

Crosstabs**January 2020 University of Massachusetts Amherst/WCVB Poll of New Hampshire Registered Voters**

Field Dates:	January 17 – January 29, 2020
Sample:	500 Registered Voters in New Hampshire 335 Likely Democratic Primary Voters (Democrats) 165 Likely Democratic Primary Voters (Independents)
Margin of Error:	5.3% for All Likely Democratic Voters 6.4% for Likely Democratic Voters 9.4% for Likely Independent Voters

YouGov interviewed 523 respondents who were then matched down to a sample of 500 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 New Hampshire 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.

All figures presented in this document are for registered adults who indicated that they are likely to participate in the 2020 New Hampshire Democratic presidential primary.

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CANDIDATE QUALITIES AMONG LIKELY DEMOCRATIC VOTERS

	Category	Best Chance of Beating Trump	Most Honest and Trustworthy	Best Represents my Views on Issues	Most Experience for the Job	Will Change How Things Are Done in Washington	Strongest Leader
Gender	Men	38%	20%	19%	7%	6%	10%
	Women	35%	18%	22%	6%	9%	11%
Age	18-29	28%	28%	28%	7%	6%	3%
	30-54	28%	19%	27%	6%	10%	10%
	>55	42%	17%	16%	6%	6%	12%
Education	HS or less	31%	26%	12%	9%	4%	19%
	Some Coll.	40%	15%	22%	3%	9%	11%
	Coll. Deg.	34%	19%	25%	6%	9%	8%
	Postgrad	43%	13%	21%	6%	10%	7%
Income	<\$40k	34%	21%	23%	6%	8%	7%
	\$40k-\$100k	30%	21%	22%	9%	8%	10%
	>100k	48%	14%	20%	1%	10%	8%
Party ID	Dem.	39%	17%	18%	7%	8%	11%
	Ind.	32%	23%	25%	4%	7%	9%
Ideology	Lib.	40%	16%	29%	3%	7%	5%
	Mod.	36%	23%	12%	7%	5%	17%
	Cons.	3%	14%	16%	20%	31%	15%
2016 Election	Voted for Clinton	43%	17%	15%	7%	5%	12%
	Voted for Sanders	30%	21%	26%	4%	8%	12%

VOTE FOR 2020 DEMOCRATIC PRESIDENTIAL CANDIDATES (WITH LEANERS)

	Category	Warren	Klobuchar	Sanders	Biden	Buttigieg	Yang	Steyer	Gabbard	Patrick	Delaney	Bennet	Other	DK
Gender	Men	17%	6%	24%	20%	15%	2%	5%	8%	0%	0%	0%	2%	1%
	Women	18%	4%	26%	21%	11%	5%	5%	4%	0%	0%	0%	2%	3%
Age	18-29	19%	3%	37%	10%	16%	9%	4%	4%	0%	0%	0%	0%	0%
	30-54	18%	3%	35%	10%	14%	7%	3%	7%	0%	0%	0%	0%	2%
	>55	17%	6%	17%	28%	11%	2%	7%	5%	0%	0%	0%	3%	3%
Education	HS or less	10%	3%	22%	36%	4%	2%	12%	8%	0%	0%	0%	0%	3%
	Some Coll.	16%	5%	32%	19%	12%	2%	4%	5%	0%	0%	0%	1%	3%
	Coll. Deg.	18%	4%	27%	13%	17%	8%	3%	6%	0%	0%	1%	2%	2%
	Postgrad	26%	9%	19%	20%	13%	1%	3%	2%	1%	0%	0%	4%	1%
Income	<\$40k	16%	7%	32%	20%	10%	5%	5%	4%	0%	0%	0%	1%	1%
	\$40k-\$100k	15%	3%	24%	20%	14%	5%	5%	7%	0%	0%	0%	3%	2%
	>100k	24%	7%	21%	17%	13%	4%	4%	6%	0%	0%	0%	1%	3%
Party ID	Dem.	20%	4%	23%	23%	13%	4%	7%	2%	0%	0%	0%	2%	2%
	Ind.	13%	7%	30%	15%	12%	4%	2%	13%	0%	0%	1%	2%	3%
Ideology	Lib	28%	5%	32%	12%	14%	2%	3%	2%	0%	0%	1%	0%	0%
	Mod.	8%	5%	18%	29%	13%	6%	7%	7%	1%	0%	0%	3%	5%
	Cons.	4%	0%	18%	22%	2%	11%	8%	22%	0%	1%	0%	6%	5%
2016 Election	Voted for Clinton	22%	6%	9%	36%	9%	4%	5%	2%	0%	0%	0%	2%	4%
	Voted for Sanders	17%	2%	42%	8%	12%	4%	6%	6%	0%	0%	1%	1%	1%

ANY CHANCE YOU WILL VOTE FOR SOMEONE ELSE

	Category	Yes	No
Gender	Men	62%	38%
	Women	59%	41%
Age	18-29	67%	33%
	30-54	64%	36%
	>55	58%	42%
Education	HS or less	59%	41%
	Some Coll.	56%	44%
	Coll. Deg.	63%	37%
	Postgrad	61%	39%
Income	<\$40k	60%	40%
	\$40k-\$100k	61%	39%
	>100k	60%	40%
Party ID	Dem.	63%	37%
	Ind.	57%	43%
Ideology	Lib.	57%	43%
	Mod.	66%	34%
	Cons.	60%	40%
2016 Election	Voted for Clinton	64%	36%
	Voted for Sanders	52%	48%

WHO MIGHT YOU BE WILLING TO VOTE FOR INSTEAD? (FIRST ALTERNATIVE)

	Category	Warren	Klobuchar	Sanders	Biden	Buttigieg	Yang	Steyer	Gabbard	Patrick	Delaney	Bennet
Gender	Men	15%	9%	22%	15%	15%	9%	9%	3%	2%	0%	0%
	Women	18%	6%	21%	15%	16%	6%	14%	3%	1%	0%	0%
Age	18-29	19%	0%	35%	17%	0%	2%	17%	8%	0%	0%	1%
	30-54	17%	5%	23%	16%	11%	10%	13%	5%	0%	0%	0%
	>55	16%	11%	19%	13%	22%	6%	10%	1%	3%	0%	0%
Education	HS or less	8%	6%	22%	27%	11%	10%	16%	0%	0%	0%	0%
	Some Coll.	15%	2%	16%	15%	17%	13%	18%	2%	2%	0%	0%
	Coll. Deg.	21%	9%	21%	11%	16%	5%	10%	6%	2%	0%	0%
	Postgrad	18%	8%	29%	10%	20%	6%	6%	2%	1%	0%	1%
Income	<\$40k	19%	5%	23%	17%	15%	9%	11%	3%	0%	0%	1%
	\$40k-\$100k	20%	4%	25%	12%	13%	4%	14%	4%	3%	0%	0%
	>100k	12%	12%	20%	11%	18%	11%	13%	3%	1%	0%	0%
Party ID	Dem.	18%	6%	25%	15%	16%	6%	11%	1%	2%	0%	0%
	Ind.	14%	9%	15%	15%	16%	10%	13%	7%	0%	0%	0%
Ideology	Lib	18%	6%	30%	18%	13%	5%	7%	2%	0%	0%	1%
	Mod.	16%	9%	13%	14%	20%	7%	18%	3%	0%	0%	0%
	Cons.	9%	6%	21%	0%	2%	27%	5%	9%	21%	0%	0%
2016 Election	Voted for Clinton	16%	7%	11%	21%	22%	8%	12%	2%	1%	0%	1%
	Voted for Sanders	20%	7%	33%	14%	11%	2%	12%	2%	0%	0%	0%

WOULD NOT VOTE FOR CANDIDATE IN GENERAL ELECTION

	Category	Warren	Klobuchar	Sanders	Biden	Buttigieg	Yang	Steyer	Gabbard	Patrick	Delaney	Bennet	Bloomberg	Any	DK
Gender	Men	24%	21%	18%	13%	15%	18%	21%	23%	30%	26%	25%	27%	47%	2%
	Women	20%	14%	16%	17%	10%	18%	18%	29%	25%	30%	24%	25%	29%	9%
Age	18-29	28%	29%	9%	11%	17%	10%	13%	21%	19%	25%	23%	31%	23%	8%
	30-54	20%	20%	13%	19%	12%	20%	18%	19%	30%	28%	24%	31%	32%	10%
	>55	22%	13%	21%	14%	12%	18%	21%	31%	27%	30%	25%	22%	40%	4%
Education	HS or less	31%	16%	25%	12%	13%	22%	17%	28%	26%	32%	23%	25%	28%	5%
	Some Coll.	18%	18%	15%	21%	12%	17%	19%	22%	28%	29%	21%	33%	33%	13%
	Coll. Deg.	22%	20%	14%	18%	15%	17%	24%	26%	30%	30%	28%	27%	37%	6%
	Postgrad	14%	9%	16%	10%	5%	16%	13%	29%	21%	23%	23%	16%	47%	3%
Income	<\$40k	23%	14%	15%	19%	16%	19%	21%	26%	26%	29%	21%	32%	32%	9%
	\$40k-\$100k	23%	20%	19%	15%	12%	18%	20%	23%	24%	27%	26%	25%	32%	7%
	>100k	16%	13%	13%	12%	7%	11%	16%	20%	27%	18%	17%	22%	54%	2%
Party ID	Dem.	19%	13%	14%	9%	7%	16%	14%	27%	21%	26%	21%	20%	40%	5%
	Ind.	28%	25%	23%	27%	23%	21%	29%	25%	38%	33%	31%	36%	29%	8%
Ideology	Lib	12%	14%	6%	13%	11%	15%	18%	30%	23%	30%	23%	24%	42%	6%
	Mod.	27%	17%	24%	14%	12%	21%	21%	27%	29%	30%	25%	26%	35%	6%
	Cons.	60%	36%	42%	36%	21%	21%	22%	1%	43%	24%	31%	33%	3%	0%
2016 Election	Voted for Clinton	18%	13%	23%	7%	8%	14%	14%	30%	21%	30%	25%	18%	36%	9%
	Voted for Sanders	20%	18%	6%	19%	16%	21%	22%	26%	31%	31%	26%	32%	40%	4%

MOST LIKELY TO DEFEAT TRUMP IN 2020

	Category	Warren	Klobuchar	Sanders	Biden	Buttigieg	Yang	Steyer	Gabbard	Patrick	Delaney	Bennet	Bloomberg	Other	DK
Gender	Men	16%	4%	22%	30%	10%	1%	3%	7%	0%	0%	0%	2%	2%	4%
	Women	12%	1%	23%	32%	6%	1%	6%	2%	0%	0%	0%	5%	0%	11%
Age	18-29	15%	3%	38%	26%	2%	5%	6%	0%	0%	0%	0%	1%	0%	3%
	30-54	15%	2%	29%	22%	10%	2%	4%	5%	0%	0%	0%	2%	0%	9%
	>55	13%	3%	22%	37%	6%	0%	4%	3%	0%	0%	0%	5%	2%	9%
Education	HS or less	8%	1%	19%	41%	5%	2%	10%	7%	0%	2%	0%	0%	2%	4%
	Some Coll.	7%	2%	28%	38%	5%	1%	4%	2%	0%	1%	0%	2%	1%	10%
	Coll. Deg.	18%	2%	25%	23%	9%	1%	3%	4%	0%	1%	0%	5%	1%	10%
	Postgrad	19%	5%	17%	31%	9%	0%	2%	2%	1%	0%	0%	7%	0%	8%
Income	<\$40k	14%	4%	21%	33%	7%	1%	6%	4%	0%	0%	0%	2%	2%	7%
	\$40k-\$100k	11%	1%	25%	30%	8%	2%	6%	4%	0%	0%	0%	6%	0%	7%
	>100k	21%	4%	21%	27%	7%	0%	1%	4%	0%	0%	0%	3%	0%	11%
Party ID	Dem.	16%	2%	23%	33%	7%	1%	5%	1%	0%	0%	0%	3%	1%	8%
	Ind.	9%	3%	23%	28%	8%	0%	4%	9%	0%	0%	0%	5%	2%	9%
Ideology	Lib	21%	4%	30%	26%	6%	1%	2%	2%	0%	0%	0%	3%	1%	5%
	Mod.	7%	1%	15%	37%	11%	1%	6%	4%	1%	0%	0%	4%	1%	11%
	Cons.	4%	0%	22%	24%	0%	0%	14%	16%	0%	0%	0%	6%	2%	12%
2016 Election	Voted for Clinton	15%	2%	6%	50%	5%	1%	4%	0%	0%	0%	0%	5%	0%	10%
	Voted for Sanders	17%	2%	38%	18%	8%	1%	4%	4%	0%	0%	0%	3%	1%	4%