

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

<b>Field Dates:</b>	January 17 – January 29, 2020
<b>Sample:</b>	500 Registered Voters in New Hampshire 335 Likely Democratic Primary Voters (Democrats) 165 Likely Democratic Primary Voters (Independents)
<b>Margin of Error:</b>	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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**Party Registration (N=500)**

Are you registered to vote in New Hampshire?

Yes, I'm registered as a Democrat	65%
Yes, I'm registered as undeclared (no party affiliation declared)	35%

**Democratic Primary (N=500)**

If the 2020 Presidential Democratic primary were held today, which one of the following candidates would you support in the Democratic primary.

	Without Leaners	With Leaners
Senator Elizabeth Warren	17%	17%
Senator Amy Klobuchar	5%	5%
Senator Bernie Sanders	25%	25%
Former Vice President Joe Biden	20%	20%
Former Mayor Pete Buttigieg	12%	12%
Businessman Andrew Yang	4%	4%
Businessman Tom Steyer	5%	5%
Representative Tulsi Gabbard	5%	5%
Former Governor Deval Patrick	0%	0%
Former Representative John Delaney	0%	0%
Senator Michael Bennet	0%	0%
Other	2%	2%
Don't Know	3%	2%

**Willing to Switch (N=490)**

*Question only asked of respondents who selected a candidate listed on the New Hampshire ballot when asked for their preference in 2020 New Hampshire Presidential Democratic primary.*

Is there any chance you might vote for someone else?

Yes	61%
No	39%

**Willing to Switch by Initial Candidate Preferences (N=490)**

	Yes	No
Senator Elizabeth Warren	56%	43%
Senator Amy Klobuchar	86%	14%
Senator Bernie Sanders	42%	58%
Former Vice President Joe Biden	57%	43%
Former Mayor Pete Buttigieg	78%	22%
Businessman Andrew Yang	79%	21%
Businessman Tom Steyer	90%	10%
Representative Tulsi Gabbard	55%	45%
Former Governor Deval Patrick	100%	0%
Former Representative John Delaney	100%	0%
Senator Michael Bennet	100%	0%
Other	72%	28%

**Willing to Vote for Different Candidate in Primary (N=296)**

*Asked if respondent answered yes to previous question. Initial preferred candidate was excluded from list given to respondent.*

Who might you be willing to vote for instead of (Insert Respondent's Preferred Candidate) in the New Hampshire Democratic Presidential Primary? Please rank your top three choices.

	First	Second	Third
Senator Elizabeth Warren	16%	15%	13%
Senator Amy Klobuchar	7%	13%	12%
Senator Bernie Sanders	22%	10%	9%
Former Vice President Joe Biden	15%	8%	12%
Former Mayor Pete Buttigieg	16%	17%	12%
Businessman Andrew Yang	7%	14%	12%
Businessman Tom Steyer	12%	15%	11%
Representative Tulsi Gabbard	3%	5%	6%
Former Governor Deval Patrick	2%	1%	4%
Former Representative John Delaney	0%	1%	2%
Senator Michael Bennet	0%	2%	5%

**Will Not Support in General Election (N=500)**

*Initial preferred candidate was excluded from list given to respondent. Results represent percent of the total responses that selected the candidate in question.*

Now thinking ahead to the general election in 2020, which of the following candidates, if any, would you **NOT** be willing to vote for if they were the Democratic Party’s candidate for president? Please select all that apply.

Would not vote for Senator Elizabeth Warren	7%
Would not vote for Senator Amy Klobuchar	6%
Would not vote for Senator Bernie Sanders	6%
Would not vote for Former Vice President Joe Biden	5%
Would not vote for Former Mayor Pete Buttigieg	4%
Would not vote for Businessman Andrew Yang	6%
Would not vote for Businessman Tom Steyer	7%
Would not vote for Representative Tulsi Gabbard	9%
Would not vote for Former Governor Deval Patrick	9%
Would not vote for Former Representative John Delaney	10%
Would not vote for Senator Michael Bennet	8%
Would not vote for Former Mayor Michael Bloomberg	9%
Would vote for any of these candidates	12%
Don’t Know	2%

**Candidate Most Likely To Defeat Trump (N=500)**

Regardless of which Democratic candidate you will vote for, which **one** of the following candidates do you think is most likely to defeat President Donald Trump in the 2020 general election?

Senator Elizabeth Warren	14%
Senator Amy Klobuchar	2%
Senator Bernie Sanders	23%
Former Vice President Joe Biden	31%
Former Mayor Pete Buttigieg	7%
Businessman Andrew Yang	1%
Businessman Tom Steyer	5%
Representative Tulsi Gabbard	4%
Former Governor Deval Patrick	0%
Former Representative John Delaney	0%
Senator Michael Bennet	0%
Former Mayor Michael Bloomberg	4%
Other	1%
Don’t Know	8%

### **Most Important Candidate Quality (N=500)**

From the list below, please rank the qualities that you believe are the most important when deciding who you will vote for in the upcoming presidential election. Please rank each quality from the quality most important to you (#1) to the quality that is least important to you (#6) when deciding who you will vote for in 2020.

Best chance of beating President Trump in general election	36%
Best represents my views on the issues	21%
Most honest and trustworthy	19%
Strongest leader	11%
Will change how things are done in Washington	8%
Most experience for the job	6%

### **Future of Democratic Party (N=500)**

Recently, there has been a lot of talk about the future of the Democratic Party. From the list of the following prominent Democratic leaders, please select **one** Democrat who you believe best embodies the ideals and values that the party stands for?

House Speaker Nancy Pelosi	6%
Senate Minority Leader Chuck Schumer	0%
Senator Bernie Sanders	18%
Representative Alexandria Ocasio-Cortez	6%
Former Vice President Joe Biden	12%
Senator Elizabeth Warren	11%
Former President Barack Obama	28%
Former Mayor Pete Buttigieg	10%
Former Mayor Michael Bloomberg	1%
Senator Amy Klobuchar	5%
Other	4%

### **Most Important Quality in Vice Presidential Candidate (N=500)**

From the list below, please rank the qualities that you believe are the most important in deciding who should be the Democratic nominee for vice president in 2020. Please rank each quality from the most important quality (#1) to the least important quality (#6) when deciding who should be the Democratic nominee for vice president.

Candidate that will provide ideological balance to the Democratic ticket	41%
Candidate who can mobilize young voters	19%
Candidate with most foreign policy experience	16%
Candidate that can mobilize minority voters	14%
Candidate that can mobilize female voters	7%
Candidate that will “deliver” their home state in general election	4%

### **Vice President (N=500)**

*Initial preferred candidate was excluded from list given to respondent.*

Thinking ahead to the 2020 general election, which one of the following candidates would you like to see serve as the Democratic nominee’s vice presidential candidate?

Senator Elizabeth Warren	10%
Senator Cory Booker	7%
Senator Amy Klobuchar	11%
Senator Bernie Sanders	4%
Former Vice President Joe Biden	5%
Former Secretary of HUD Julian Castro	3%
Former Mayor Pete Buttigieg	11%
Businessman Andrew Yang	6%
Businessman Tom Steyer	8%
Representative Tulsi Gabbard	6%
Former Governor Deval Patrick	4%
Senator Kamala Harris	10%
Stacey Abrams	7%
Former Mayor Michael Bloomberg	3%
Other	5%

### **Campaign Finance (N=500)**

The 2020 election is shaping up to be the most expensive presidential election in history. Some people believe that obtaining donations from large donors will help the Democratic nominee defeat President Trump, while others argue that large donations will give wealthy people too much influence. To what extent should the Democratic nominees seek the support of large donors?

Seek a Lot of Support from Large Donors	11%
Get Some Support from Large Donors	45%
Do Not Seek the Support of Large Donors	30%
Don't Know	14%

### **Impeachment (N=500)**

Strongly Agree	73%
Agree	13%
Neither Agree nor Disagree	6%
Disagree	3%
Strongly Disagree	5%