



New Hampshire Democrat Primary Track

N=600, MOE +/-4% at 95% Confidence Interval

Conducted from 5/20/19 - 5/22/19

New Hampshire Democrat Primary

N=600 Likely Voters: MOE +/- 4% at the 95% confidence level

Sample Details

33% of the respondents were interviewed on their cell phone

Demographic	Sample
Party	
Republican	0%
Democrat	70%
NMP	29%
Primary Vote History	
New	2%
1 of 3	40%
2 of 3	33%
3 of 3	26%
Ideology	
Very Conservative	2%
Somewhat Conservative	8%
Moderate	17%
Somewhat Liberal	33%
Very Liberal	40%

Demographic	Sample
Gender	
Female	60%
Male	40%
Age	
18-29	3%
30-44	15%
45-54	12%
55-64	23%
65-74	28%
75+	20%
Likely Voter Trigger	
Definitely Voting	89%
Probably Voting	11%

Demographic	Sample
Media Markets & Geographic	
Boston	85%
Burlington-Plattsburg	10%
Portland-Auburn	5%

Full Methodology

N=600 Likely Voters: MOE +/- 4% at the 95% confidence level

- This survey sampled 600 registered voters who have voted in at least 1 of the last 3 Democrat primaries in New Hampshire plus new registrants since November of 2018 .
- At the top of the survey there was a likely voter trigger question: *“How likely are you to vote in the 2020 Democrat Primary election for President?”*. If the respondents indicated they were *“definitely voting”* or *“probably voting”* they were then triggered into the survey.
- There were a total of 24 questions asked in this survey.
- The interviews were conducted via live callers only on both landlines and cell phones. The interviews began on 5/20 and ended on 5/22.
 - 216 interviews were completed on 5/20
 - 546 interviews were completed on 5/21
 - The remaining 54 interviews were completed by 5/22
- 33% of the respondents in this survey were interviewed via their cell phone.

Key Findings

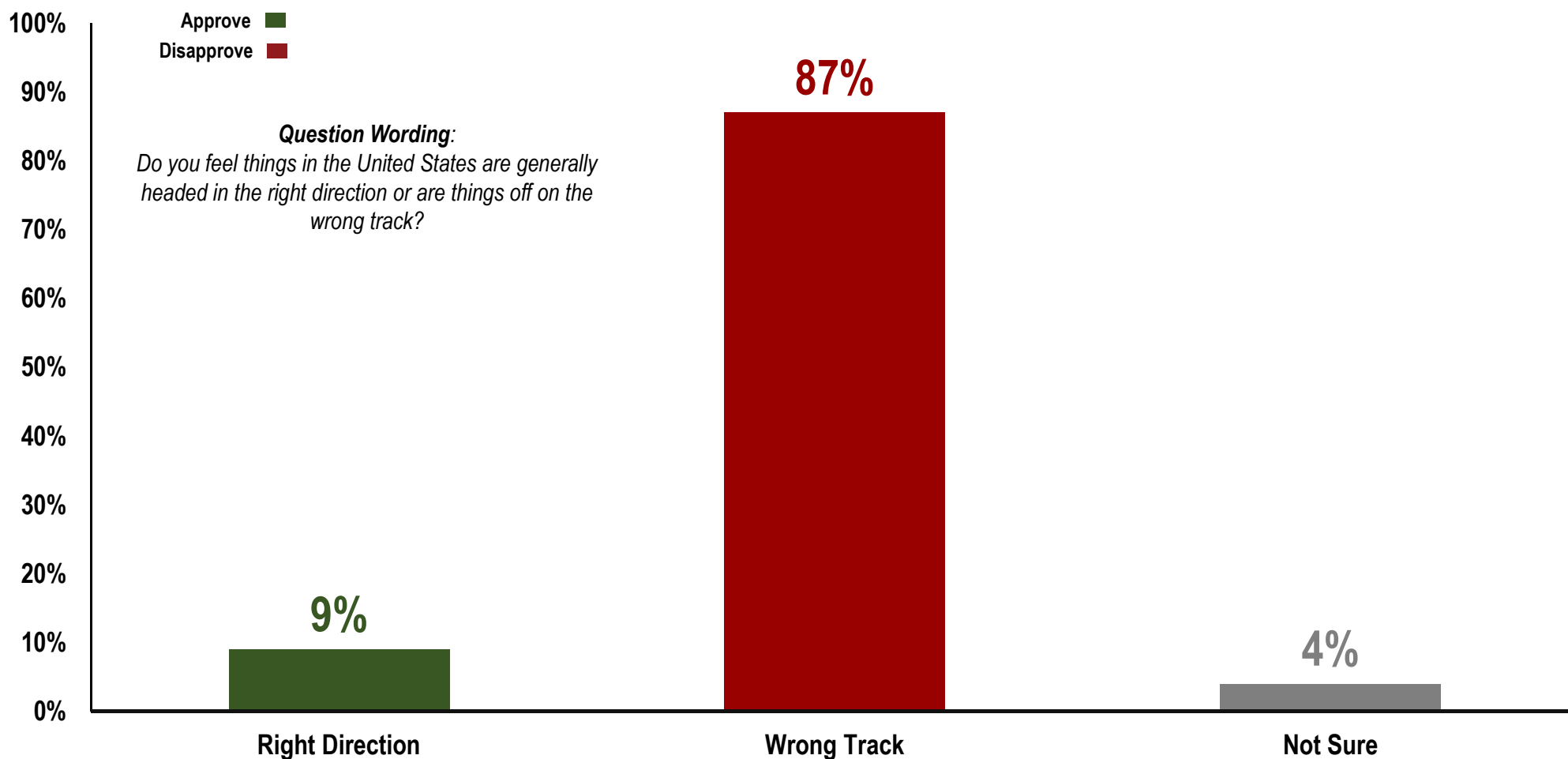
- Former Vice President Joe Biden is the clear frontrunner in our benchmark survey of likely Democrat Primary voters in New Hampshire. His +69% net favorability rating (82% Favorable – 48% Very Favorable) is driving a 21% lead on the open-ended ballot for the Democratic nomination. Biden also has half the negatives (13%) of the 2016 New Hampshire primary winner, Senator Bernie Sanders (23%).
- The open ended ballot suggests three tiers of candidates in the nation's first primary state:
 - Tier I – Joe Biden
 - Tier II – Bernie Sanders, Elizabeth Warren, Pete Buttigieg & Kamala Harris
 - Tier III – everyone else
- Buttigieg & Harris show impressive strength as candidates from outside this region and we will watch them over the summer and into the fall. Senator Harris has 94% total name ID with a 59% net favorability rating in this sample (68% Fav – 9% Unfav with 17% No Opinion). Mayor Buttigieg's has 91% name ID with a 52% net favorability rating (61% Fav – 9% Unfav with 21% No Opinion). Both candidates have better net favorability ratings than Bernie Sanders (+46%). For comparison:
 - Elizabeth Warren (+58% net favorability, 74% Fav – 16% Unfav with 9% No Opinion)
 - Bernie Sanders (+46% net favorability, 69% Fav – 23% Unfav with 8% No Opinion)
- We will go back into the field following the first debates at the end of June to compare movement from these benchmark findings.

Biggest Issue Facing the US

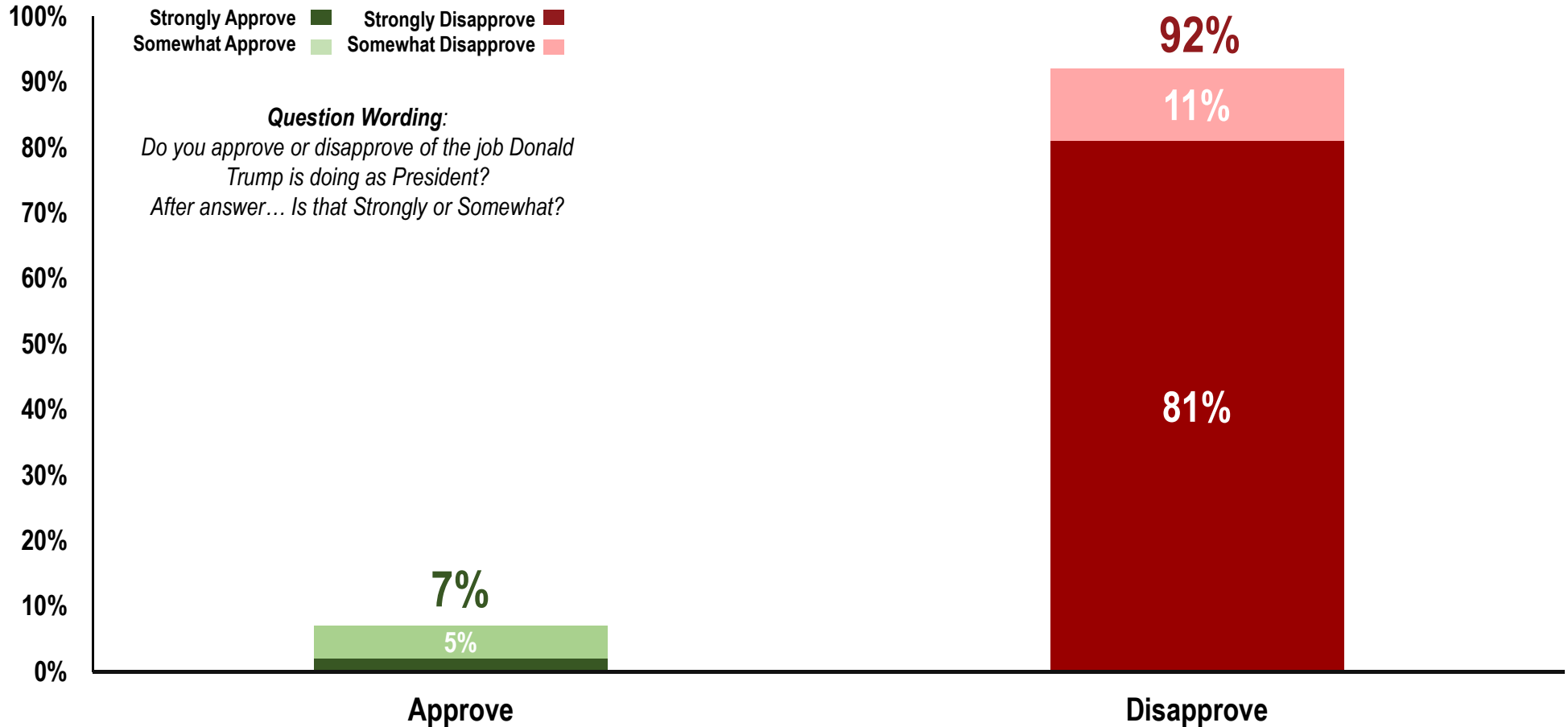
Issue	Frequency
IMPROVING THE ECONOMY/BETTER JOBS	18
ENVIRONMENT-CLEANER/SAFER ENVIRONMENT	8
HEALTHCARE-PROTECT PRE-EXISTING CONDITIONS	8
LOWER TAXES	7
HEALTHCARE-MEDICARE FOR ALL	7
IMMIGRATION-HUMANE TREATMENT OF IMMIGRANTS	6
STRICTER GUN CONTROL/BACKGROUND CHECKS	6
IMPROVED PUBLIC EDUCATION	6
HEALTHCARE-LOWER PRESCRIPTION DRUG PRICES	6
ENVIRONMENT-IN GENERAL	5
EXPANDED EDUCATION OPTIONS	4
IMMIGRATION-ALLOW DACA RECIPIENTS TO	3
FOREIGN AFFAIRS-IRAN,IRAQ,NORTH KOREA	3
WOMEN'S RIGHTS-ABORTION	3
GET TRUMP OUT OF OFFICE	3
NOT SURE	3
EFFORTS TO REDUCE CRIME	2
DRUGS/OPIOIDS	2



Right Direction/Wrong Track in the United States



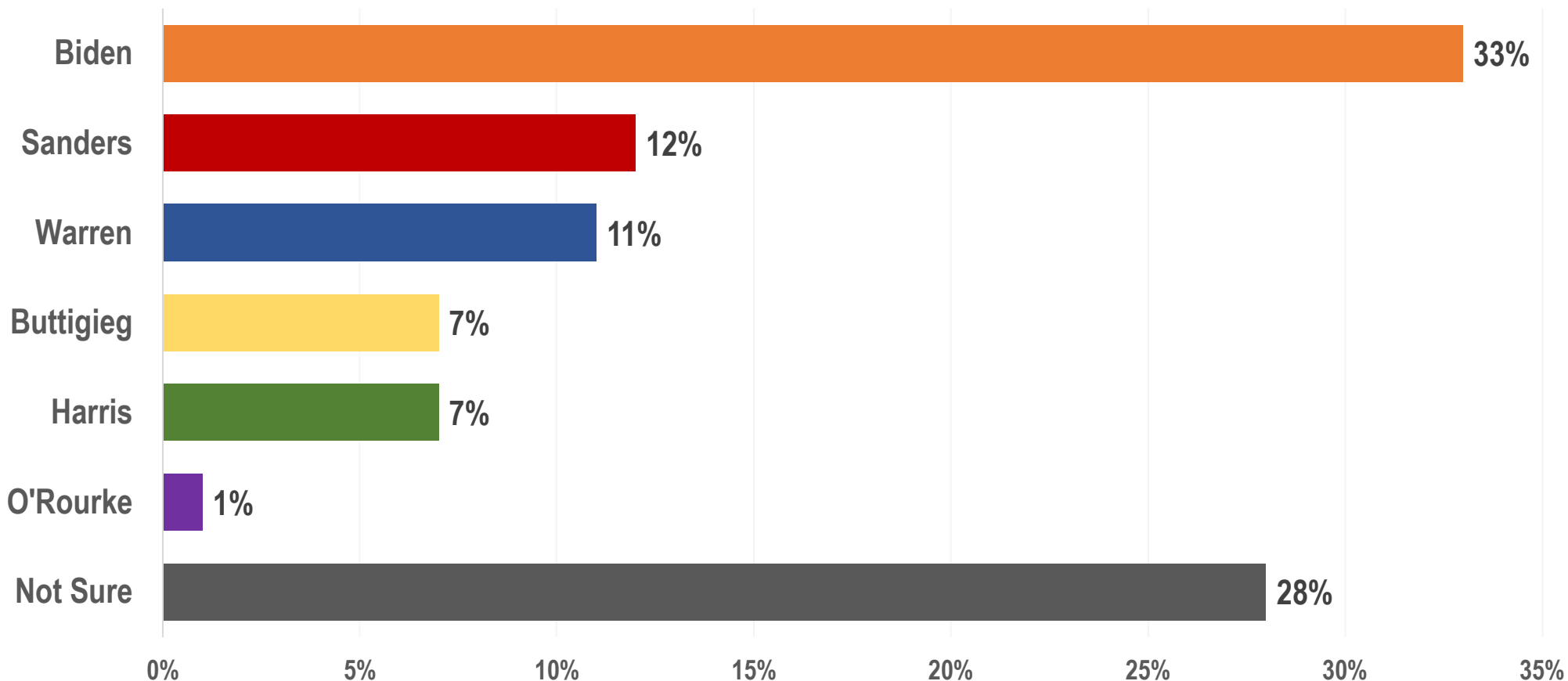
Job Approval: President Trump



Open-Ended Democratic Primary Ballot

While the New Hampshire primary is months away and more candidates could still announce, who would you like to see win the Democratic Presidential nomination?

Open-Ended Democratic Primary Ballot



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Open-Ended Democratic Primary Ballot

	Biden	Sanders	Warren	Buttigieg	Harris	Not Sure
TOPLINE	33	12	11	7	7	28
VERY LIBERAL	34	15	14	9	11	17
SOMEWHAT LIBERAL	37	11	10	6	4	30
SOMEWHAT CONSERV.	34	4	17	4	0	36
MODERATE	21	11	5	5	5	50
HIGH SCHOOL >	41	8	10	6	5	29
SOME COLLEGE	37	12	9	5	6	26
2 YEAR ASSOC.	24	18	7	9	11	29
TECH VOCATION.	42	22	15	2	0	15
4 YEAR DEGREE	33	11	13	6	5	30
POST GRADUATE	32	9	11	10	9	29
30-44	26	16	16	6	9	26
45-54	28	17	11	14	4	24
55-64	33	12	9	7	8	28
65-74	39	11	11	6	6	26
75+	37	8	11	4	6	32
MALE	34	13	9	9	6	27
FEMALE	33	12	12	6	7	29
ONE OF THREE	34	14	11	8	6	28
TWO OF THREE	34	14	13	6	9	23
THREE OF THREE	33	6	10	7	5	35
DEMOCRAT	34	13	11	7	6	27
INDEPENDENT	32	10	10	8	7	32
VERY LIBERAL DEMS	36	16	13	8	10	17
SOMEWHAT/MODERATE LIBERAL DEMS	33	12	10	5	4	35
CONSERVATIVE DEMS	32	6	12	12	0	35
VERY LIBERAL INDEP.	27	11	16	13	16	16
SOMEWHAT/MODERATE LIBERAL INDEP.	30	9	5	7	4	42

Favorability Amongst Notable Democrats

○ = Total Name ID

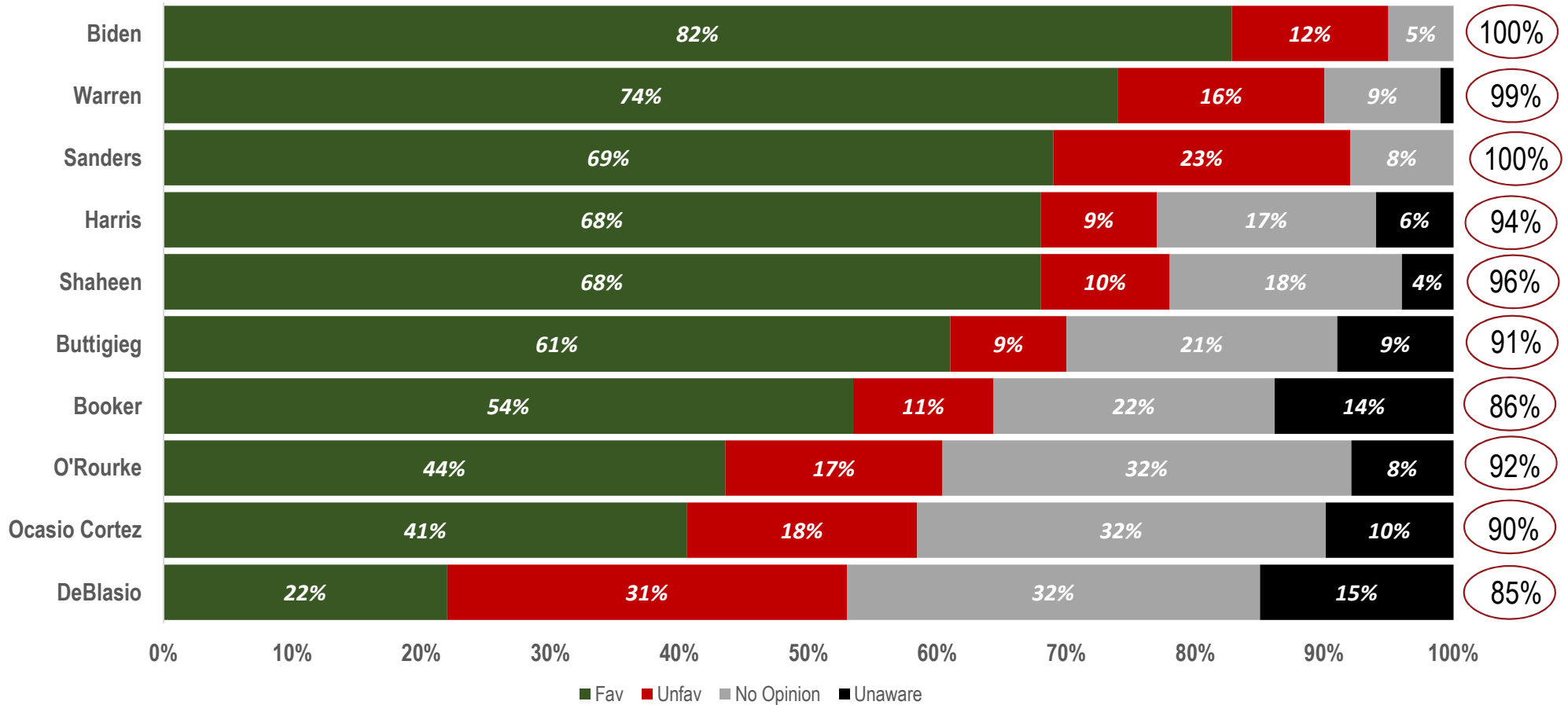
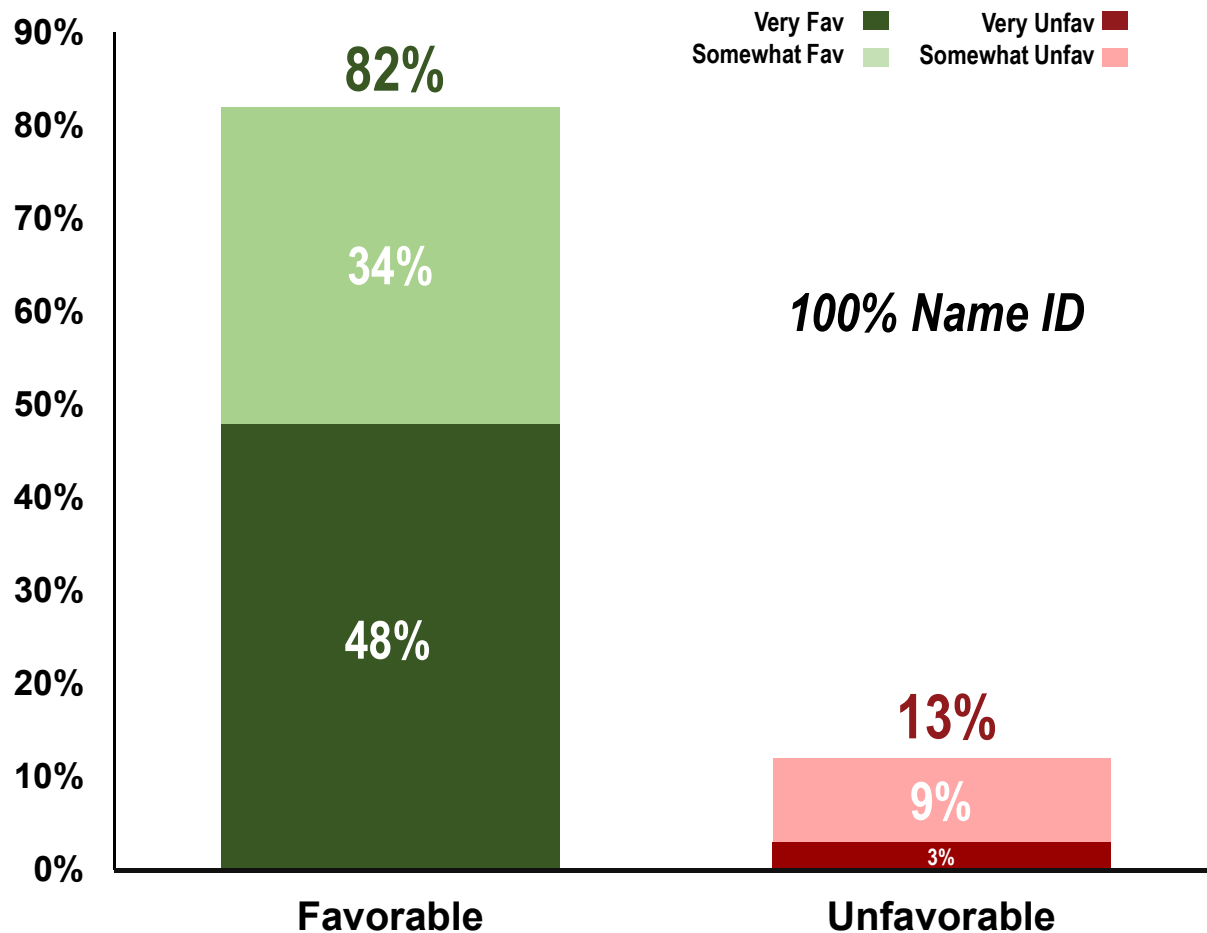


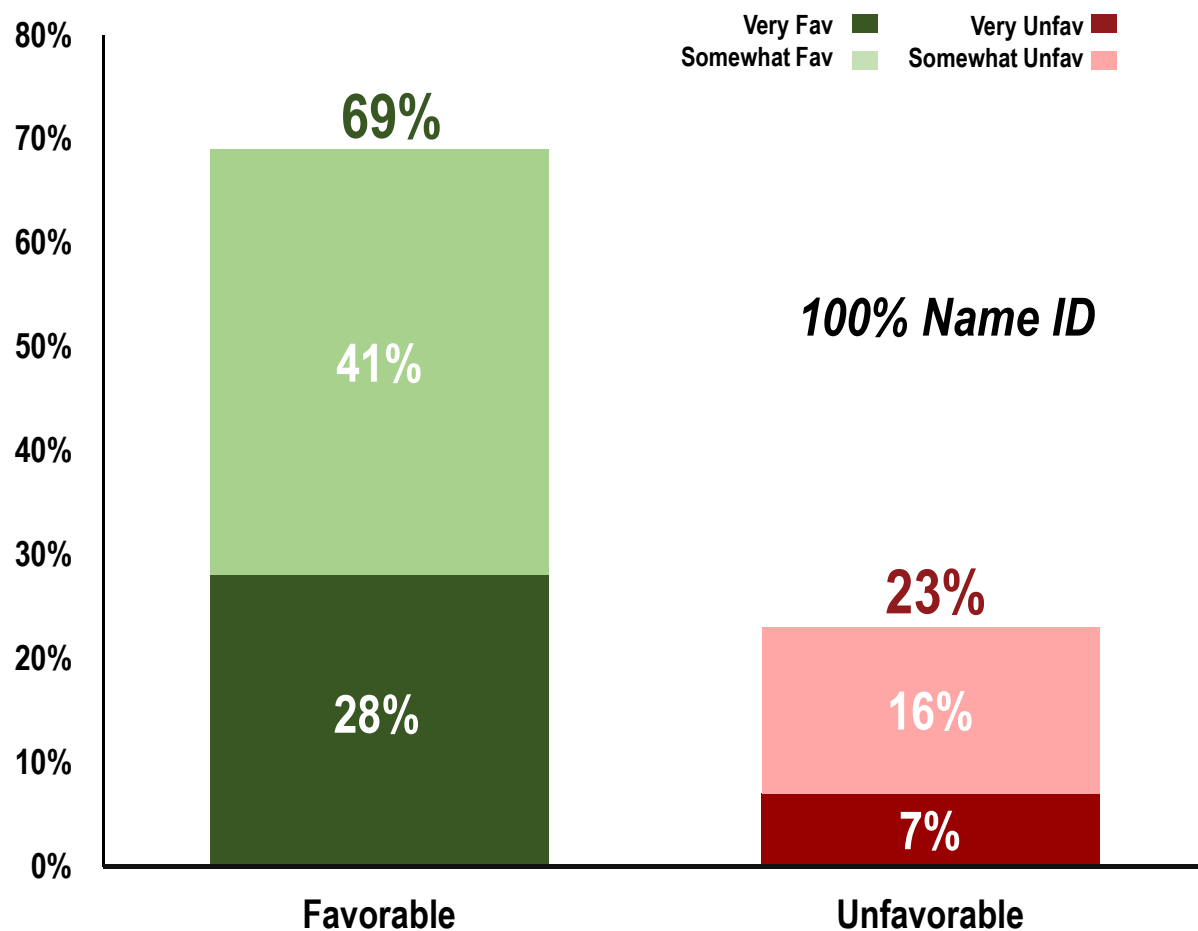
Image: Joe Biden



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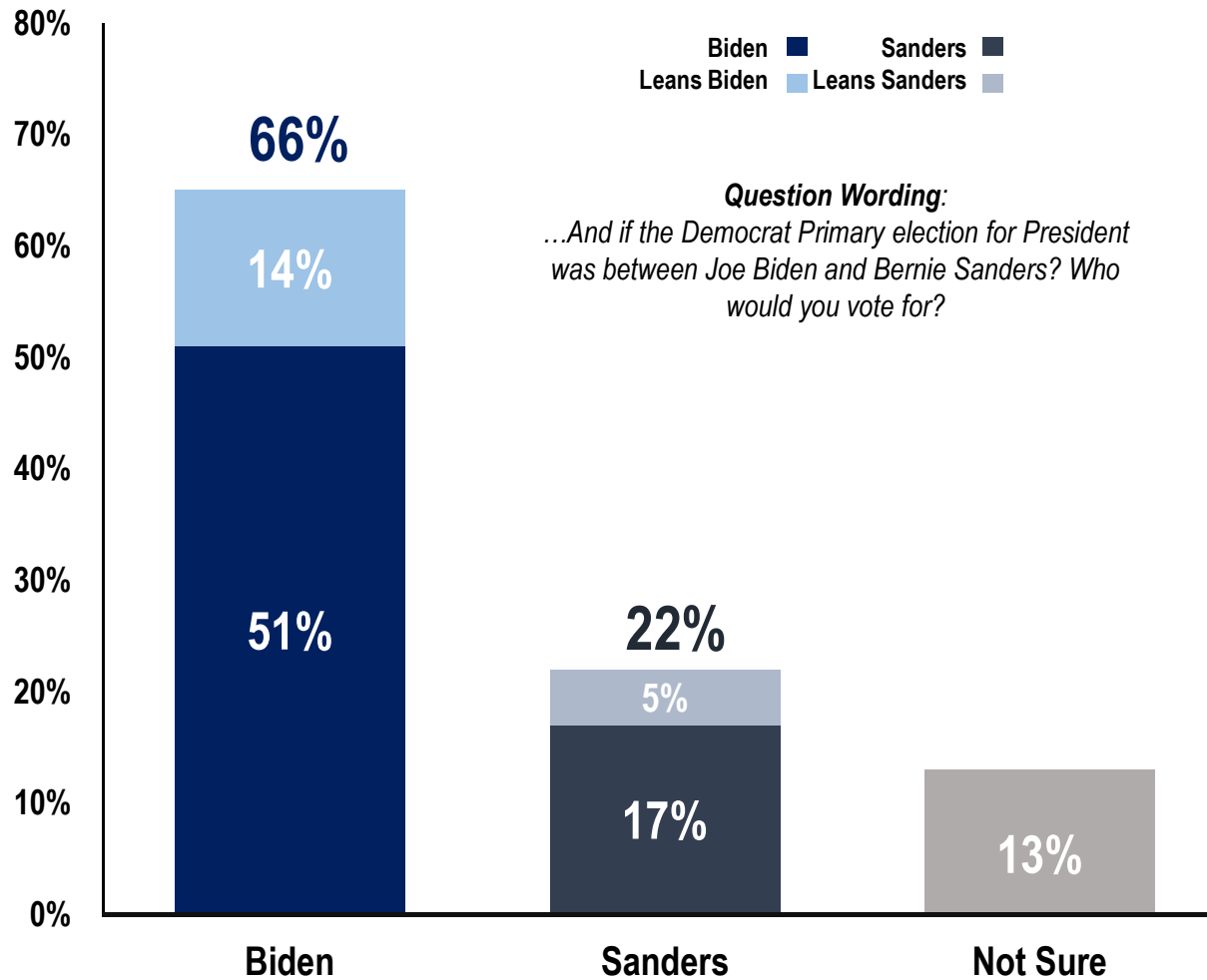
	Fav	Unfav	Net Fav
TOPLINE	82	13	69
VERY LIBERAL	83	12	71
SOMEWHAT LIBERAL	88	10	78
SOMEWHAT CONSERV.	79	19	60
MODERATE	70	17	53
HIGH SCHOOL >	86	6	79
SOME COLLEGE	77	18	59
2 YEAR ASSOC.	84	13	71
TECH/VOCATION.	88	10	78
4 YEAR DEGREE	82	11	71
POST GRADUATE	80	15	64
UNSURE ON OPEN-ENDED BALLOT	72	14	57
30-44	74	19	55
45-54	81	19	61
55-64	85	12	73
65-74	84	10	75
75+	85	8	78
MALE	79	15	64
FEMALE	83	11	73
ONE OF THREE	84	11	74
TWO OF THREE	82	12	70
THREE OF THREE	78	15	63
DEM	84	11	73
INDEPENDENT	78	16	62

Image: Bernie Sanders



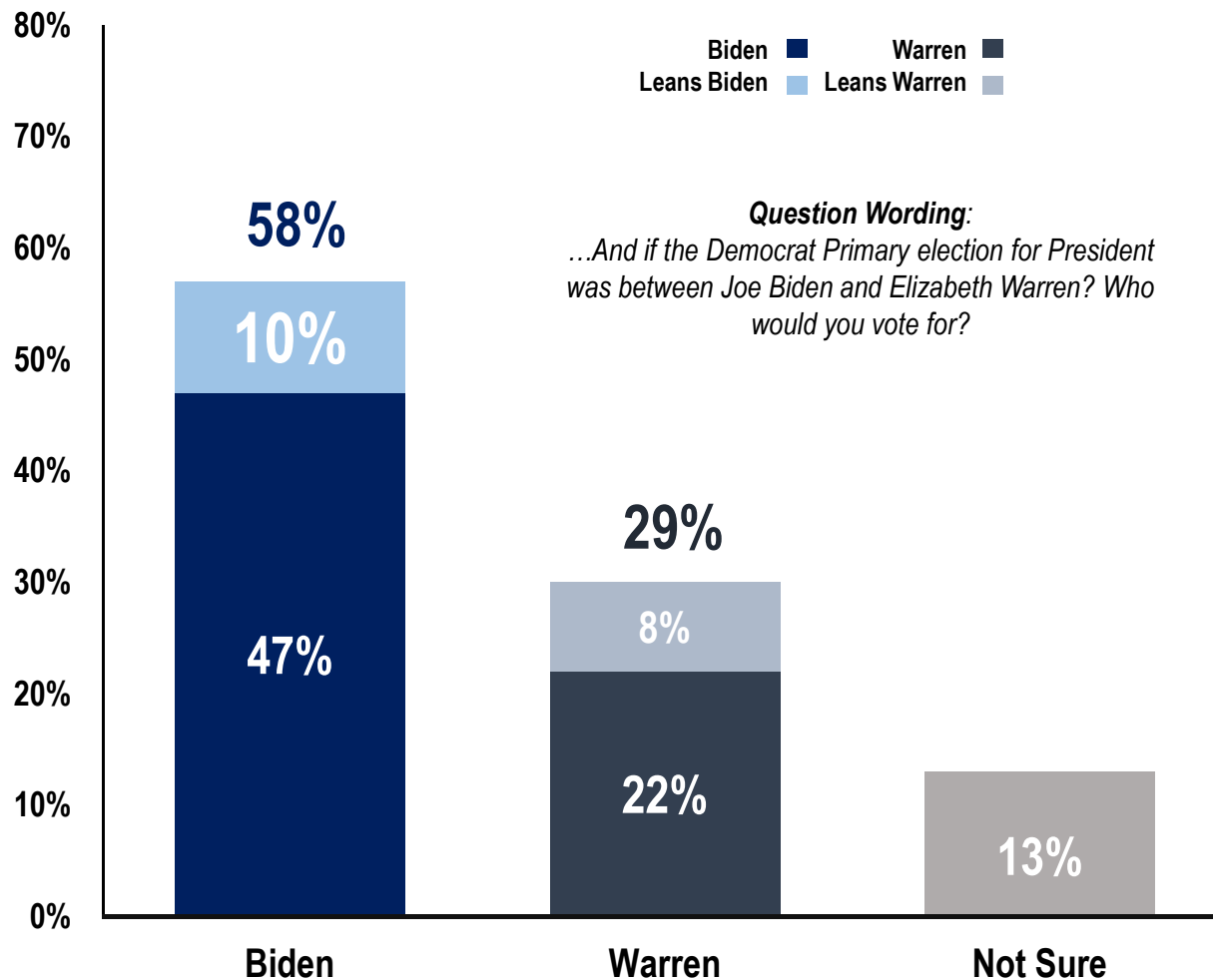
	Fav	Unfav	Net Fav
TOPLINE	69	23	46
VERY LIBERAL	66	24	42
SOMEWHAT LIBERAL	78	17	61
SOMEWHAT CONSERV.	53	34	19
MODERATE	69	25	44
HIGH SCHOOL >	68	19	49
SOME COLLEGE	66	29	37
2 YEAR ASSOC.	73	22	51
TECH VOCATION.	70	15	55
4 YEAR DEGREE	74	18	56
POST GRADUATE	62	30	31
30-44	77	15	62
45-54	62	29	33
55-64	72	22	50
65-74	65	25	41
75+	68	25	42
MALE	72	20	53
FEMALE	66	25	41
ONE OF THREE	71	21	50
TWO OF THREE	67	25	42
THREE OF THREE	67	24	44
DEM	71	22	49
INDEP.	65	26	39

Head to Head: Biden vs Sanders



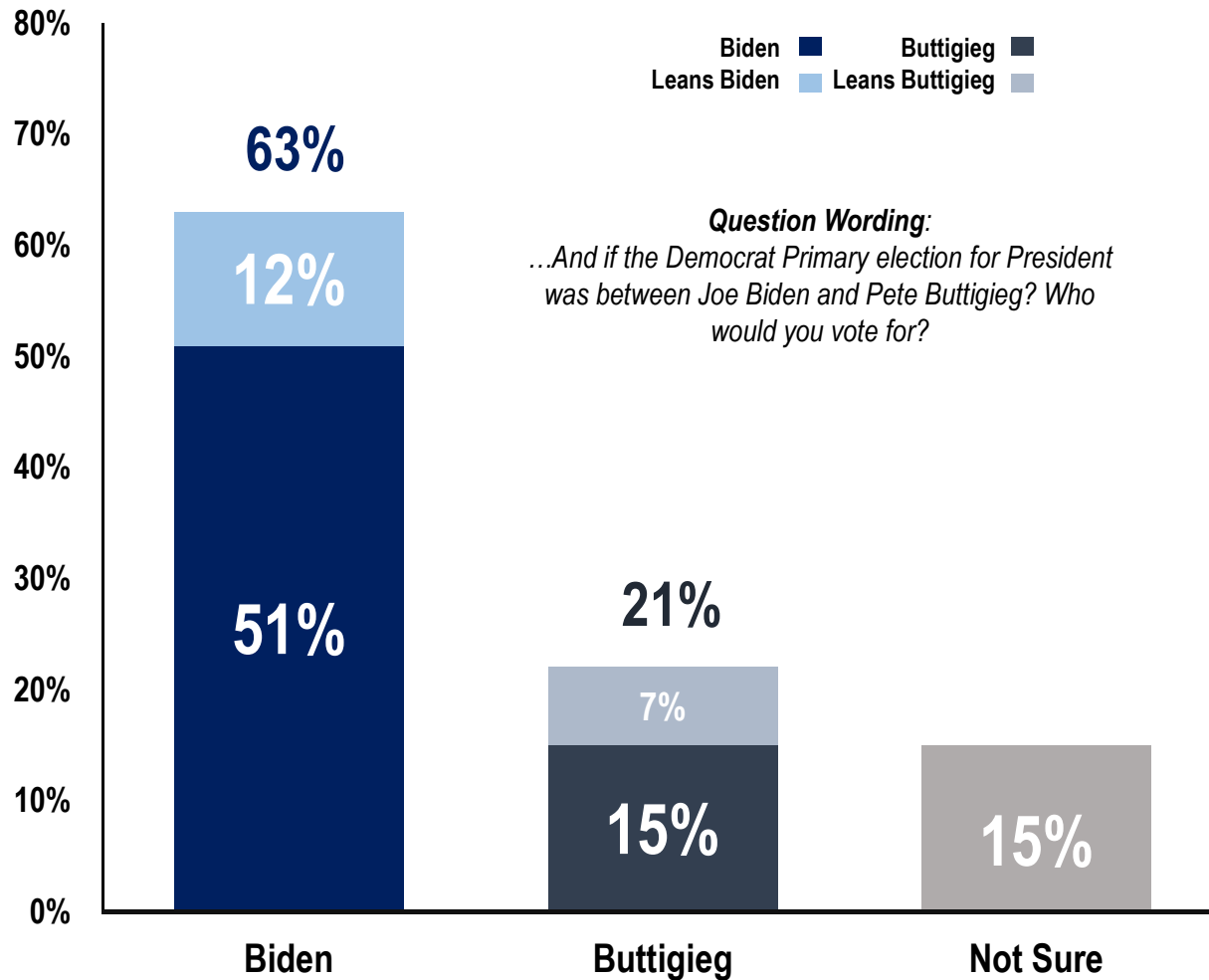
	BIDEN	SANDERS	NET BIDEN
TOPLINE	66	22	44
VERY LIBERAL	64	27	38
SOMEWHAT LIBERAL	73	17	56
SOMEWHAT CONSERV.	72	9	64
MODERATE	49	28	21
30-44	57	33	24
45-54	61	28	33
55-64	66	19	47
65-74	66	20	47
75+	74	15	59
MALE	64	25	38
FEMALE	67	20	47
DEM/VL	62	30	32
DEM/SL-M	68	18	50
DEM/C	76	12	65
IND/VL	71	15	56
IND/SL-M	59	26	33
SUPPORTS UNIVERSAL HC	67	23	44
CHOSE KAMALA HARRIS ON OPEN ENDED	69	18	51
CHOSE ELIZABETH WARREN ON OPEN ENDED	62	24	39

Head to Head: Biden vs Warren



	BIDEN	WARREN	NET BIDEN
TOPLINE	58	29	29
VERY LIBERAL	60	31	28
SOMEWHAT LIBERAL	57	33	24
SOMEWHAT CONSERV.	62	26	36
MODERATE	51	23	28
30-44	48	38	10
45-54	57	35	22
55-64	61	27	34
65-74	57	29	28
75+	63	24	39
MALE	61	26	35
FEMALE	56	31	24
DEM/VL	58	34	25
DEM/SL-M	56	31	25
DEM/C	65	24	41
IND/VL	64	24	40
IND/SL-M	52	27	25
SUPPORTS UNIVERSAL HC	56	34	21
CHOSE BERNIE SANDERS ON OPEN ENDED	52	37	15
CHOSE PETE BUTTIGIEG ON OPEN ENDED	43	45	-2

Head to Head: Biden vs Buttigieg



	BIDEN	BUTTIGIEG	NET BIDEN
TOPLINE	63	21	42
VERY LIBERAL	60	28	32
SOMEWHAT LIBERAL	69	18	52
SOMEWHAT CONSERV.	70	15	55
MODERATE	53	18	35
30-44	53	30	24
45-54	61	28	33
55-64	66	16	50
65-74	66	19	47
75+	67	19	48
MALE	64	22	42
FEMALE	62	21	42
DEM/VL	62	26	36
DEM/SL-M	65	17	49
DEM/C	68	21	47
IND/VL	53	35	18
IND/SL-M	60	20	41
SUPPORTS UNIVERSAL HC	65	21	44
CHOSE BERNIE SANDERS ON OPEN ENDED	58	31	27
CHOSE ELIZABETH WARREN ON OPEN ENDED	56	24	32