



UMass Lowell/ YouGov Survey of New Hampshire Likely Voters May 6-14, 2024

N = 600 New Hampshire General Election Voters

The sample has an adjusted margin of error of +/-5.24 percentage points

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

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Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

HIGHLIGHTS

1. Biden Slightly Ahead of Trump in New Hampshire, 42% to 36%

“As is true of the national electorate, most New Hampshire voters polled are unhappy with the presidential ballot,” said [Rodrigo Castro Cornejo](#), the Center for Public Opinion’s associate director and a UMass Lowell assistant professor of political science. “In a polarized America, split along partisan lines, both Biden and Trump will first try to activate their base, and, as November approaches, they will try to appeal to undecided voters. Even though undecided voters are a small portion of the electorate, persuading them will be particularly important in what we can expect to be a highly competitive presidential election.”

With less than six months until the general election, Granite State voters give President Joe Biden an apparent lead over former President Donald Trump in the Presidential race in New Hampshire, according to the latest poll from the University of Massachusetts Lowell Center for Public Opinion and YouGov.

Biden has 42% to Trump’s 36% in New Hampshire. Activist Robert F. Kennedy Jr has 11% of likely voters, and another 2% say they are voting for another candidate. 9% of likely voters in the sample are undecided.

Biden’s apparent lead comes among mixed results in the other data. Both Trump and Biden face some dissension among voters from their respective parties. 13% of self-identified Republicans say that they would vote for Kennedy, another candidate, or are currently undecided. 14% of Democrats say the same, but with more supporting Kennedy. 9% of respondents who say they will vote for Biden say they could change their mind before the election, while 91% say they will definitely vote for him. 19% of Trump’s voters say they could change their mind before the election, while 81% say they will definitely vote for him.

Respondents in the sample are also split along educational attainment. Among respondents without a 4-year college degree, Trump has 42% compared to Biden's 31%, and among respondents with a 4-year college degree, Biden has 57% compared to Trump's 27%.

The electorate is skeptical of all three named candidates in the survey. Only 36% of voters in the sample somewhat (23%) or strongly (13%) approve of the job Biden is doing as president, while 63% somewhat (22%) or strongly (41%) disapprove. 38% of respondents in the sample have a favorable view of Biden, while 55% view him unfavorably, 6% have no opinion of him, and 1% say they have never heard of him. 35% of respondents have a favorable view of Trump, 61% view him unfavorably, 4% have no opinion of him, and 1% say they have never heard of him. 29% of respondents have a favorable view of Kennedy, 41% have an unfavorable view of him, 27% have no opinion of him, and 3% have never heard of him.

Apathy and dissatisfaction run through the electorate. 58% of respondents in the sample say they are very (28%) or somewhat (30%) unhappy with their choices on the presidential ballot, compared to 41% who say they are somewhat (26%) or very (15%) happy with their choices. Among self-identified Independents, the total share of those unhappy with their choices on the presidential ballot is 71%, compared to 65% of Democrats and 42% of Republicans.

2. Handling of Gaza Looms Over Biden Re-Election

"The Israel-Hamas war sticks out as a political liability for Joe Biden. While it may not be the most important issue for voters, his handling of the war has damaged his reelection chances in a close race where everything matters," said UMass Lowell's [John Cluverius](#), the center's director of survey research and an associate professor of political science.

Weary of the fighting in Gaza and dissatisfied with Joe Biden's approach, majorities of voters across New Hampshire and in key demographics say that Joe Biden's handling of the Israel-Hamas war has made them less likely to vote for the sitting President in November. Overall, 65% of voters say Biden's handling of the Israel-Hamas War will make them somewhat (28%) or much (37%) less likely to vote for him in November, compared to 35% of respondents who say that it makes them somewhat (25%) or much (10%) more likely to vote for him in November.

These numbers are even more stark within the Democratic base and voters in the middle. 72% of self-identified independent voters in the survey say that Biden's handling of the war has made them less likely to support him, along with 79% of voters under age 45 and 86% of voters who voted for someone other than Trump or Biden or did not vote in 2020. Within his own party, 38% of Democrats say that Biden's handling of the Israel Hamas war has made them less likely to vote for him in November.

The data also reveal a New Hampshire electorate that supports the United States taking a more confrontational approach with Israel. 60% of respondents say that they strongly (29%) or somewhat (31%) support conditioning military aid to Israel on ending Israeli attacks on the Gaza strip, compared to 40% who say they strongly (20%) or somewhat (20%) oppose such a move. Further, a plurality of voters (44%) want increased American pressure to end Israeli occupation

of the Palestinian territories, compared to 30% who want no change in American policy and 27% who want less American pressure on Israel.

In addition, a majority of New Hampshire likely voters support an immediate permanent ceasefire in Gaza. 76% of all likely voters in the sample say they support an immediate ceasefire, and majorities of every demographic split presented in the crosstabs say they strongly or somewhat support a ceasefire as well.

Respondents in the poll are also sympathetic to public controversial criticism of Israel. 68% of all likely voters say that criticism of Israel or the Israeli government is legitimate, compared to 32% who say this criticism is by its nature antisemitic. 64% of respondents say that nonviolent pro-Palestinian protests on college campuses should be protected by the Constitution, while 36% of respondents said that these protesters are not protected and subject to arrest.

3. Ayotte message muddled

“In an increasingly nationalized political environment, it’s unclear whether Kelly Ayotte’s choice to run against Massachusetts liberals is the right strategy to put her into the governor’s mansion,” said UMass Lowell Professor [Joshua Dyck](#), the center’s director and chair of the political science department. “We won’t have a better idea of where this race stands until New Hampshire voters get to know her potential opponents for the fall election. In the meantime, one thing she does have on her side is name recognition in a sea of relatively unknown candidates.”

Former Senator Kelly Ayotte has focused her message around not allowing New Hampshire to turn into Massachusetts. When asked how much New Hampshire is at risk of becoming too much like Massachusetts in the next decade, 30% of respondents said that the risk was great, 34% said there was somewhat of a risk, and 36% said there was not a risk at all. The results are split along party lines. Among self-identified Democrats, 11% say that the risk is great, 37% say there is somewhat of a risk, and 52% say there is no risk at all. 36% of independents say New Hampshire is at great risk of becoming too much like Massachusetts, while 33% say there is somewhat of a risk and 31% say there is no risk at all. 49% of Republicans say there is great risk, 32% say there is somewhat of a risk, and 20% say there is no risk at all.

Granite Staters think of members of their respective political parties as similar to their Bay state counterparts. 48% of respondents in the sample say that New Hampshire Democrats are about the same as Massachusetts Democrats, while 42% say New Hampshire Democrats are more conservative than Massachusetts Democrats and 10% say they are more liberal. When asked to compare New Hampshire Republicans to Massachusetts Republicans, 51% say New Hampshire Republicans are more conservative, 41% say they are about the same, and 7% say they are more liberal.

However, concrete thoughts about Massachusetts politicians elude New Hampshire voters. Massachusetts Governor Maura Healey has a net favorability rating of -1 (13% approve, 14%

disapprove) in the Granite state, but 27% of respondents had no opinion of her and almost half (46%) said they had never heard of her.

Among candidates for governor, former U.S. Senator Kelly Ayotte is the most well-known, with a net favorable of +2 (31% favorable, 29% unfavorable), with 16% saying they had no opinion of her and 18% saying they had never heard of her. Former state Senate president Chuck Morse has a net favorability rating of -6 (10% favorable, 16% unfavorable), while 36% of respondents had no opinion and 37% had never heard of him. Carpenter Shaun Fife had a net favorability rating of -1% (0% favorable, 1% unfavorable). 98% of respondents in the poll could not form an opinion of Fife (14%) or had never heard of him (84%)

Manchester mayor Joyce Craig is the most well-known of the Democratic candidates for Governor. Craig has a net favorability rating of +2 (15% favorable, 13% unfavorable), with 25% having no opinion and 47% saying they have never heard of her. Executive Councilor Cinde Warmington has a net favorability of +3 (8% favorable, 5% unfavorable), with 19% having no opinion and 68% having never heard of her. Restaurateur Jon Kiper has a net favorable of -2 (2% favorable, 4% unfavorable), with 94% of respondents saying they could not form an opinion of Kiper (16%) or had never heard of him (78%).

New Hampshire residents also opposed recent changes to New Hampshire's child labor laws, and support restricting everyone under 18 to no more than 30 hours of weekly work while they are in school. When asked, 79% said they supported this restriction, while 21 said that they opposed it.

4. Other notable findings

- New Hampshire Republicans remain supportive of abortion rights. Consistent with polls from 2022 and 2023, a majority of New Hampshire Republicans (66% in this poll) say that there should be a right to get an abortion in every state in the United States.
- Republicans remain stalwart in their belief that Donald Trump won the 2020 election. 71% of Republicans in the sample said that Trump won the 2020 election. In addition, 61% of Republicans support full pardons for everyone arrested at the riot at the U.S. Capitol on January 6, 2021.