



UMass Lowell/ YouGov Survey of New Hampshire Likely Voters
Oct. 2-10, 2024

N = 600 New Hampshire Likely General Election Voters

The sample has an adjusted margin of error of +/-4.83 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.

HIGHLIGHTS

1. Harris slightly ahead of Trump in New Hampshire, 50% to 41%

“These results are good news for the Harris campaign. Vice President Kamala Harris is leading by a 9-percentage point margin and maintains a positive net favorability,” said Rodrigo Castro Cornejo, UMass Lowell political science assistant professor and assistant director of the Center for Public Opinion. “New Hampshire is a crucial state on her path to securing 270 electoral votes and her campaign appears to be on the right track in this state.”

With less than three weeks until the general election, Harris slightly leads former President Donald Trump in the Granite State with 50% of respondents saying they will vote for Harris and 41% saying they will vote for Trump. No other candidate received more than 1% support from respondents in the survey, while 6% said they were undecided.

Voters with a four-year college degree favor Harris 57% to 38% while those without a college degree are tied at 44%.

Trump remains unpopular among likely voters while Harris' net favorables are much closer. Harris has a net favorability of +7, with 50% of respondents having a favorable view of her, 43% say they view her unfavorably, 5% have no opinion of her and 2% said they had never heard of her. In comparison, Trump's net favorability is -15 with 40% of respondents viewing Trump favorably, 55% viewing him unfavorably, 5% said they had no opinion of him and 1% said they have never heard of him.

One thing that may be hurting Trump is that some New Hampshire Republicans appear to be breaking faith with the Republican candidate on issues related to voting and elections. Two-thirds of Republicans in the sample say Trump definitely or probably won the 2020 election, down from 71% in a [UMass Lowell poll](#) conducted in May of this year.

2. Governor's race close, Ayotte 42%, Craig 41%

“Even though the presidential race isn’t close, it’s sucking up all the attention in New Hampshire,” said UMass Lowell political science Associate Professor John Cluverius, Center for Public Opinion director of survey research and associate director. “With so little time left in the governor’s race, almost one in seven voters is undecided. Ayotte is well known, but Craig needs to convert undecided Harris voters to secure a win.”

Former U.S. Senator Kelly Ayotte is in a close race with former Manchester Mayor Joyce Craig. Forty-two percent of respondents say they are voting for Ayotte, while 41% say they are voting for Craig. Three percent of respondents say they are supporting Stephen Villet, 1% say they are voting for another candidate, and 14% of likely voters are undecided.

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