

UMass Lowell Survey of New Hampshire Democratic Primary Likely Voters

January 28-31, 2020

N=400 New Hampshire Democratic Primary Likely Voters

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

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

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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 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%. Interestingly, 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 are considerably better with self] v š] (] ^ o] l ()] TJ [-2(y) Tj [-5(ar)] TJ [-4114(en d)] TJ [3(o)] TJ [6()] TJ [-2(c)]

Donald Trump in November. Here, Biden does better; 42% say Biden compared to 31% Sanders, with 27% saying they will do about eq



- < 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.