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**DEMOCRATIC PRESIDENTIAL  
PRIMARY VOTER SURVEY  
JANUARY - FEBRUARY 2020**

**Neil Levesque**  
Executive Director, New Hampshire Institute of Politics

**Faculty Advisor:**  
**Tauna Sisco, PhD**  
Chair, Department of Sociology

## OVERVIEW:

These results are from the Saint Anselm College Survey Center poll based on interviews with 491 New Hampshire registered voters expressing an intention to vote in the upcoming Democratic Presidential Primary. Interviews were conducted by landline and cellular phone between January 29<sup>th</sup> and February 2<sup>nd</sup>, 2020. The survey has a margin of sampling error of +/- 4.4% with a confidence interval of 95%. Data are weighted for age, gender, geography and education based on a voter demographic model derived from historical voting patterns, but are not weighted by party registration or party identification.

New Hampshire Institute of Politics Executive Director Neil Levesque summarized the results, saying, “As New Hampshire voters prepare to cast the First in the Nation Primary ballots next week, they appear to be coalescing around two top candidates, Joe Biden and Bernie Sanders. Biden has reversed his decline of last fall, but Sanders has posted a remarkable 10-point gain since our last poll in November and the two are in a virtual tie at 19% apiece. Pete Buttigieg failed to consolidate his momentum from last fall and has fallen back to 14%. Amy Klobuchar has surged into a virtual tie for fourth place with Elizabeth Warren with 11%

“Sanders’ rise is testament in part to the fact that hard campaigning in New Hampshire does persuade voters. Although no campaign has been as effective at getting voters to events and at grassroots contact as Warren’s, Sanders’ is close behind, with 12% of voters reporting meeting the candidate or attending an event. 56% report being contacted by Sanders campaign either by phone or a door knock. By contrast, only 31% of voters have been contacted by the Biden campaign. The Sanders campaign’s hard work has given him momentum at the right time.

“Sanders leads the field among men (25%); voters aged 18 to 34 (38%); the very liberal (35%); voters with a college degree or less (23%); and in the Seacoast (24%). Biden leads among women (19%); voters 55 and over (26%); conservatives (39%); the somewhat liberal (20%); voters with advanced education (21%); and voters in the Lakes Region (27%), and the Merrimack Valley (21%).

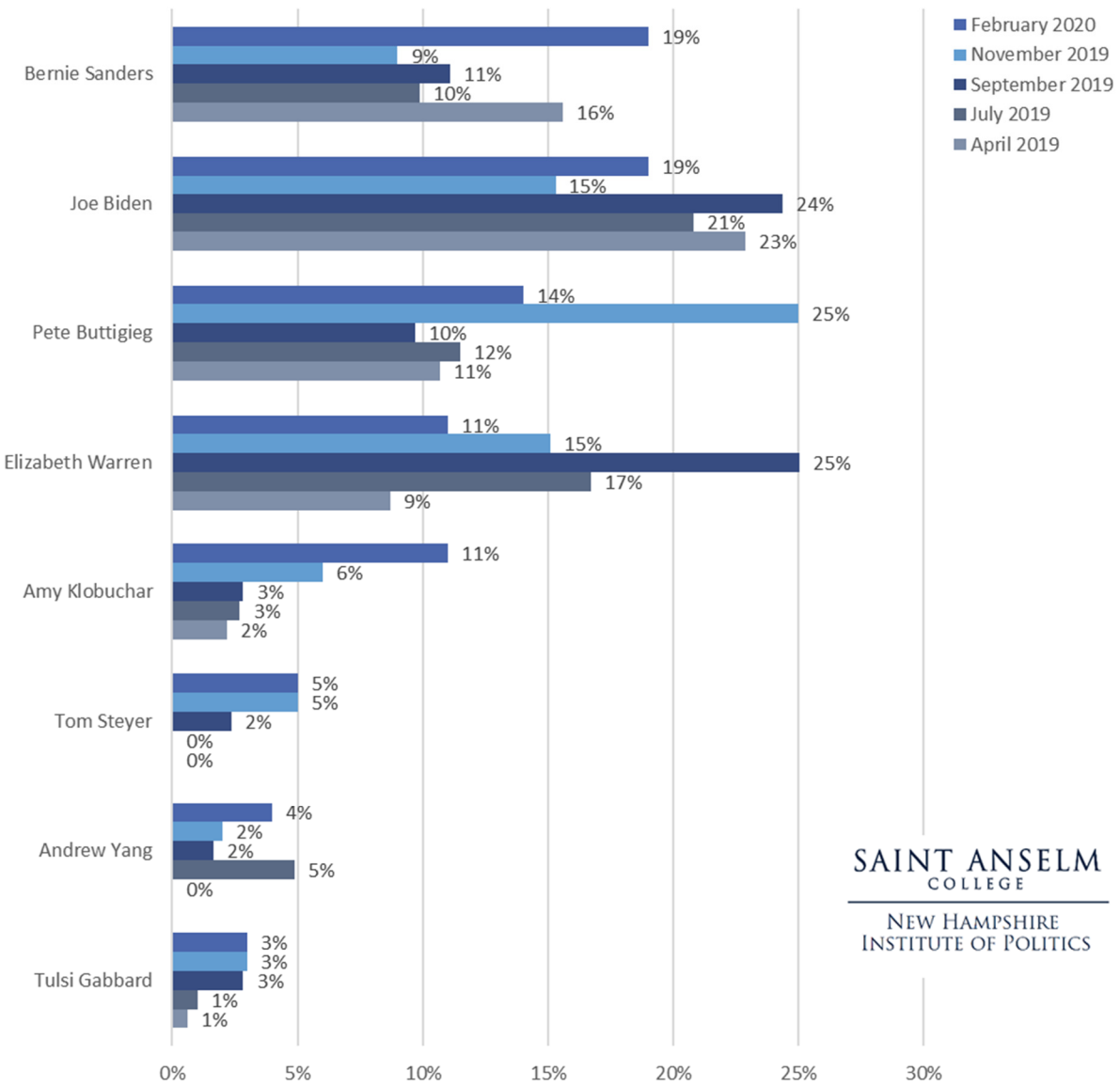
“There are some interesting dynamics that may play out over the coming week and settle the voters’ choice. For instance, voters believe that Biden is the candidate that would be the strongest nominee against Trump (35%), that he would best unify the Democratic Party (30%), and the nation (25%). By contrast, voters are split on who would actually make the best President (Sanders 18%, Buttigieg 17% and Biden 17%). Voters continue to be split on the question of whether policy positions (49%) or the ability to beat Trump (51%) is most important to them.

“69% of Sanders’ current supporters are firmly committed to him, an advantage over Biden, 41% of whose current supporters may change their mind. Only Andrew Yang’s supporters are more committed, at 81%. However, 64% of Biden’s supporters are “extremely interested’ in the election, whereas only 50% of Sanders’ are. Only Yang’s (36%) and Tulsi Gabbard’s (39%) supporters less likely to be “extremely interested”. Indeed, this is a function of where Sanders’ support comes from: men (53%) are less likely to be “extremely interested” than women (69%); voters aged 18 to 34 (33%) less likely than voters 35 and older (68%); and voters with a high school degree or less (46%) less likely than those with

advanced education (66%). Overall, then, while Sanders' supporters may be firmly committed to their candidate, Biden's supporters may be more committed to actually voting.

"This makes for a fluid voter environment, not just between the current top two, but also for Pete Buttigieg and Elizabeth Warren trying to regain their footing and Amy Klobuchar looking to build on her momentum. Campaigns will have to be on their best game in this final week, as will candidates during the upcoming New Hampshire debate."

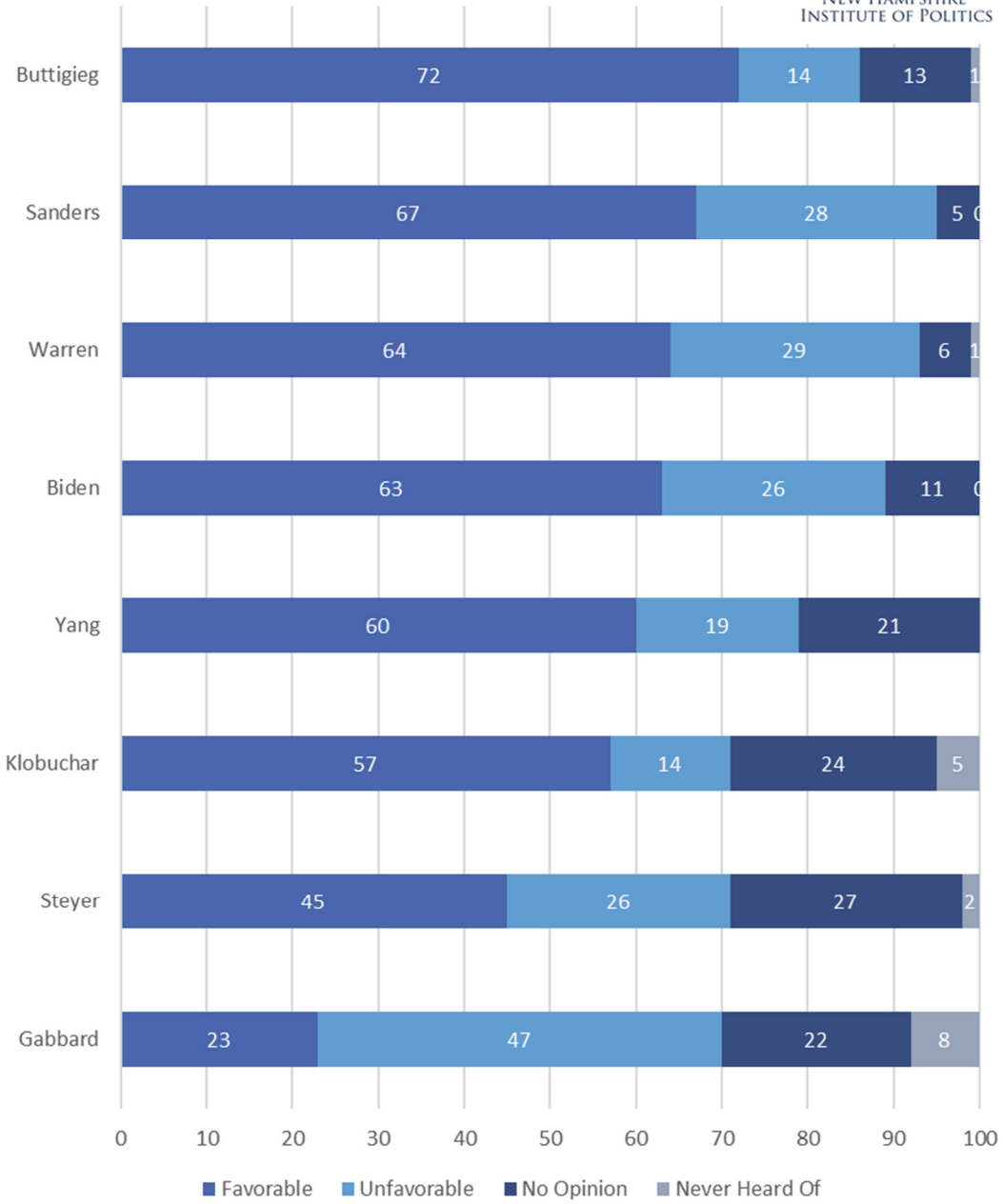
### Saint Anselm College Survey Center - Democratic Primary Ballot



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# Democratic Primary Favorability

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## DEMOCRATIC PRIMARY BALLOT

	February 2020	November 2019	September 2019	July 2019	April 2019	Change Since November
Biden	19%	15%	24%	21%	23%	4%
Sanders	19%	9%	11%	10%	16%	10%
Buttigieg	14%	25%	10%	12%	11%	-11%
Klobuchar	11%	6%	3%	3%	2%	5%
Warren	11%	15%	25%	17%	9%	-4%
Steyer	5%	5%	2%	0%	0%	0%
Yang	4%	2%	2%	5%	0%	2%
Gabbard	3%	3%	3%	1%	1%	0%
Bloomberg	2%	0%	0%	0%	0%	2%
Bennet	<1%	0%	<1%	1%	1%	<1%
Other	<1%	<1%	1%	2%	6%	<1%
Undecided	11%	13%	9%	11%	13%	-2%

## Weighted Marginals

January 29 - February 2, 2020

n = 491

New Hampshire Democratic Primary Voters

MoE +/- 4.4%

### How interested are you in the upcoming presidential election?

	Frequency	Valid Percent
1 Extremely	307	63
2 Very	145	29
3 Somewhat	39	8
Total	491	100

### Which of the following statements best describes what is most important to you in a presidential candidate:

**“I will support the candidate that best represents my policy priorities on issues that are important to me.” OR**

**“I will support the candidate that I believe has the best chance of beating Donald Trump.”**

	Frequency	Valid Percent
1 Policies	241	49
2 Beat Trump	250	51
Total	491	100

### Do you believe that it is likely or unlikely that President Trump will be re-elected?

	Frequency	Valid Percent
1 Likely	175	36
2 Unlikely	196	40
3 Unsure	120	24
Total	491	100

**Do you believe that the United States Senate should remove President Trump from office?**

	Frequency	Valid Percent
1 Yes	406	83
2 No	58	12
3 Unsure	27	5
Total	491	100

**What is more important to you as a voter, a presidential candidate that can best unify the Democratic Party, or a candidate that can best unify the nation?**

	Frequency	Valid Percent
1 Party	47	10
2 Nation	435	89
3 Unsure	9	2
Total	491	100

**Biden Favorability**

	Frequency	Valid Percent
1 Favorable	308	63
2 Unfavorable	129	26
3 No Opinion	54	11
Total	491	100

**Buttigieg Favorability**

	Frequency	Valid Percent
1 Favorable	354	72
2 Unfavorable	66	13
3 No Opinion	65	13
4 Never Heard Of	6	1
Total	491	100



### Gabbard Favorability

	Frequency	Valid Percent
1 Favorable	114	23
2 Unfavorable	231	47
3 No Opinion	109	22
4 Never Heard Of	37	7
Total	491	100

### Klobuchar Favorability

	Frequency	Valid Percent
1 Favorable	279	57
2 Unfavorable	68	14
3 No Opinion	115	23
4 Never Heard Of	29	6
Total	491	100

### Sanders Favorability

	Frequency	Valid Percent
1 Favorable	327	67
2 Unfavorable	138	28
3 No Opinion	26	5
Total	491	100

### Steyer Favorability

	Frequency	Valid Percent
1 Favorable	221	45
2 Unfavorable	125	26
3 No Opinion	135	27
4 Never Heard Of	10	2
Total	491	100

### Warren Favorability

	Frequency	Valid Percent
1 Favorable	316	64
2 Unfavorable	144	29
3 No Opinion	30	6
4 Never Heard Of	1	0
Total	491	100

### Yang Favorability

	Frequency	Valid Percent
1 Favorable	292	59
2 Unfavorable	94	19
3 No Opinion	102	21
4 Never Heard Of	3	1
Total	491	100

### If the presidential primary election were held today, which candidate would you vote for?

	Frequency	Valid Percent
Biden	95	19
Sanders	94	19
Buttigieg	70	14
Klobuchar	54	11
Warren	53	11
Undecided	53	11
Steyer	23	5
Yang	21	4
Gabbard	13	3
Bloomberg	10	2
Other	3	1
Bennet	2	0
Total	491	100

**Is your choice firm, or do you expect it could change between now and the primary election?**

	Frequency	Valid Percent
1 Firm	260	59
2 Could Change	178	41
Total	438	100

**If you did decide to support a different candidate, who would it most likely be?**

	Frequency	Valid Percent
Undecided	29	16
Biden	26	15
Sanders	26	15
Buttigieg	23	13
Klobuchar	21	12
Warren	20	11
Steyer	13	7
Yang	12	7
Bloomberg	3	2
Other	2	1
Gabbard	2	1
Total	178	100

**Which of the following is most important to you in a candidate in determining for whom to vote for President?**

	Frequency	Valid Percent
1 Character	224	46
2 Ideas	145	29
3 Experience	83	17
4 Toughness	23	5
5 Unsure	16	3
Total	491	100

**How influential might the results of the upcoming Iowa caucuses have on your final voting decision:**

	Frequency	Valid Percent
1 Very	25	5
2 Somewhat	98	20
3 Not Very	113	23
4 Not at All	256	52
Total	491	100

**Which candidate do you believe would be the strongest nominee against Donald Trump?**

	Frequency	Valid Percent
Biden	173	35
Sanders	102	21
Undecided	54	11
Buttigieg	44	9
Warren	31	6
Klobuchar	31	6
Steyer	19	4
Bloomberg	16	3
Yang	13	3
Gabbard	7	2
Total	491	100

**Which candidate do you believe would make the best President?**

	Frequency	Valid Percent
Sanders	88	18
Buttigieg	84	17
Biden	84	17
Warren	64	13
Klobuchar	56	11
Undecided	44	9
Steyer	24	5
Yang	23	5
Gabbard	11	2
Bloomberg	7	1
Other	5	1
Bennet	1	0
Total	491	100

**Which candidate do you believe would best unify the Democratic Party?**

	Frequency	Valid Percent
Biden	149	30
Buttigieg	70	14
Klobuchar	65	13
Undecided	60	12
Sanders	59	12
Warren	46	9
Steyer	13	3
Yang	12	2
Gabbard	11	2
Bloomberg	4	1
Other	2	0
Total	491	100

**Which candidate do you believe would best unify our nation?**

	Frequency	Valid Percent
Biden	125	25
Buttigieg	81	16
Undecided	70	14
Sanders	69	14
Klobuchar	60	12
Warren	32	7
Yang	24	5
Steyer	12	2
Other	6	1
Gabbard	6	1
Bloomberg	6	1
Total	491	100

**“I believe it is time for our country to elect a woman as President.”**

	Frequency	Valid Percent
Valid 1 Strongly Agree	254	52
2 Somewhat Agree	178	36
3 Somewhat Disagree	17	4
4 Strongly Disagree	3	1
5 Unsure	40	8
Total	491	100

**“I believe a female nominee would have a more difficult time than a male nominee of beating Donald Trump.”**

	Frequency	Valid Percent
Valid 1 Strongly Agree	146	30
2 Somewhat Agree	178	36
3 Somewhat Disagree	69	14
4 Strongly Disagree	76	16
5 Unsure	22	5
Total	491	100

**“I am worried that many Americans do not feel ready to elect a woman as President.”**

		Frequency	Valid Percent
Valid	1 Strongly Agree	153	31
	2 Somewhat Agree	170	35
	3 Somewhat Disagree	92	19
	4 Strongly Disagree	55	11
	5 Unsure	21	4
	Total	491	100

**Have you met any presidential candidates personally, or attended any campaign events for a candidate? If so, whom?**

	Frequency	Valid Percent
Warren	76	15
Buttigieg	73	15
Sanders	57	12
Biden	54	11
Klobuchar	49	10
Yang	34	7
Gabbard	22	5
Steyer	19	4
Bennet	3	1
Patrick	2	0
Bloomberg	1	0
None	317	64

**Have you seen advertising from any candidates on television within the last month or so? If so, whom?**

	Frequency	Valid Percent
Steyer	327	67
Sanders	305	62
Warren	293	60
Buttigieg	280	57
Yang	266	54
Biden	250	51
Klobuchar	211	43
Gabbard	188	38
Bloomberg	65	13
Patrick	8	2
Bennet	4	1
None	74	15



**Have you seen advertising from any candidates on the internet, including social media, within the last month or so? If so, whom?**

	Frequency	Valid Percent
Steyer	209	43
Sanders	196	40
Warren	181	37
Buttigieg	178	36
Yang	153	31
Biden	125	25
Klobuchar	113	23
Gabbard	109	22
Bloomberg	10	2
Patrick	4	1
Bennet	1	0
None	187	38

**Have you been contacted directly by any campaign, either by telephone or at your door? If so, which campaigns?**

	Frequency	Valid Percent
Warren	277	56
Sanders	274	56
Buttigieg	199	41
Yang	154	31
Biden	150	31
Klobuchar	143	29
Steyer	98	20
Gabbard	87	18
Patrick	6	1
Bennet	4	1
Bloomberg	1	0
None	61	12

## Weighted Demographics

January 29 - February 2, 2020

n = 491

New Hampshire Democratic Primary Voters

MoE +/- 4.4%

### Gender

	Frequency	Percent
1 Female	290	59
2 Male	201	41
Total	491	100

### Age

	Frequency	Percent
1 18-34	74	15
2 35-54	147	30
3 55-64	123	25
4 65+	147	30
Total	491	100

### Level of Education

	Frequency	Percent
1 High School or Less	64	13
2 Some College/Assoc. Degree	157	32
3 College Graduate	147	30
4 Grad/Prof School	120	24
5 Refused	3	1
Total	491	100

### Ideology

	Frequency	Percent
1 Very Conservative	1	0
2 Somewhat Conservative	71	14
3 Moderate	37	7
4 Somewhat Liberal	239	49
5 Very Liberal	139	28
6 Unsure	4	1
Total	491	100

### Party Registration

	Frequency	Percent
2 Democratic	326	66
3 Undeclared	165	34
Total	491	100

### Party ID

	Frequency	Percent
1 Republican	11	2
2 Democrat	471	96
3 Swing	9	2
Total	491	100

### Region

	Frequency	Percent
1 North Country	5	1
2 Monadnock/Dartmouth	64	13
3 Lakes	49	10
4 Merrimack Valley	201	41
5 Seacoast	172	35
Total	491	100

## Weighted Tables

January 29 - February 2, 2020

n = 491

New Hampshire Democratic

Primary Voters

MoE +/- 4.4%

	Gender		Total
	Female	Male	
Bennet	1%		0%
Biden	<b>19%</b>	20%	19%
Bloomberg	2%	1%	2%
Buttigieg	16%	11%	14%
Gabbard	1%	4%	2%
Klobuchar	13%	8%	11%
Sanders	15%	<b>25%</b>	19%
Steyer	6%	3%	5%
Warren	13%	8%	11%
Yang	2%	8%	4%
Other	0%	0%	0%
Undecided	11%	10%	11%
	100%	100%	100%



Ideology							
	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Unsure	Total
Bennet				0%	1%		0%
Biden	<b>100%</b>	<b>39%</b>	11%	<b>20%</b>	9%	25%	19%
Bloomberg		1%	6%	3%	1%		2%
Buttigieg		14%	3%	18%	11%	25%	14%
Gabbard		7%	8%	2%			2%
Klobuchar		7%	25%	13%	7%		11%
Sanders		9%	6%	16%	<b>35%</b>	25%	19%
Steyer		9%	3%	5%	2%		5%
Warren			3%	8%	24%		11%
Yang		6%	<b>28%</b>	1%	2%		4%
Other		1%		0%			0%
Undecided		7%	8%	14%	8%	25%	11%
	100%	100%	100%	100%	100%	100%	100%

Party Registration			
	Dem	UND	Total
Bennet	1%		0%
Biden	<b>20%</b>	18%	19%
Bloomberg	2%	1%	2%
Buttigieg	15%	12%	14%
Gabbard	1%	6%	2%
Klobuchar	12%	10%	11%
Sanders	18%	<b>22%</b>	19%
Steyer	5%	5%	5%
Warren	10%	12%	11%
Yang	4%	5%	4%
Other	0%	1%	0%
Undecided	12%	9%	11%
	100%	100%	100%



<b>Interest in Election</b>				
	1 Extremely	2 Very	3 Somewhat	Total
Bennet	1%			0%
Biden	<b>20%</b>	20%	15%	20%
Bloomberg	3%	1%		2%
Buttigieg	18%	9%	5%	14%
Gabbard	2%	3%	10%	3%
Klobuchar	12%	8%	13%	11%
Sanders	15%	<b>28%</b>	18%	19%
Steyer	5%	4%	5%	5%
Warren	12%	11%		11%
Yang	3%	2%	<b>28%</b>	4%
Other	1%			1%
Undecided	10%	13%	8%	11%
	100%	100%	100%	100%

<b>Policies/Beat Trump</b>			
	1 Policies	2 Beat Trump	Total
Bennet	0%	0%	0%
Biden	12%	<b>26%</b>	19%
Bloomberg	1%	3%	2%
Buttigieg	16%	12%	14%
Gabbard	3%	3%	3%
Klobuchar	10%	12%	11%
Sanders	<b>26%</b>	12%	19%
Steyer	3%	7%	5%
Warren	11%	11%	11%
Yang	8%	2%	4%
Other	0%	0%	0%
Undecided	10%	12%	11%
	100%	100%	100%



<b>Likelihood of Trump Reelection</b>				
	1 Likely	2 Unlikely	3 Unsure	Total
Bennet	1%	1%		0%
Biden	<b>23%</b>	<b>21%</b>	11%	19%
Bloomberg	2%	2%	3%	2%
Buttigieg	16%	14%	<b>13%</b>	14%
Gabbard	5%	1%	3%	3%
Klobuchar	8%	12%	<b>13%</b>	11%
Sanders	21%	20%	<b>13%</b>	19%
Steyer	7%	4%	3%	5%
Warren	8%	12%	13%	11%
Yang	2%	3%	12%	4%
Other	1%		1%	0%
Undecided	7%	11%	17%	11%
	100%	100%	100%	100%

<b>Remove Trump</b>				
	1 Yes	2 No	3 Unsure	Total
Bennet	0%			0%
Biden	18%	21%	<b>41%</b>	19%
Bloomberg	2%			2%
Buttigieg	12%	<b>32%</b>	11%	14%
Gabbard	1%	16%		3%
Klobuchar	12%	4%	15%	11%
Sanders	<b>21%</b>	9%	4%	19%
Steyer	5%	2%	4%	5%
Warren	13%	2%	4%	11%
Yang	4%	5%	7%	4%
Other	0%	2%		0%
Undecided	11%	9%	15%	11%
	100%	100%	100%	100%

<b>Unity Party/Unify Nation</b>				
	1 Party	2 Nation	3 Unsure	Total
Bennet		0%		0%
Biden	4%	<b>21%</b>	10%	19%
Bloomberg		2%		2%
Buttigieg	4%	15%	10%	14%
Gabbard		3%		3%
Klobuchar	4%	11%	20%	11%
Sanders	<b>41%</b>	16%	<b>40%</b>	19%
Steyer	2%	5%		5%
Warren	37%	8%		11%
Yang		5%		4%
Other		1%		1%
Undecided	7%	11%	20%	11%
	100%	100%	100%	100%

<b>Firmness of Choice</b>			
	1 Firm	2 Could Change	Total
Bennet		1%	0%
Biden	22%	<b>22%</b>	22%
Bloomberg		6%	2%
Buttigieg	18%	13%	16%
Gabbard	2%	3%	3%
Klobuchar	9%	17%	12%
Sanders	<b>25%</b>	16%	22%
Steyer	5%	5%	5%
Warren	11%	14%	12%
Yang	7%	2%	5%
Other	1%		1%
	100%	100%	100%

<b>Most Important Trait</b>						
	1 Character	2 Ideas	3 Experienc e	4 Toughnes s	5 Unsure	Total
Bennet	1%					0%
Biden	<b>21%</b>	3%	<b>45%</b>	10%	<b>19%</b>	19%
Bloomberg	4%	1%				2%
Buttigieg	18%	16%	5%	14%		14%
Gabbard	2%	1%	1%	19%	6%	2%
Klobuchar	13%	9%	9%	10%	6%	11%
Sanders	16%	<b>31%</b>	15%		6%	19%
Steyer	5%	4%	5%	14%		5%
Warren	6%	14%	13%	<b>24%</b>	6%	11%
Yang	1%	12%		5%	6%	5%
Other	0%			5%		0%
Undecided	12%	8%	7%		50%	11%
	100%	100%	100%	100%	100%	100%

<b>Influence of Iowa</b>					
	1 Very	2 Somewhat	3 Not Very	4 Not at All	Total
Bennet		1%		0%	0%
Biden	13%	<b>16%</b>	<b>21%</b>	21%	19%
Bloomberg		5%	2%	1%	2%
Buttigieg	<b>26%</b>	14%	10%	15%	14%
Gabbard		4%		3%	2%
Klobuchar		<b>16%</b>	16%	8%	11%
Sanders	22%	12%	20%	<b>21%</b>	19%
Steyer	9%	2%	7%	4%	5%
Warren	13%	10%	8%	12%	11%
Yang	4%	2%	5%	5%	4%
Other				1%	1%
Undecided	13%	16%	12%	8%	11%
	100%	100%	100%	100%	100%



