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UMass Lowell/ YouGov Survey of New Hampshire Likely Voters
Oct. 10-23, 2024

N = 600 New Hampshire Likely General Election Voters

The sample has an adjusted margin of error of +/-4.38 percentage points

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

Survey design and analysis by John Cluverius, director of survey research, University of Massachusetts Lowell Center for Public Opinion.

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

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HIGHLIGHTS

1. Harris slightly ahead of Trump in New Hampshire, 50% to 43%

"The results of the poll show good news for the Harris campaign," said political science Assistant Professor Rodrigo Castro Cornejo, associate director of the Center for Public Opinion. "New Hampshire is a necessary state in her path to 270 electoral votes and she holds an apparent lead."

With less than a week until the general election, Vice President Kamala Harris slightly leads former President Donald Trump in the Granite State with 50% of likely voters saying they will vote for her and 43% saying they will vote for Trump. No other candidate received more than 1% from respondents to the poll, while 4% say they are undecided.

A poll released Oct. 17 by UMass Lowell found Harris also had a slight lead in New Hampshire with 50% saying they would support Harris and 41% saying they would vote for Trump. In that poll, no other candidate received more than 1% support from respondents in that survey, while 6% said they were undecided.

Unlike in other states, New Hampshire residents rate the two candidates closely on issues where Trump is considered strongest nationwide.

- When asked which candidate would best handle the economy, the two candidates are close with 47% of respondents saying Harris would do a better job and 46% saying Trump would do a better job while 4% say the candidates are about even and 3% are unsure.
- Respondents also rate the candidates closely on who would better handle immigration with 46% saying Trump would do a better job, 45% saying Harris would do a better job, 4% rate the candidates about even and 4% are unsure.
- Conversely, more respondents say Harris would do a better job handing the abortion issue than Trump, 57% to 31%, with 6% saying the candidates are about even and 6% unsure.

- In the spirit of the holiday, we asked which candidate would make a scarier Halloween costume. More voters think that Trump would make a scarier Halloween costume than Harris, 50% to 26%, with 13% saying the candidates are about even and 11% unsure.

2. Governor's race close with Ayotte at 45% and Craig at 43%

Nearly half of respondents (45%) support former U.S. Senator Kelly Ayotte while 43% support former Manchester Mayor Joyce Craig in a close race for the Granite State's governorship. Support for Stephen Villee stands at 3% of respondents, 1% say they are voting for another candidate and 8% are undecided.

"Kelly Ayotte is running the race she expected to run in 2016, managing her image and pulling votes from Democrats and Independents looking for a moderate manager to mind the Granite State," said political science Associate Professor John Cluverius, the Center for Public Opinion's director of survey research. "Despite her bid to avoid New Hampshire looking like Massachusetts, she's running a campaign that looks a lot like successful Republican efforts in the state's more Democratic neighbor to the south."

More residents have made up their minds and support has grown for Ayotte since the Oct. 17 UMass Lowell/YouGov poll found 42% of respondents said they were voting for Ayotte while 41% said they were voting for Craig. In that prior poll, 3% of respondents said they would support Stephen Villee, 1% said they would vote for another candidate and 14% were undecided.

Additional questions in the poll covered attitudes about the economy, abortion, foreign policy and a host of New Hampshire-centered topics.