, Vice President Biden does the best among government trusters, polling at 36% compared to Sanders at 26% and Warren at 13%. The three candidates all poll relatively similarly among distrusters with Sanders at 23%, Biden at 21% and Warren at 20%.

Vote Certainty and How the Race Might Change in the Next Week

Our survey also 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. Overall, nearly four in ten voters (39%) said they could still change their mind, which highlights the fluidity of this race, and the reputed independence of the New Hampshire electorate. Here, Sanders supporters appear to be the most stable with 88% saying they will definitely vote for the Vermont Senator and only 12% saying they might change their mind. For Vice-President Biden, his base is less stable, with 68% saying they will definitely vote for him, and 32% saying they could change their mind. These numbers are similar for Elizabeth Warren, for whom 62% of her supporters say they will definitely vote for her and 38% say they could still change their mind. Interestingly, for the second tier candidates, there is considerably less stability, suggesting that this race is still wide open and that the number of persuadable voters is still very high. For Mayor Buttigieg, 71% of his supporters say they could still change their mind; the number of uncommitted voters for Senator Klobuchar is 58% and is 64% for Tom Steyer. As results from Iowa come in tonight and candidates potentially lose viability and/or decide to exit the race, there is so much soft support for some of these candidates that we may see a large re-allocation of voters ahead of next week’s primary.

Electability

One of the central questions of this primary election has been about the notion of who do Democrats want to represent their party as opposed to who do Democrats think is best suited to defeat Donald Trump in November. We asked New Hampshire Democratic likely voters if they think Bernie Sanders or Joe Biden, the two national frontrunners, are more likely to beat



Donald Trump in November. Here, Biden does better; 42% say Biden compared to 31% Sanders, with 27% saying they will do about equally. However, when asked whose policies New Hampshire Democratic primary voters tend to agree with more, we get very different results. Between Biden and Sanders, 37% say Biden compared to 47% Sanders, with 16% saying they agree with both equally. With a neck and neck race between 2 or possibly 3 candidates with Warren's rise in our poll, it's apparent that Democrats are caught in a dilemma between choosing a candidate who more closely approximates their policy desires and a candidate who they think can beat Donald Trump in November. Interestingly, asked who they think will win the Democratic nomination, 42% of NH Democratic primary voters say Biden, 24% say Sanders, 8% say Warren, and no other candidate is above 5%.

Polarization

Polarization in our current era of politics is a reality. A few measures in our poll show just how angry and activated Democrats in New Hampshire are, and just how much disdain they feel for the Republican Party, and especially the President. Here are a few examples of this from our poll:

- Donald Trump's approval rating among Democratic primary likely voters in New Hampshire is an abysmal 9%
- Likewise, only 8% of New Hampshire Democratic primary likely voters think that the country is headed in the right direction, while 92% say things have pretty seriously gotten off on the wrong track. This is, remarkably, at a time when there is positive economic growth and low unemployment.
- While the impeachment trial will reach its likely end this week with an acquittal of the President, 55% of New Hampshire Democratic Likely Voters said in this poll conducted from January 28-31 that it would be better for the country if Donald Trump was removed from office by the Senate than if he lost re-election to the Democratic nominee (45%).
- Owing to the strength of this polarization, in response to the tongue-in-cheek question of whether NH Democratic primary voters would prefer that Donald Trump win re-election in 2020 or that a giant meteor strike the earth and extinguish all human life, 62% preferred the meteor to Trump's reelection

Other Findings in the Poll

- A majority of Democrats are not in favor of compromise bill that would give Trump funding for his wall even if it also created a national Medicare for All healthcare plan.
- A large majority (87%) of Democratic primary likely voters in New Hampshire would withdraw any troops committed to Iran by President Trump immediately.



- A majority of New Hampshire Democratic Primary voters (67%) believe that Iowa and New Hampshire should continue to go first during the primary season, rather than give way to rotation system that would allow other states to vote first.