TEL OPINION RESEARCH

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		Demographic	Sample		Demographic	Sample
Party			**Gender**			**Media Markets & Geographic**	
Republican	**0%**		Female	60%		Boston	85%
Democrat	**70%**		Male	40%		Burlington-Plattsburg	10%
NMP	**29%**		**Age**			Portland-Auburn	5%
Primary Vote History			*18-29*	*3%*			
New	2%		*30-44*	*15%*			
1 of 3	40%		*45-54*	*12%*			
2 of 3	33%		*55-64*	*23%*			
3 of 3	26%		*65-74*	*28%*			
Ideology			*75+*	*20%*			
Very Conservative	2%		**Likely Voter Trigger**				
Somewhat Conservative	8%		**Definitely Voting**	**89%**			
Moderate	17%		**Probably Voting**	**11%**			
Somewhat Liberal	33%						
Very Liberal	40%						

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

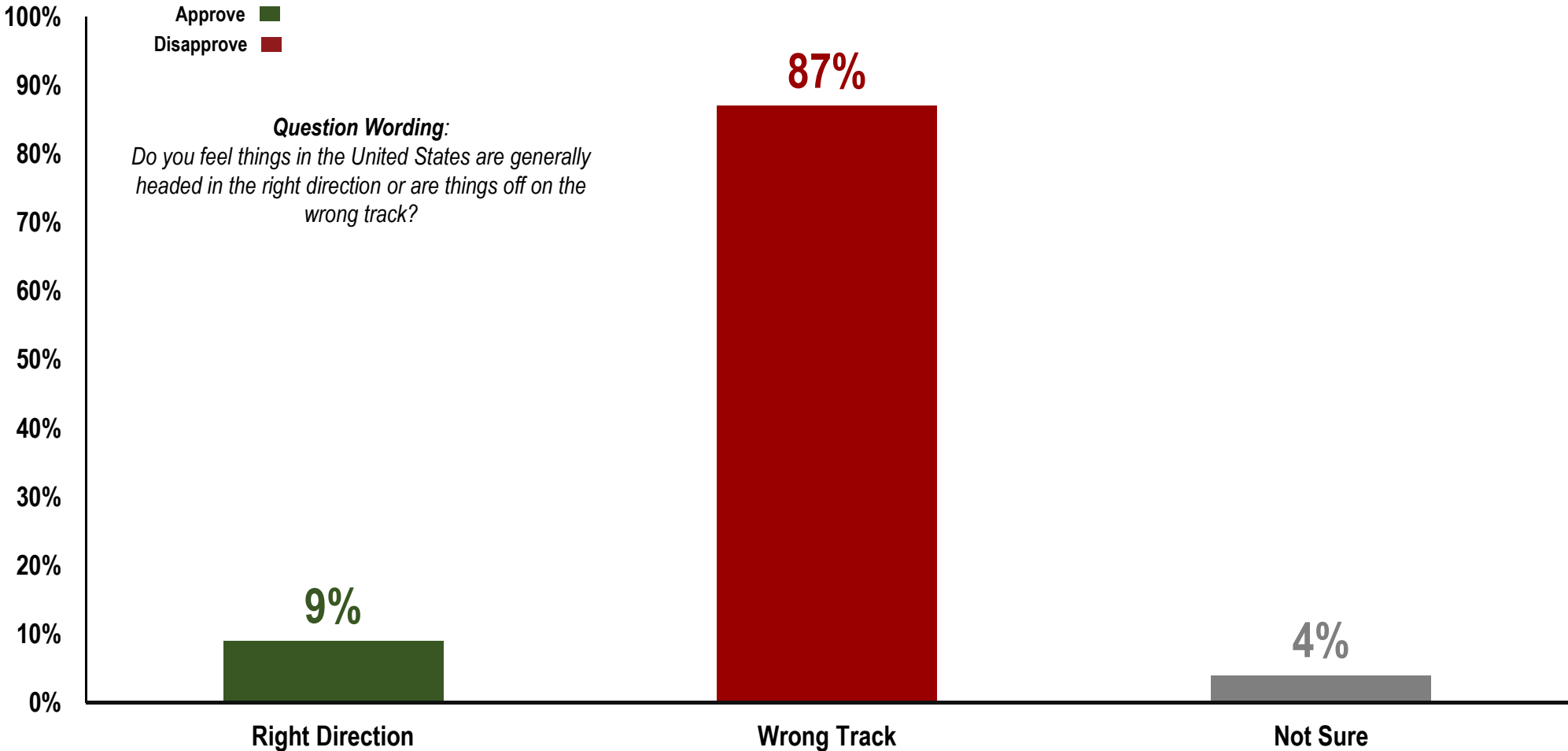- 33% of the respondents in this survey were interviewed via their cell phone.

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.
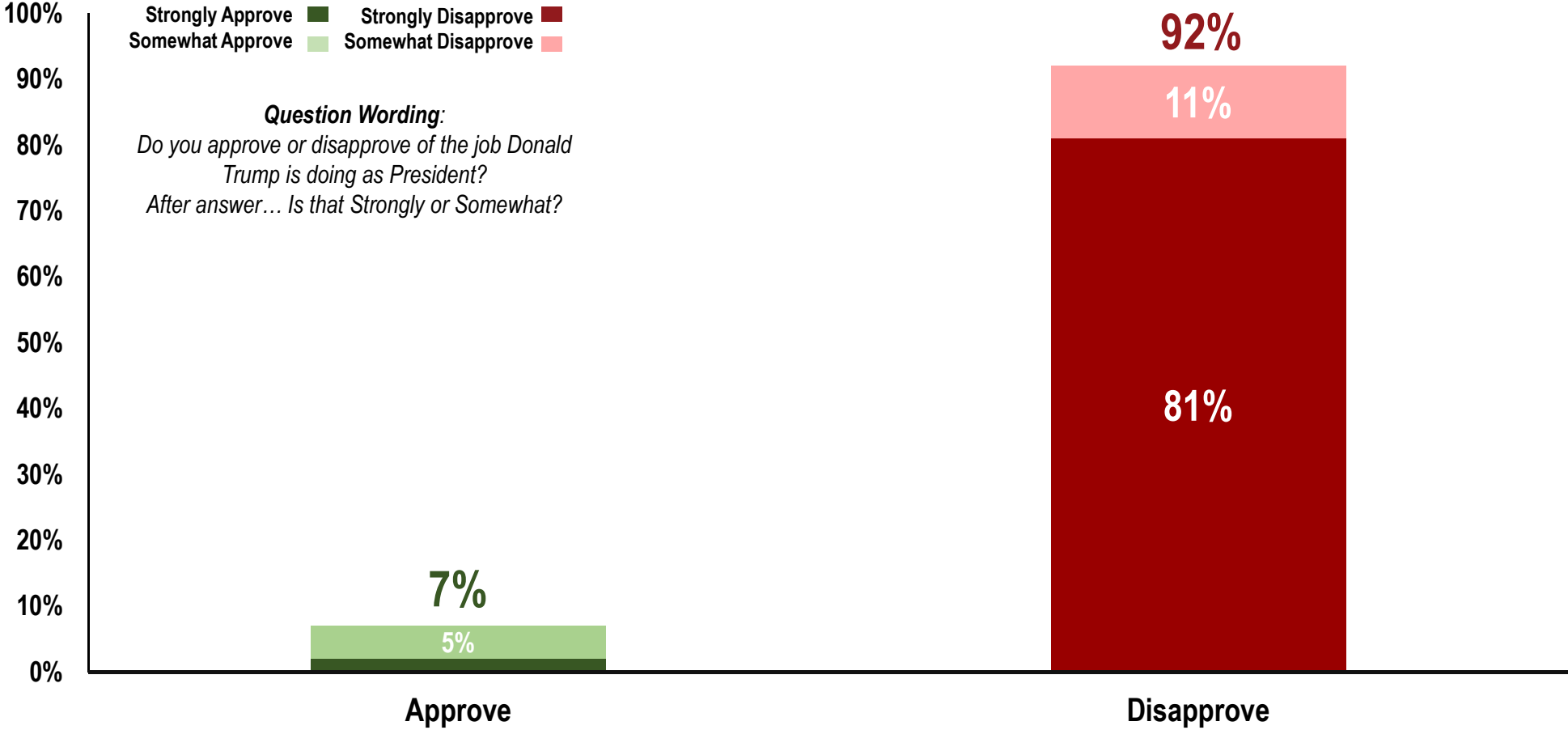
Biggest Issue Facing the US

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/OPIODS	2

Right Direction/Wrong Track in the United States

Approve ■
Disapprove ■

Question Wording:
Do you feel things in the United States are generally headed in the right direction or are things off on the wrong track?

87%

9%

4%

Right Direction **Wrong Track** **Not Sure**

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Job Approval: President Trump

Strongly Approve ■ (dark green) **Strongly Disapprove** ■ (dark red)
Somewhat Approve ■ (light green) **Somewhat Disapprove** ■ (pink)

Question Wording:
Do you approve or disapprove of the job Donald Trump is doing as President?
After answer… Is that Strongly or Somewhat?

Approve: 7%
- Somewhat Approve: 5%

Disapprove: 92%
- Somewhat Disapprove: 11%
- Strongly Disapprove: 81%
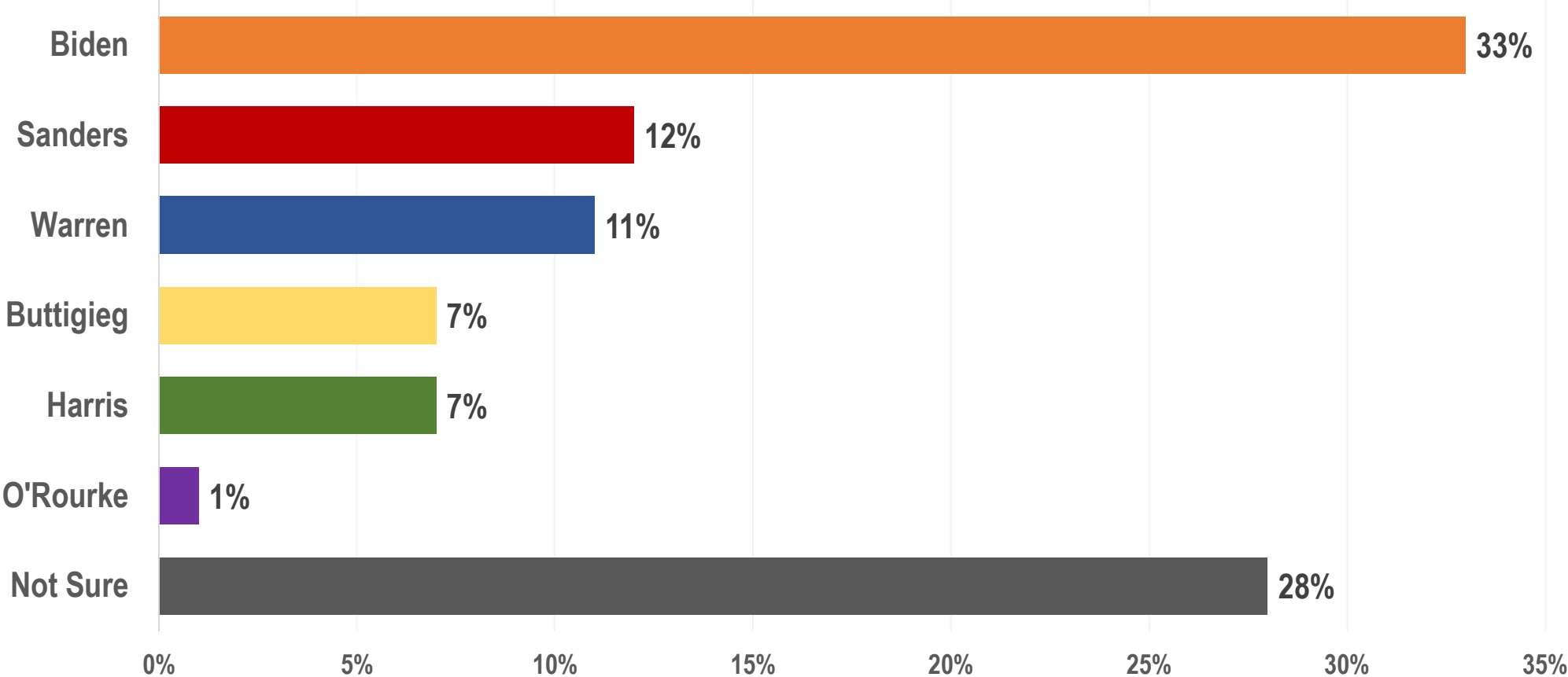
Open-Ended Democratic Primary Ballot

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

Candidate	Percentage
Biden	33%
Sanders	12%
Warren	11%
Buttigieg	7%
Harris	7%
O'Rourke	1%
Not Sure	28%

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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

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Favorability Amongst Notable Democrats

◯ = Total Name ID

Name	Fav	Unfav	No Opinion	Unaware	Total Name ID
Biden	82%	12%	5%		100%
Warren	74%	16%	9%		99%
Sanders	69%	23%	8%		100%
Harris	68%	9%	17%	6%	94%
Shaheen	68%	10%	18%	4%	96%
Buttigieg	61%	9%	21%	9%	91%
Booker	54%	11%	22%	14%	86%
O'Rourke	44%	17%	32%	8%	92%
Ocasio Cortez	41%	18%	32%	10%	90%
DeBlasio	22%	31%	32%	15%	85%

■ Fav ■ Unfav ■ No Opinion ■ Unaware

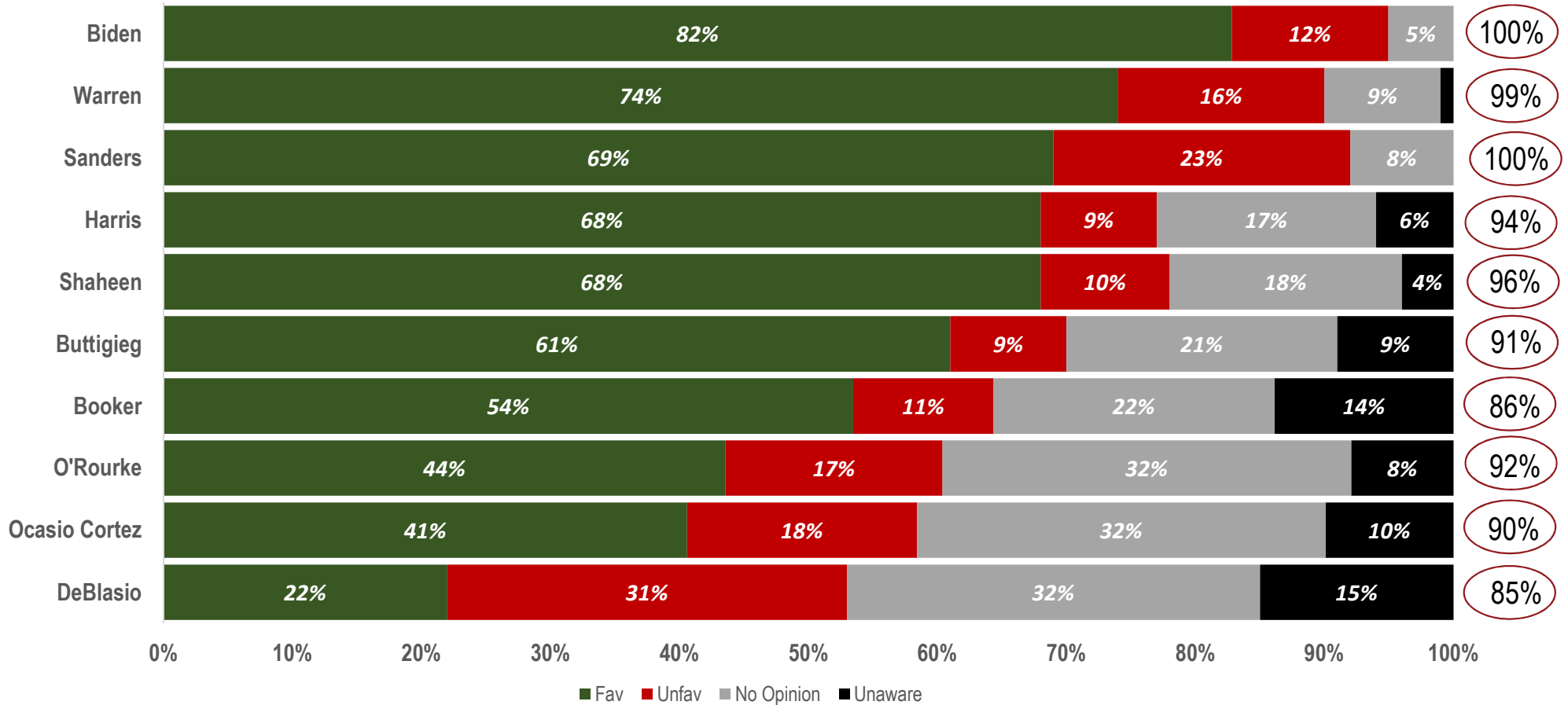*Tel Opinion Research | New Hampshire Democrat Primary Track | 5-23-19*

Tel Opinion Survey (5/23/19)

Image: Joe Biden
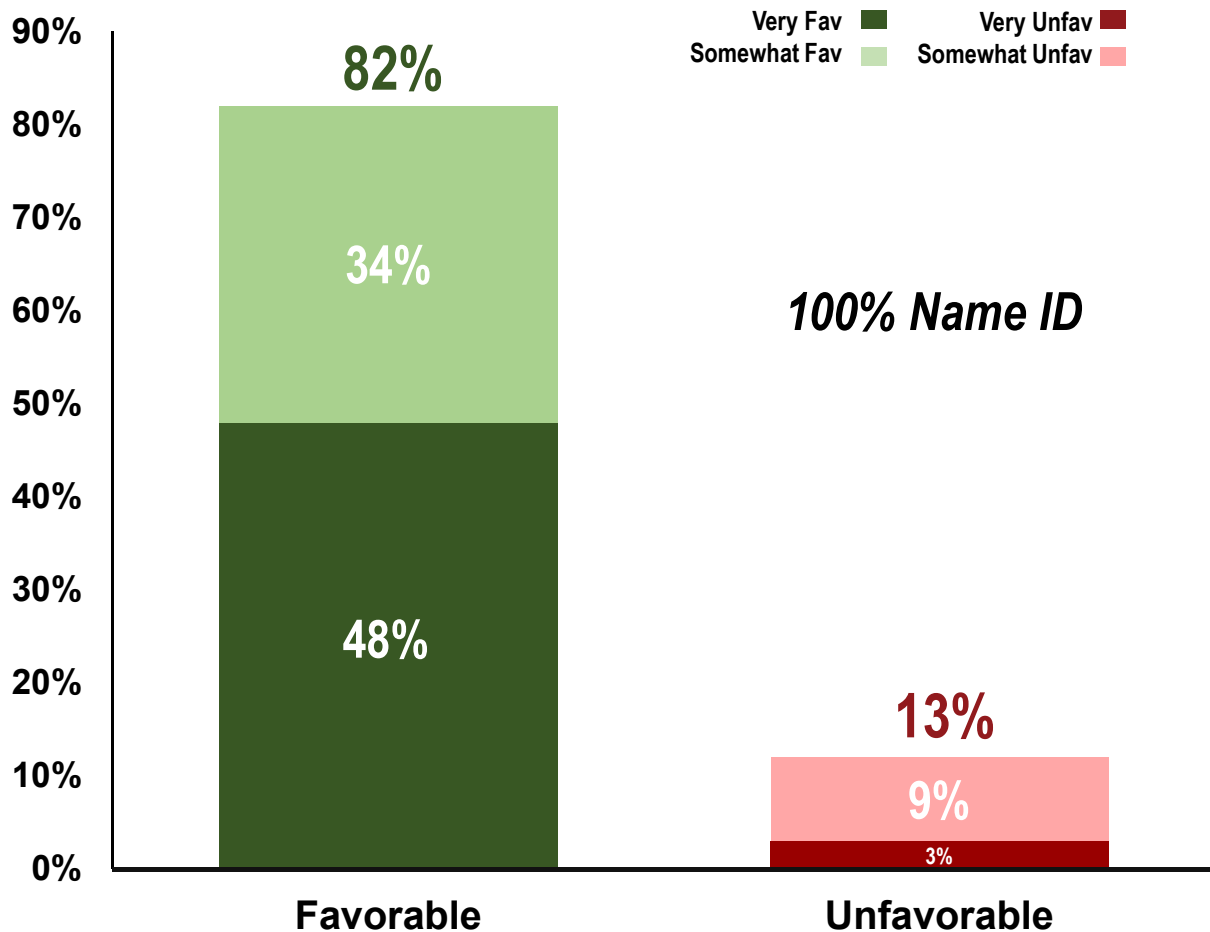
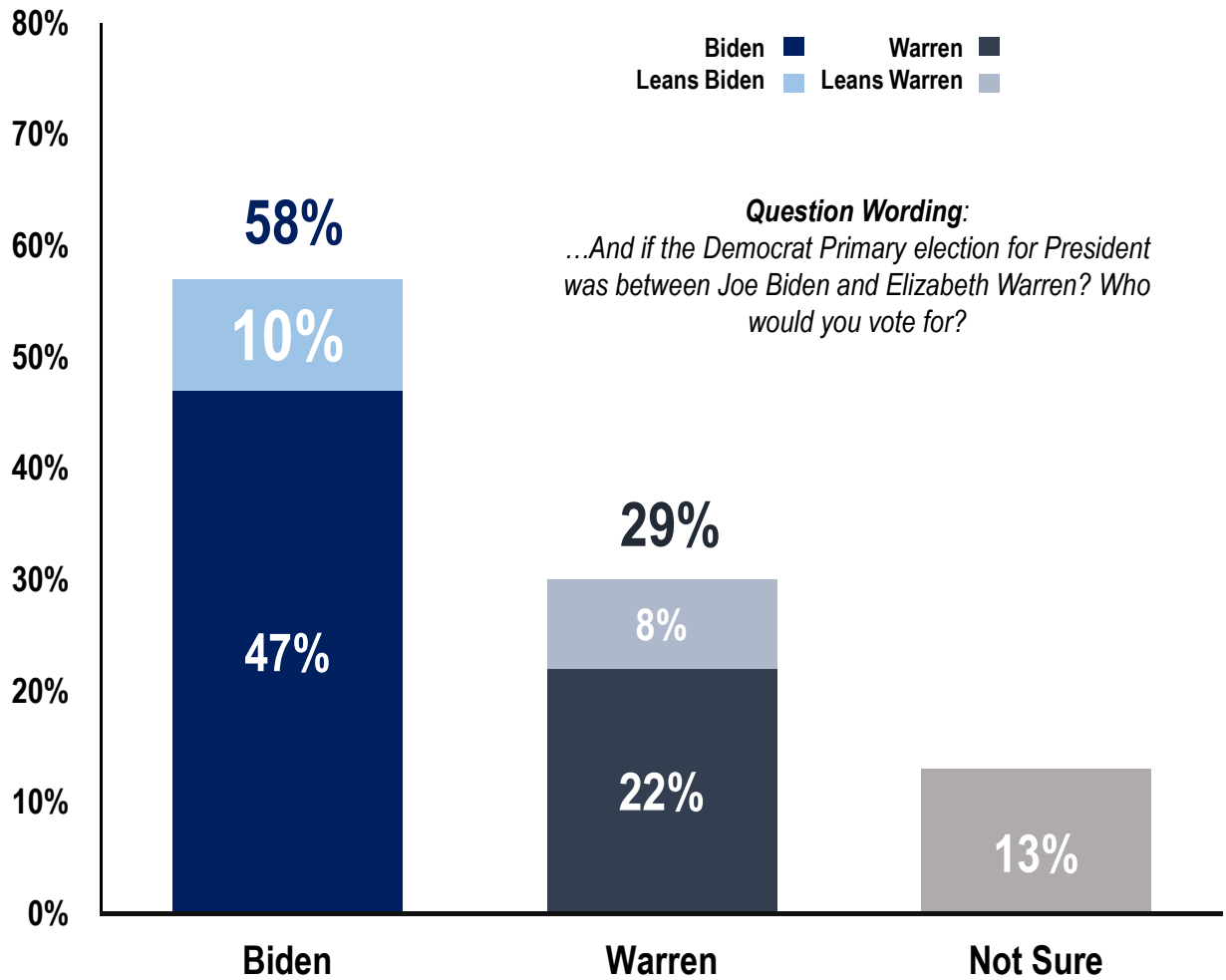|	Fav	Unfav	Net Fav
TOPLINE	82	13	69
VERY LIBERAL	83	12	71
SOMEWHAT LIBERAL	88	10	78
SOMEWHAT CONSERV.	79	19	60
MODERATE	70	17	53
HIGH SCHOOL >	86	6	79
SOME COLLEGE	77	18	59
2 YEAR ASSOC.	84	13	71
TECH/VOCATION.	88	10	78
4 YEAR DEGREE	82	11	71
POST GRADUATE	80	15	64
UNSURE ON OPEN-ENDED BALLOT	72	14	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

100% Name ID

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Image: Bernie Sanders
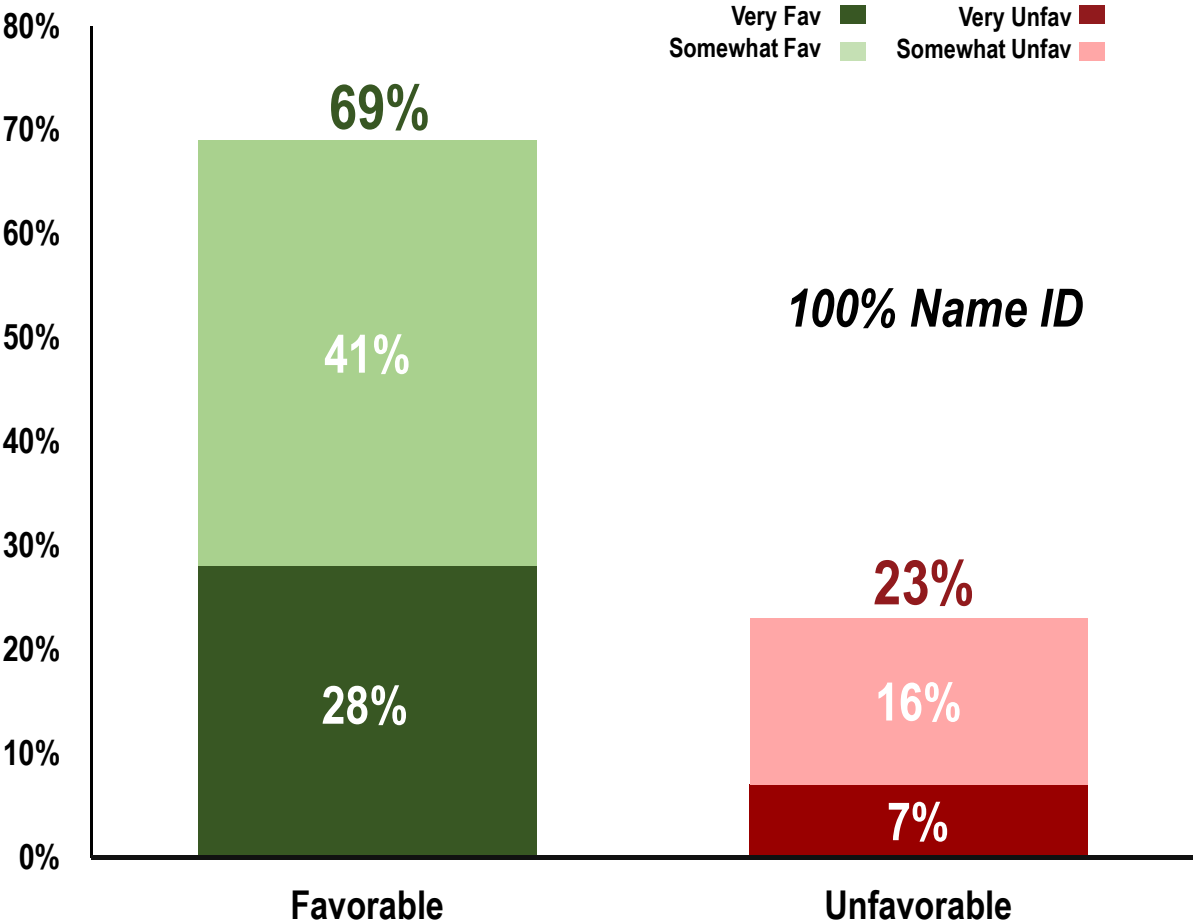
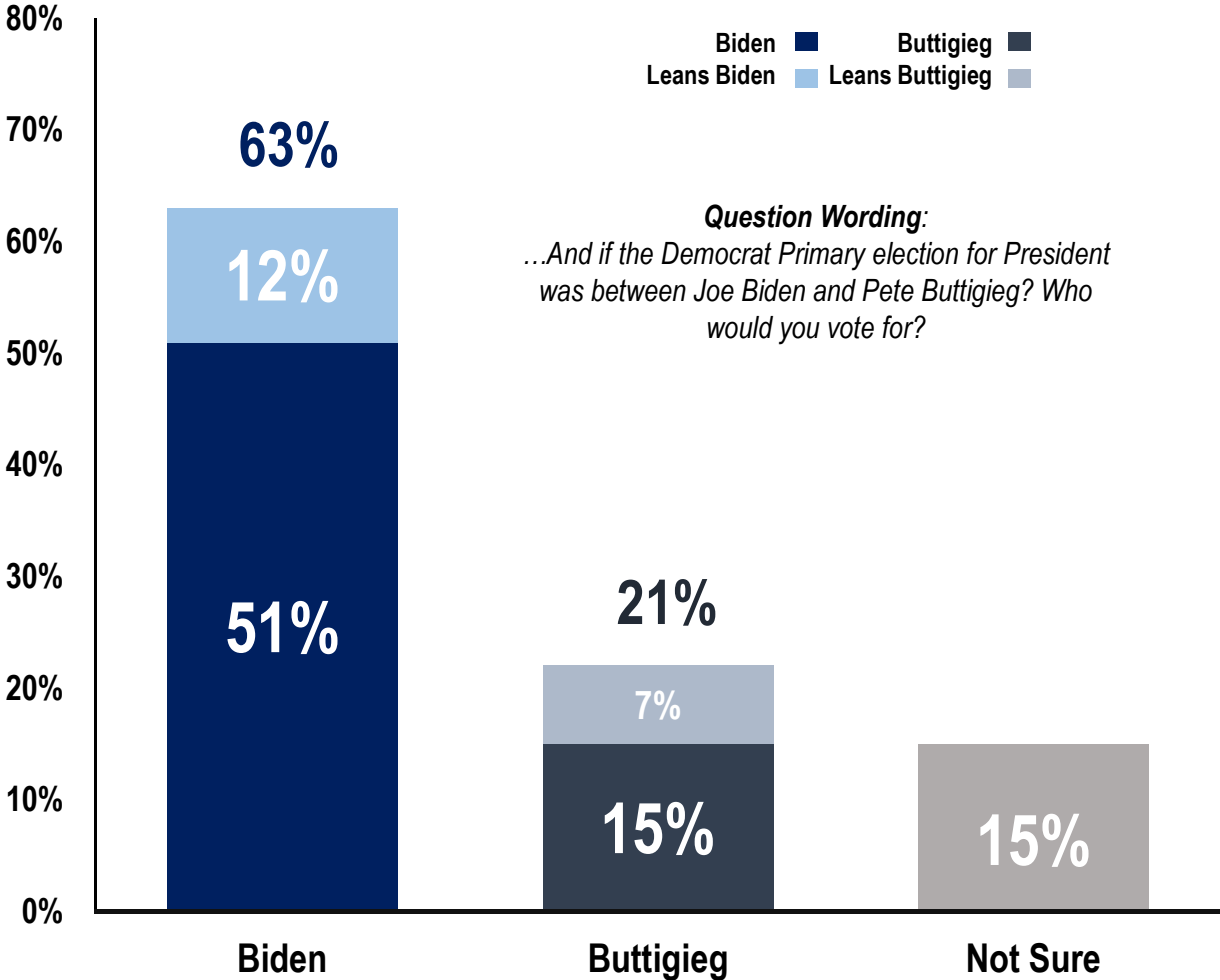|	Fav	Unfav	Net Fav
TOPLINE	69	23	46
VERY LIBERAL	66	24	42
SOMEWHAT LIBERAL	78	17	61
SOMEWHAT CONSERV.	53	34	19
MODERATE	69	25	44
HIGH SCHOOL >	68	19	49
SOME COLLEGE	66	29	37
2 YEAR ASSOC.	73	22	51
TECH VOCATION.	70	15	55
4 YEAR DEGREE	74	18	56
POST GRADUATE	62	30	31
30-44	77	15	62
45-54	62	29	33
55-64	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

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Head to Head: Biden vs <u>Sanders</u>

Biden ■ **Sanders** ■
Leans Biden ■ **Leans Sanders** ■ ■

Question Wording:
…And if the Democrat Primary election for President was between Joe Biden and Bernie Sanders? Who would you vote for?

Biden: 66% (51% Biden + 14% Leans Biden)
Sanders: 22% (17% Sanders + 5% Leans Sanders)
Not Sure: 13%
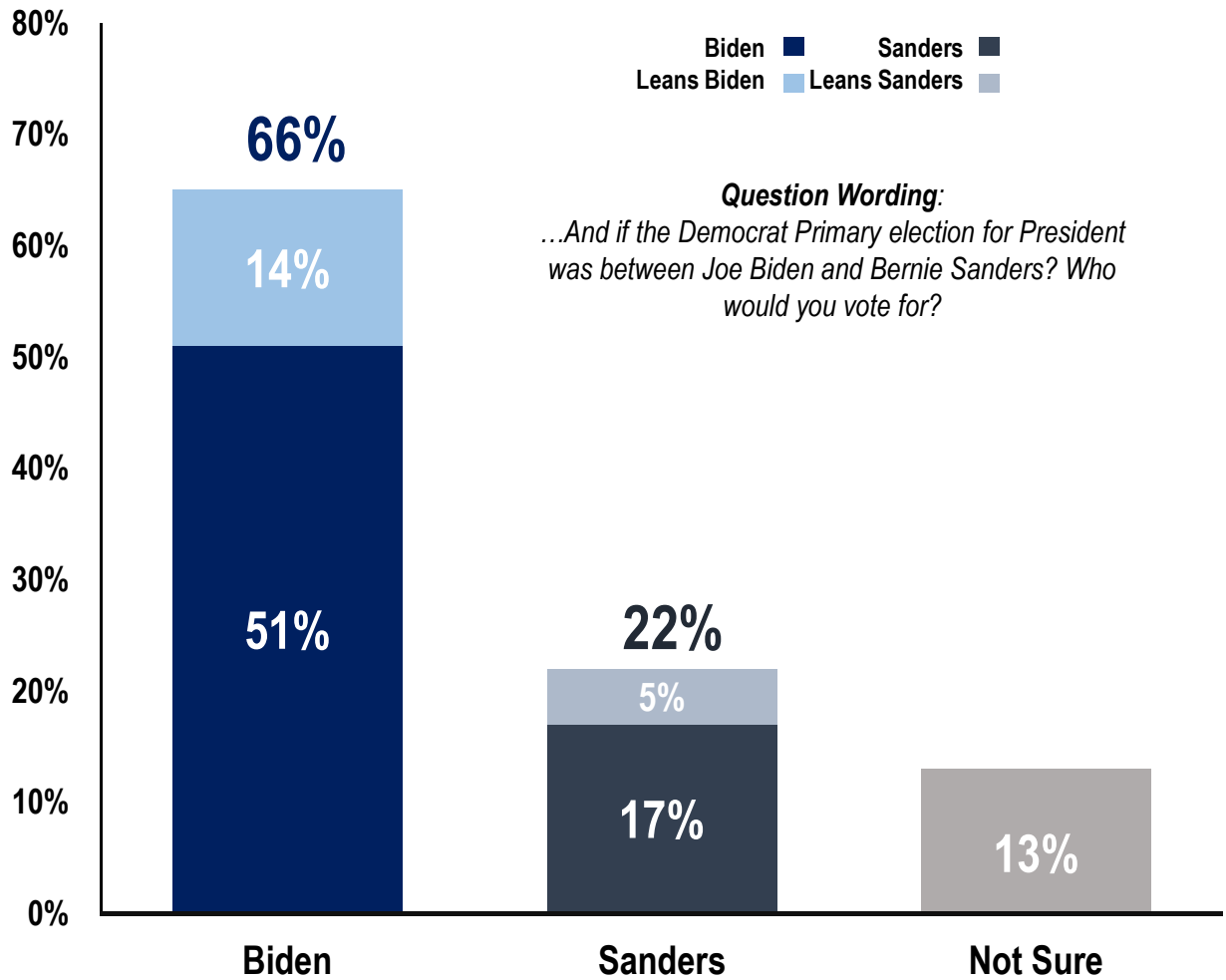
	BIDEN	SANDERS	NET BIDEN
TOPLINE	66	22	44
VERY LIBERAL	64	27	38
SOMEWHAT LIBERAL	73	17	56
SOMEWHAT CONSERV.	72	9	64
MODERATE	49	28	21
30-44	57	33	24
45-54	61	28	33
55-64	66	19	47
65-74	66	20	47
75+	74	15	59
MALE	64	25	38
FEMALE	67	20	47
DEM/VL	62	30	32
DEM/SL-M	68	18	50
DEM/C	76	12	65
IND/VL	71	15	56
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

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Head to Head: Biden vs <u>Warren</u>

Biden ■ (dark blue) **Warren** ■ (dark gray)
Leans Biden ■ (light blue) **Leans Warren** ■ (light gray)

Question Wording:
…And if the Democrat Primary election for President was between Joe Biden and Elizabeth Warren? Who would you vote for?

Biden: **58%** (47% + 10%)
Warren: **29%** (22% + 8%)
Not Sure: **13%**

	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

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Head to Head: Biden vs Buttigieg

Biden ■ (dark navy) **Buttigieg** ■ (dark gray)
Leans Biden ■ (light blue) **Leans Buttigieg** ■ (gray)

Chart:
- Biden: 63% total (51% Biden + 12% Leans Biden)
- Buttigieg: 21% total (15% Buttigieg + 7% Leans Buttigieg)
- Not Sure: 15%

Question Wording:
…And if the Democrat Primary election for President was between Joe Biden and Pete Buttigieg? Who would you vote for?

	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

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